

MAR 1010 - LUX MAU January

PCIQ Subject Line Optimization

SL 1 (Direct): [Fname's][Your]Account Update

SL 2 (Timely): [Fname's][Your]Account Update: Make Time to Unwind in 2022

SL 3 (List): [Fname's][Your]Account Update: Mindful Travel, Magical Bali & Special Offers

SL 4 (Intrigue): [Fname's][Your]Account Update: Relaxation Awaits.

PH: Plus, 2 new luxury hotels to discover in Savannah and Tasmania

HERO:

- **Targeting:** US, Canada, CALA

Headline: Make Time to Unwind, / *In Blissful, Sun-Filled Solitude.*

Copy: Inspired by the principles of mindfulness, the [JW Marriott® Los Cabos Beach Resort & Spa](#) embraces the here and now, so you can experience every moment to the fullest. Whether you're strolling the surf for seashells, floating in one of our sparkling pools, or reveling in the healing powers of the traditional *temazcal*, a Mexican sweat lodge, you'll find it easy to unplug from daily life.

CTA: DISCOVER LOS CABOS

<https://www.marriott.com/hotels/travel/sjdjw-jw-marriott-los-cabos-beach-resort-and-spa/>

- **Targeting:** ROTW

Headline: Make Time to Unwind, / *With a Secluded Venetian Getaway.*

Copy: Inspired by the principles of mindfulness, the [JW Marriott® Venice Resort & Spa](#) embraces the here and now, so you can focus on what matters most. Your pampering begins as you are transported from St. Mark's Square by private water shuttle to our 40-acre resort filled with gardens, olive groves and exceptional amenities.

CTA: DISCOVER VENICE

<https://www.marriott.com/hotels/travel/vcejw-jw-marriott-venice-resort-and-spa/>

MEMBER MODULE

Targeted: Member

CTA: SEE BENEFITS / SEE ACTIVITY

INSPIRATION

Design: Please include TRC and W brand logos

Section Headline: Relaxation Awaits

Subhead: Find inspiration for your next tranquil escape.

- **Headline:** The Beauty of Silence

Copy: Discover the quiet magic of water, deepen your connection to nature, and revel in rare moments of peace at The Ritz-Carlton® hotels around the world.

CTA: SEE ALL 5

<https://www.journey.ritzcarlton.com/inspiration/beauty-of-silence>

- **Headline:** The Magic Colors of Bali

Copy: Photographer Victor Cheng traveled to [W Bali - Seminyak](#) where he captured the island's natural beauty and spectacular sunsets.

CTA: VIEW PHOTOS

<http://theangle.whotels.com/photographer-victor-cheng-found-balis-most-magic-sunset/>

OFFERS

Section Headline: Exclusively for You[, Fname]

- **Headline:** Escape to Luxury

Copy: Each month, get exclusive access to luxury experiences in the most inspiring destinations.

CTA: INDULGENCE AWAITS

<https://hotel-deals.marriott.com/escapetoluxury/>

- **Headline:** Plan Ahead and Save

Copy: Explore special offers from EDITION® hotels including advance purchase, family getaways, and more.

CTA: SEE OFFERS

<https://www.editionhotels.com/special-offers/>

LOYALTY

- **Headline:** Moments Start Here

Copy: Use your Marriott Bonvoy® points to discover cultural experiences, indulge in wellness retreats, and expand your horizons.

CTA: VIEW ALL MOMENTS

<https://moments.marriottbonvoy.com/moments/category/arts-lifestyle>

NEW HOTELS

Section Headline: New Hotels. New Experiences.

- **Headline:** JW Marriott Savannah Plant Riverside District

Copy: Explore the vibrant Savannah waterfront from this unique hotel that was a former power plant.

CTA: RESERVE

<https://www.marriott.com/hotels/travel/savjw-jw-marriott-savannah-plant-riverside-district/>

- **Headline:** The Tasman, a Luxury Collection® Hotel, Hobart

Copy: Journey to the 1800s with a stay at this architecturally stunning and historically rich hotel in the heart of Tasmania's capital.

CTA: RESERVE

<https://www.marriott.com/hotels/travel/hbalc-the-tasman-a-luxury-collection-hotel-hobart/>

CULINARY

- **Headline:** Michelin-Starred Dining in Hong Kong

Copy: Home to a two-Michelin-starred French restaurant as well as a one-Michelin-starred Chinese restaurant, [The St. Regis® Hong Kong](#) is a true culinary destination.

CTA: DINE EXQUISITELY

<https://www.marriott.com/hotels/travel/hkgxr-the-st-regis-hong-kong/>

BOUTIQUES

- **Headline:** Treat Yourself at Home

Copy: Shop plush cozy robes and signature black tea scented bath and body products crafted by Le Labo.

CTA: SHOP EDITION

<https://www.shopedition.com/category.aspx?bath>

INSTAGRAM

- **Headline:** Discover What Inspires You

Video here: <https://www.instagram.com/p/CUyMtDlpogP/>

Copy under image: Take afternoon tea to new places at [The St. Regis Punta Mita Resort](#). #LiveExquisite

CTA: FOLLOW US ON INSTAGRAM

URL: <https://www.instagram.com/stregishotels/>