

**MRT 0055 - June Traveler Newsletter -
(Launch Date 6/19)**

THEME: Road Trips: A high-performing topic, best driving adventures around the world to take now.

Subject Lines:

PCIQ SL Optimization

SL 1 (Question): Are you ready for a road trip[, Fname]?

SL 2 (How To): How to Plan the Perfect Road Trip

SL 3 (Listicle): 10+ Tips to Get Road Trip-Ready

SL 4 (Intrigue): Ready, Set, Road Trip!

SL 5 (Authority): Your Guide to the Perfect Road Trip

SL 6 (Solution): Tips & Tricks to Road Tripping

PH (Previous Podcast Clickers): 🚗 Plus: Check out our latest podcasts designed with road tripping in mind.

PH (Default): 🚗 Discover top drives in [the Destination] and beyond

NOTES:

- Geo-targeting default PH with [Destination] = U.S., Canada, Caribbean, Asia-Pacific, Middle East & Africa
- Geo-targeting of the 1st Secondary section **and** Where to Travel in July (US, Canada, APAC, MEA)
- [Summer] to CALA, North America, [year] for ROTW in PH or collapse if no other option given

INTRO

Targeting: *First Time Recipient*

Headline: Get Ready for a [Summer] Road Trip[, Fname]

Copy: Welcome to your first issue of Marriott Bonvoy Traveler™. The world is starting to re-open, and all signs point to an amazing adventure on the open road with this month's edition dedicated to the [art of the road trip](#). We've curated tips and itineraries, along with a road-trip-inspired podcast, "About the Journey." This newsletter was built to take on your next epic drive. Enjoy!

-Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler

Targeting: *Default*

Headline: Get Ready for a [Summer] Road Trip[, Fname]

Copy: The world is starting to re-open, and all signs point to an amazing adventure on the open road with this month's edition dedicated to the [art of the road trip](#). We've curated tips and itineraries, along with a road-trip-inspired podcast, "About the Journey." This newsletter was built to take on your next epic drive. Enjoy!

-Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler

HERO

Headline: Everything You Need to Plan the Perfect Road Trip

CTA: Start Planning[, Fname]

URL: <https://traveler.marriott.com/road-trip-ideas/>

SECTION A - Targeted by region:

Section Headline: Hit the Road in [Destination]

- **Targeted US:**
Headline: Road Tripping Montana and Wyoming's National Parks
CTA: 2-Minute Read
URL: <https://traveler.marriott.com/road-trips/road-tripping-montana-wyomings-national-parks-budget/>
- **Targeted US:**
Headline: The Ultimate South Florida Road Trip to Key West
CTA: See the Route
URL: <https://traveler.marriott.com/road-trips/west-palm-key-west-florida-road-trip/>
- **Targeted Canada:**
Headline: Road Trip to Sainte-Anne-de-Bellevue: Montreal's Hidden Gem
CTA: Peek Inside
URL: <https://traveler.marriott.com/montreal/sainte-anne-de-bellevue-montreals-hidden-gem-revealed/>
- **Targeted Canada:**
Headline: Get Canadian Rocky Mountain High on This Road Trip
CTA: See the Route
URL: <https://traveler.marriott.com/road-trips/calgary-edmonton-road-trip/>
- **Targeted CALA:**
Headline: Coasts To Peaks: Scenic Road Trips Beyond Punta Cana
CTA: 2-Minute Read
URL: <https://traveler.marriott.com/road-trips/road-trips-from-punta-cana/>
- **Targeted CALA:**
Headline: Take Your Costa Rica Adventure to the Next Level. Hit the Road.
CTA: Go Next Level
URL: <https://traveler.marriott.com/costa-rica/costa-rica-road-trip/>
- **Targeted APAC:**
Headline: Must-Do Day Trips and Drives in Asia and Australia
CTA: See the Routes
URL: <https://traveler.marriott.com/road-trips/asia-australia-road-trips/>
- **Targeted APAC:**
Headline: Ride on, Road Warrior: Scooter Adventures Around Indonesia
CTA: 2-Minute Read
URL: <https://traveler.marriott.com/road-trips/scootering-bali-lombok/>

- **Targeted MEA:**
Headline: Ultimate Luxury Road Trip from Abu Dhabi to Oman
CTA: See the Route
URL: <https://traveler.marriott.com/road-trips/abu-dhabi-oman-road-trip/>
- **Targeted MEA:**
Headline: Drive These Epic Middle East and Africa Road Trips
CTA: 2-Minute Read
URL: <https://traveler.marriott.com/road-trips/middle-east-africa-road-trips/>

SECTION B

Section Headline: Road Trip Tips & Tricks

Targeting: *see below*

Design: *swapped order of these*

- **Targeted: All**
Headline: These 5 Road Trips Are True Spiritual Journeys
CTA: See All 5
<https://contently.com/stories/289054>
URL: <https://traveler.marriott.com/road-trips/spiritual-journey-road-trip/>
- **Targeted: All**
Headline: Bring the Family on These 5 Multigenerational Road Trips
CTA: Pack Up the Fam
<https://contently.com/stories/289130>
URL: <https://traveler.marriott.com/road-trips/family-road-trip-ideas/>
- **Targeted: All**
Headline: Upgrade Your Next Road Trip with These Luxe Essentials
CTA: Start Packing
URL: <https://traveler.marriott.com/road-trips/luxury-road-trip-packing-tips/>
- **Targeted: All**
Headline: Traveling with Little Ones: 6 Tips for Family Road Trips
CTA: See 6 Tips
URL: <https://traveler.marriott.com/kid-friendly/road-trip-with-baby-tips/>

SECTION C

Section Headline: New Podcast Episodes

- **Headline:** Listen Now: About the Journey
Copy: [Check out our latest collection of podcasts](#) designed with road tripping in mind. From winding your way through the National Parks to must-see stops from New York to DC, you'll be transported to some of our favorite routes.
CTA:
[Apple Podcasts](#)
[Google Podcasts](#)
[Spotify](#)

<https://traveler.marriott.com/podcasts/>

SECTION D

Section Headline: Where to Travel in July

- **Targeted: US**

Copy: From the Reggae Sumfest in Montego Bay, Jamaica to Chicago's 4th of July fireworks display, we've sourced a list of beautiful places to visit this July.

CTA: See All 10

<https://contently.com/stories/287163>

URL: <https://traveler.marriott.com/tips-and-trends/where-to-travel-july/>

- **Targeted: CALA**

Copy: From the Guelaguetza festival in Oaxaca, Mexico to Reggae Sumfest in Montego Bay, Jamaica, we've sourced a list of beautiful places to visit this July.

CTA: See All 10

<https://contently.com/stories/287163>

URL: <https://traveler.marriott.com/tips-and-trends/where-to-travel-july/>

- **Targeted: Canada**

Copy: With the borders opening up, we've got Ottawa's outdoor celebrations of Canada Day and Chicago's 4th of July fireworks displays, plus 8 more beautiful places to visit this July.

CTA: See All 10

<https://contently.com/stories/287163>

URL: <https://traveler.marriott.com/tips-and-trends/where-to-travel-july/>

- **Targeted: MEA**

Copy: From wandering the historic streets of Hamra in Lebanon to celebrating Canada Day outdoors in Ottawa, we've sourced a list of beautiful places to visit this July.

CTA: See All 10

<https://contently.com/stories/287163>

URL: <https://traveler.marriott.com/tips-and-trends/where-to-travel-july/>

- **Targeted: APAC**

Copy: From wildlife spotting in lush forests to island hopping in one of the most gorgeous destinations in the Indian Ocean, we've sourced a list of beautiful places to visit this July.

CTA: See All 10

<https://contently.com/stories/287163>

URL: <https://traveler.marriott.com/tips-and-trends/where-to-travel-july/>

READING LIST

Section Headline: Travel With Pride

Copy: June is Pride Month, so let your flag fly at these LGBTQ-friendly destinations around the globe.

- **Target: All**

Headline: These 5 LGBTQ+-Friendly Road Trips Will Dazzle

CTA: See All 5

<https://contently.com/stories/289723>

URL: <https://traveler.marriott.com/road-trips/lgbtq-road-trips>

- **Target:** All
Headline: Rock the Rainbow: An LGBTQ Guide to Puerto Rico
CTA: Hit the Beach
URL: <https://traveler.marriott.com/puerto-rico/lgbt-travel-guide-puerto-rico/>
- **Target:** All
Headline: Soak Up the Sun at These LGBTQ-Friendly Beach Towns
CTA: See All 5
URL: <https://traveler.marriott.com/tips-and-trends/gay-friendly-beach-towns/>

INSTAGRAM MODULE

Headline: #goodtravel starts here

Photo: To come from Jess

Copy: Follow @mbonvoytraveler on Instagram for more travel inspiration from around the world.

ADS TO INCLUDE

Points Purchase

- Targeting: **US/Can & CALA**, with the following suppression targeting:
 - suppress any members who have already hit their annual points purchase limit from getting a Points Purchase banner. Suppression targeting is:
 - NOPOINTS - @Danielle Dubrow/@Batia Gordon, can we please make sure this targeting criteria is implemented for all Q2 Points Purchase promo emails?
 - Any Member that meets the following criteria:
 - Enrolled in the Marriott Bonvoy Program in the Last 30 days
 - OR
 - Is not in good standing
 - OR
 - Has reached MAX Points Purchased Threshold for 2021 or 100K Points (PP21 + PPPR)
 -
- **URL:** <https://marriott.pxf.io/c/2058942/321374/4937>
- **Image:**
 - 1200x300: <https://marrstar.box.com/s/x2irvrhbnsvbdxxobywdmlyljmc0n7bq>
 - 300x250: <https://marrstar.box.com/s/lxfa8lx6ufgd74aczb1011e1dnqfvvv5>

Nonmember Join:

- Targeting: all nonmembers
- **URL:** <https://www.marriott.com/loyalty/createAccount/createAccountPage1.mi?enrollmentSourceCode=TN59>

- Image:
 - 1200x300: <https://marrstar.box.com/s/hrjbruls9lg9rig488f70kt0ymyt5kuk>
 - 300x250: <https://marrstar.box.com/s/2jo02ptox55dycnh1a4uknn3oyrzudij>

Air + Car

- Targeting: All
- URL: <https://www.airandcar.marriott.com/apps/shopping/#/search>
- Image:
 - 1200x300: <https://marrstar.box.com/s/lq2fpvy481g4rrfqlrpofiljw5fnjok3>
 - 300x250: <https://marrstar.box.com/s/q9k8kxny0d6waeytqonkq90eekliz4nk>

TRC Yacht

- Targeting: All
- URL: https://www.ritzcarltonyachtcollection.com/loyalty?utm_source=Ml&utm_medium=email&utm_campaign=launch
- Image:
 - 1200x300: <https://marrstar.box.com/s/udi43r8dgzmau8p86sel5il2qf2idaku>
 - 300x250: <https://marrstar.box.com/s/irls2racecmz2zh3q9dx13gf4m1lqqm9>