

Smart Ways to Reach the American Traveler in a Post-COVID Era

Thursday, June 18, 2020 2:00-3:15pm et #CHTALive



Participants

Richard Williams, CEO, Richard Williams & Associates

> Melissa Biggs Bradley, Founder & CEO, Indagare

Don Jones, Sales Director - East Region, Adara

> Jeffrey Pankey, President, Figment Design

John Saldat, Major Account Executive, Revinate

CHTA COVID-19 Resource Center



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Environment

COVID-19 RESOURCES

CHTA's COVID-19 Initiatives | Global & Regional Alerts | Tools & Resources

Travel Advisories | THiS (Hotel Monitoring System) | Airline & Accommodation Policies/Guidelines

CHTA Partner Updates

www.caribbeanhotelandtourism.com/covid-19/



CHTA Strategic Partners



























Next Week:

Return to the Skies:
Emerging Airline Search and Booking Patterns
for 2020 and 2021
Thursday, June 25, 2PM ET



Share with your fellow colleagues and industry professionals!

Take a screenshot!

Tag #CHTALive

Instagram: @CHTAFeeds

Twitter: @CHTAFeeds

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Tourism Association

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TASTE of the CARIBBEAN





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Today is about: Taking back Control

Digital Marketing

- ☐ For many, digital marketing is uncharted territory
- Most hoteliers are so engaged day to day no time
- ☐ Depend on the OTAs and Tour Operators

Consumer Direct

- ☐ The business of speaking directly to your own audience
- ☐ Creating a space in which you are in control of your own destiny
- ☐ Engaging present & past customers whilst also seeking to finds new followers

The Hotel Perspective

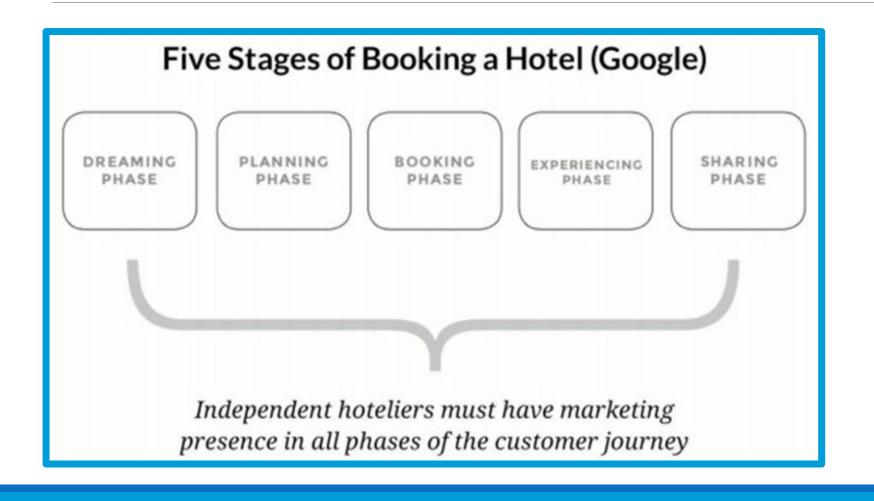
The 3 Essentials

- Guest Engagement
- 2. Guest Acquisition:
- 3. Guest Retention

The Tactics

- 1. Engagement Frequency & Interest
- 2. Acquisition New people, first time
- 3. Retention Build loyalty & repeats

The Customer Perspective



- 1. Dreaming
- 2. Planning
- 3. Booking
- 4. Experiencing
- 5. Sharing









INDAGARE TRAVEL

Caribbean Hotel & Tourism Association
June 18, 2020

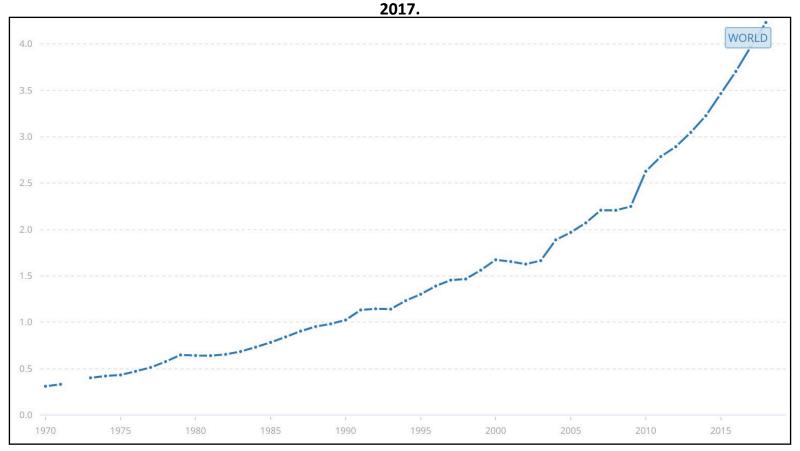






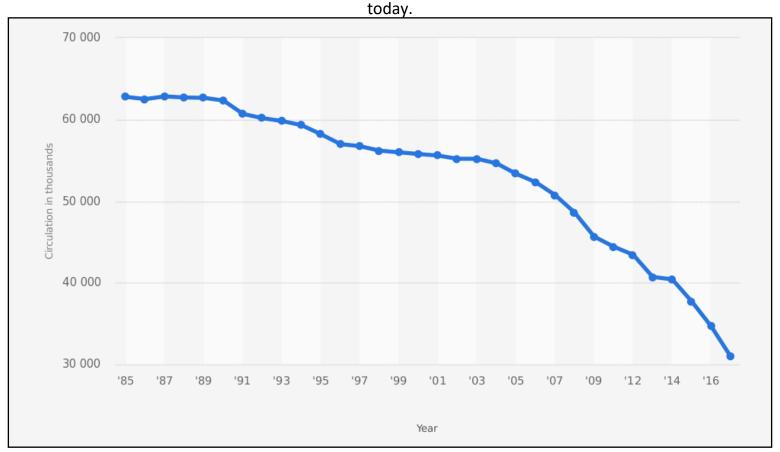
Seismic Shift: Aviation

The aviation industry has seen dramatic growth over the past 20 years, with passenger numbers rising from 1.5B in 1998 to **4.0B in**



Seismic Shift: Print

Paid circulation of print newspapers / media in the US continues to dramatically decline from 1985 to

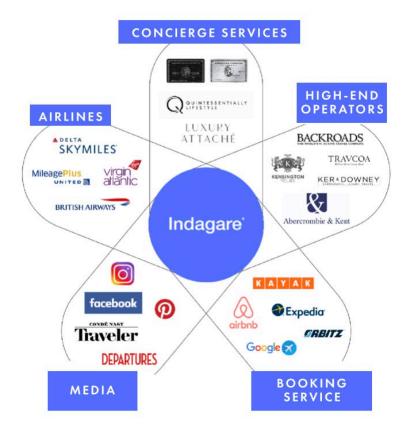


INDAGARE Source: Pew Research Center 13

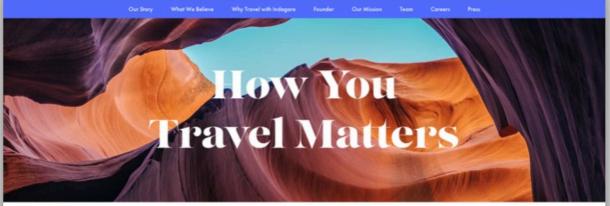
——Today's Landscape

Luxury travel is more accessible and experiential spend is outpacing luxury goods. But the purchase path is fragmented.

- Proliferation of choice = overwhelming
- Crowded and confusing provider marketplace
- Travel review sites, destination websites most important factor for affluent travelers
- "72% of millennials prefer to spend money on experiences rather than material items."



INDAGARE



Our Story

In 2007, Melissa Biggs Bradley founded Indagare, fueled by the desire to inspire and empower people to change their lives through travel.

At a time when travel content creation and trip-planning were separate, Indagare set out to create a dialogue amongst travelers by sharing connections, information and discoveries. We became an innovative travel-planning company. Over the past decade, we have grown from a team of three in an Upper East Side apartment to a staff of more than 90 but our joint mission has never changed.

We Believe...



Authentic experiences are endangered but we can preserve them by traveling intelligently and responsibly.



True understanding comes from person-to-person contact, that's why we cultivated a global travel network over decades.

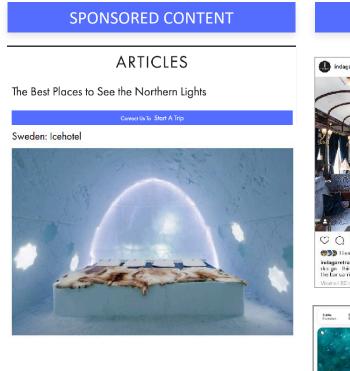


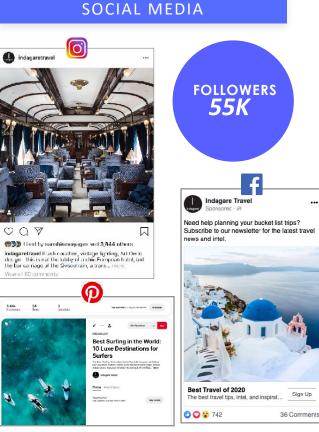
Firsthand reporting and accountability are crucial, that's why every review is backed by a name.

Case Study: Swedish Tourism Board

To inspire our Indagare members, subscribers and followers to place Sweden on the top of their bucket list as travel opens up:

Integrated Marketing Campaign - June - August 2020





INDAGARE

→ Case Study: Swedish Tourism Board

3 Key Messaging Pillars







INDAGARE

17

The Results



CASE STUDY: SOCIAL MEDIA



The Lodge at Blue Sky

THE PARTNERSHIP

To promote the anticipated reopening of The Lodge at Blue Sky to our social audience of 55K+, we shared reasons why this Utah retreat is at the top of our list this summer: adventure, conservation, wellness and more.

THE PROMOTION

 May 29, 2020: Instagram + Facebook Post + Stories

THE RESULTS

- Bookings Confirmed (after 7 days): \$25K+
- Ongoing Inquiries: 30+
- ROI: 5X
- Total Instagram + Facebook Reach: 23.3K
- Total Instagram Engagements: 653
 - 513 Likes
- 70 Saves
- 58 Shares
- •12 Comments
- 58% Instagram Stories Click-thru



Tiked by ebronzo and 516 others

indagaretravel As Americans cautiously consider summer travels, many of us have wide-open spaces, privacy and... more

View all 11 comments





INDAGARE

The Results



CASE STUDY: NEWSLETTER



THE PARTNERSHIP

As part of an integrated campaign, Corinthia London partnered with Indagare's editorial team to create a dynamic program around family travel to London which included a sponsored article and an adjacent ad in a targeted newsletter.

THE PROMOTION

- Premium Placement on <u>Indagare.com</u> for an 8week flight
- Integration into 1 Newsletter
- Social Media Feature

THE RESULTS

Our audience was highly engaged with the newsletter, delivering a 41% open rate and 19% click rate. Our Trip Designers promoted and booked Corinthia Hotel for our clients interested in traveling to London.



A Legendary Safari Lodge is Back

We got a first look at a newly revamped camp, one of the continent's first luxury lodges and home to unparalleled game viewing.

SEE INSIDE >



Why Your Next Family Trip Should Be to London

Check but the perfect it inerary, including plenty of classic historical sites and kidapproved favorites.

SEE THE ITINERARY >



Cook in Europe's Most Famous Kitchen with a Celebrity Chef

This Insider Journey will take guests on a culinary journey through Paris, with expert cooking lessons and dining at the city's hottest insider addresses.

LEARN MORE AND SIGN UP >

Featured Partner

Suite Life at Corinthia Hotel London



Experience the Suite Life four longer, Book a 4-night stay and receive 1 night complimentary, Ideally situated in the heart of the capital, Corinthia Hotel London offers spectacular suites, elegant restaurants, vibrant cockteil bars and the largest, most beautiful spe in London, Espa

BOOK NOW

The Results



THE PARTNERSHIP

To build brand awareness among our engaged subscribers and followers, Mandarin Oriental Barcelona offered a 2-night stay giveaway to Indagare's audience.

THE PROMOTION

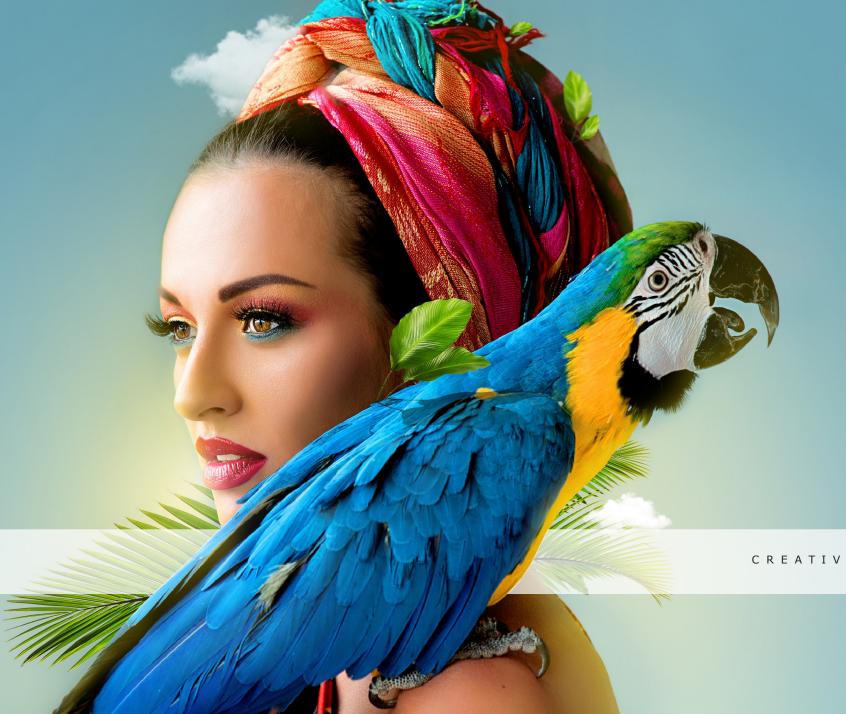
- Dedicated Newsletter
- Instagram (2 posts, 2 stories)

THE RESULTS

Over 1,100 entered for a chance to win by tagging their friends, and both @indagaretravel and @mo barcelona gained 1k+ new followers.



INDAGARE 20



UTILIZING DIGITAL

AND

DIRECT MARKETING

FOR BETTER CUSTOMER TARGETING

CREATIVE | MARKETING | MEDIA | CULTURE



W H O I S F I G M E N T ?































TOPICS OF DISCUSSION

// Identifying your digital campaign goals

Brand Awareness vs Revenue Goals
Staying relevant and top of mindtoday

// Know your budget and choose yourchannels

Why do I have to know my budget?

Consistency throughout all channels

Give the consumer what theywant

// How to build a direct marketing program

Capitalize on yourdata

Use external resources

Newsletters/internal database

// Capturing beyond "just theirinterest"

Data Collection is a gold mine

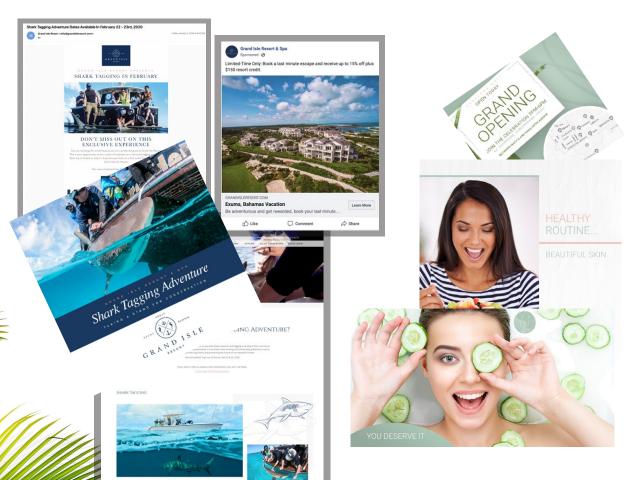
Clean Data

Reporting done right

Retargeting



IDENTIFYING YOUR CAMPAIGN GOALS

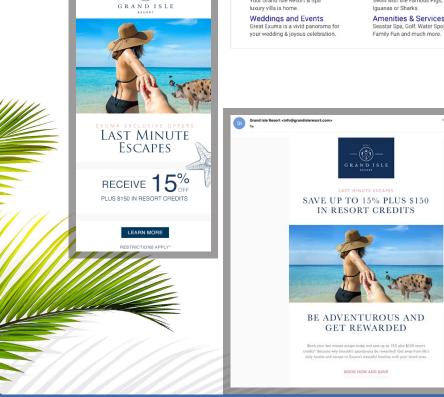


- •Keep Your Goals and KPI's clear
- Brand Awareness Goals
- •Revenue Goals
- YOU CANNOT BE SILENT Staying Relevant
 (What's the one goal that should always exist?)

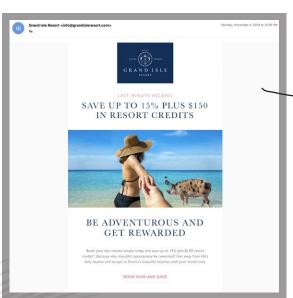


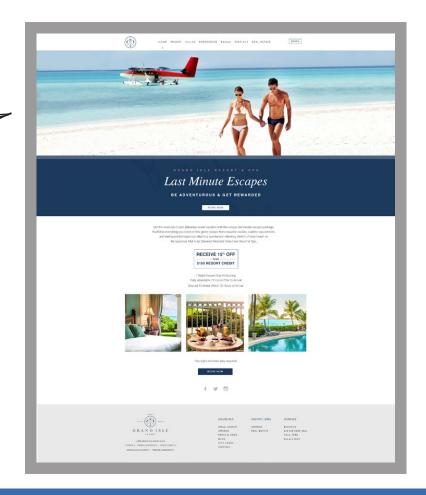
KNOW YOUR BUDGET AND CHOOSE YOUR CHANNELS

•Why Do I have to Know My Budget? •Consistency Throughout All Channels •Give the Consumer What They Found and What They Want











HOW DO I BUILD A DIRECT MARKETING PROGRAM



- •Capitalize on Your Database
- •Using Resources Like ExternalThird Party
- •Creating Newsletters and Email Campaigns with Your Database



CAPTURING BEYOND "JUST" THEIR INTERESTS

•Data Collection is a GOLD Mine •Clean Data – Garbage In Garbage Out •Reporting Done the Right Way •Retargeting

YOUR LANDING PAGES ANALYTICS

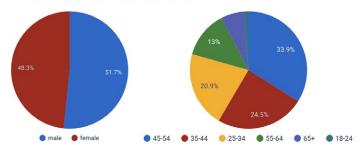
Sessions 466,772 \$ 61.6% New Users 328.1 K \$ 57.3%

Overall Revenue \$3.92M 13.2%

REVENUE BY DEVICE

	Device Category	Transactions	Revenue *
1.	desktop	695	\$2,875,191.73
2.	mobile	172	\$701,210.83
3.	tablet	84	\$346,052.4

REVENUE DEMOGRAPHICS



REVENUE BY REGIONS

	Region	Transactions	Revenue ▼
1.	Texas	140	\$594,043.65
2.	Florida	138	\$475,674.91
3.	California	77	\$303,540.38
4.	Georgia	64	\$258,997.10
5.	New York	63	\$235,272.12
			1/4

REVENUE US MAP



REVENUE BY ACQUISITION CHANNEL

	Acquisition Channel	Transactions	Revenue *
1.	Direct	665	\$2,803,081.49
2.	Organic Search	176	\$684,448.73
3.	Paid Search	72	\$293,496.49
4.	Referral	7	\$38,189.42
5.	Email	6	\$23,239.81
6.	Social	1	\$1,982.2



1-79/79 < >

T H A N K Y O U



MIAMI

2977 McFarlane Road, 2nd Floor, Coconut Grove, Florida 33133 Office: 305.593.7488

















Smart Ways to Reach the American Traveler in a Post-COVID Era DATA DRIVEN MARKETING SOLUTIONS

THE AUDIENCE THAT BOOKS DIRECT





Together with **250+ trusted travel brands**, we are growing the travel industry together











Who Is ADARA?



Founded in 2009 with 100+ employees



Based in Palo Alto, CA with offices in New York, Chicago, London, Paris, Dublin, Dubai, Hong Kong, Singapore, Tokyo & Sydney



Increasing Traveler Value:

ADARA enables you to apply traveler behavior intelligence across the Learn, Act, Measure and Modify process to win share of wallet and increase lifetime value



Holistic View of the Traveler:

With robust ADARA data, we connect traveler's disparate data dots, providing you the most complete view of the traveler so you understand individual travel needs and wants



Data Integrity:

The ADARA platform was purpose-built to protect partner data. Our data privacy, data security and rights management meets rigorous standards. Even the most demanding partners trust ADARA.



20 Week Forecast



%Change (Year-Over-Year)

Searches

CARIBBEAN HOTEL & TOURISM ASSOCIATION



Best Practices / Expectation Post COVID

- be strategic – think short, mid and long term

- plan to pre-pay; new monthly minimums

- leverage ethically sourced, fresh data

- optimize your existing leads (retarget your website and newsletters)
- understand all benchmarks and source markets will be new
- creative messaging and landing page should include measures addressing crowd control and cleaning enhancements per CDC
- ensure rate parity; give consumers a reason to book direct
- ensure phone / reservations lines accessible and efficient

- make certain website functionality is in tact
- understand booking windows will be shorter



THE RITZ-CARLTON, NAPLES UPDATE:

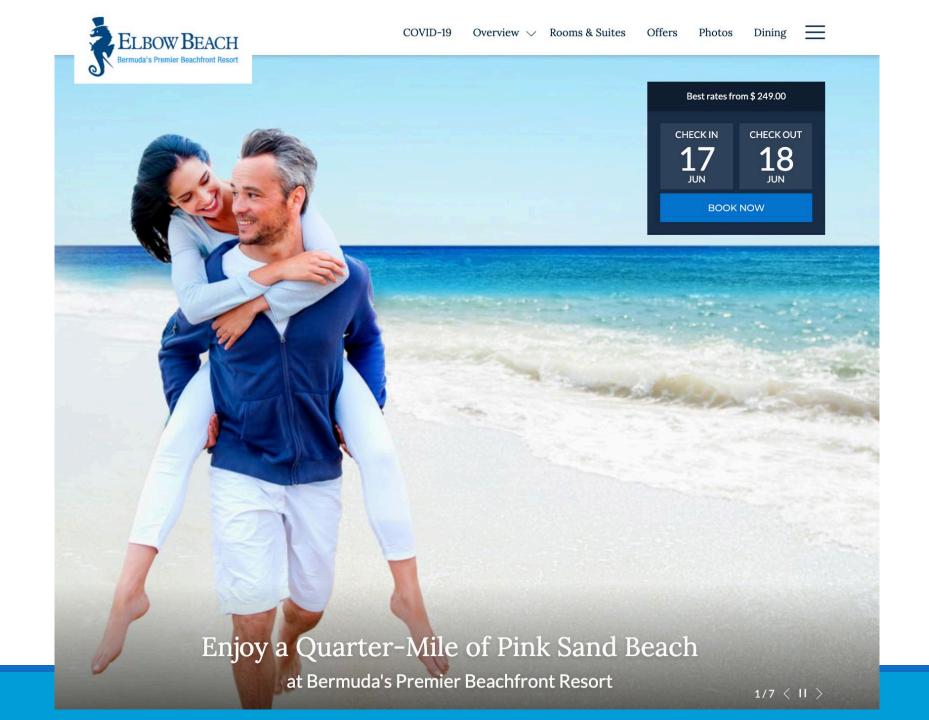
Customers should review government guidance to confirm eligibility to travel & stay at hotel. See travelguidance.marriott.com. Reservations will not be honored where prohibited.

Our Resort is open and accepting reservations. For property information, please call 239-598-3300.



280 Vanderbilt Beach Rd.
Naples, FL 34108 United States
+12395983300

RESERVE NOW HOTEL OVERVIEW **ROOMS & SUITES AREA & ACTIVITIES** MEETINGS WEDDINGS DINING © RESORT (1/30) A luxury hotel destination on Florida's Paradise Coast, The Ritz-Carlton, Naples offers unfettered access to the sandy beach and shimmering waters of the Gulf of Mexico. MAKE A RESERVATION Naples, FL - The Ritz-Carlton, Naples 👂 CHECK AVAILABILITY Jun 17, 2020 - Jun 18, 2020 VIEW EXISTING RESERVATIONS ✓ ☐ MY DATES ARE FLEXIBLE 1 Room 2 Guests BOOK HOTEL, AIRFARE & CAR TOGETHER ☐ USE MY REWARDS POINTS RESERVE BY PHONE Enter Code (optional)





Stay

Golf

Ski

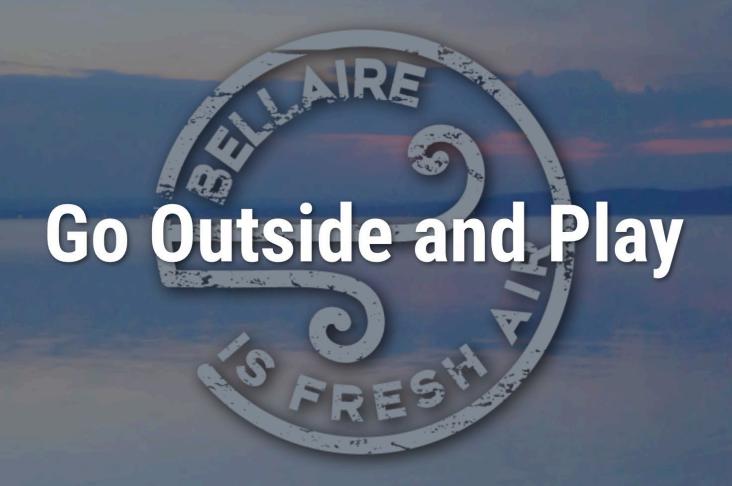
Plan Your Trip

Q

76°

GET LODGING RATES

866.695.5010



RESORT MAP BLOG CLUBS RENTAL MANAGEMENT RENTAL PROTECTION PLANS SANDESTIN FOUNDATION FOR KIDS (800) 622-1038





STAY

EXPERIENCE

GOLF

MEETINGS

WEDDINGS

EVENTS

REAL ESTATE

BOOK NOW

IF YOU'RE READY,

SANDESTIN IS OPEN.

Get ready to summer more.

BOOK NOW



Contact Us



Vivian "Teddi" Mur 305-495-6296

vivian.mur@adara.com

Don Jones 646-342-6372

don.jones@adara.com













WHOM TO TARGET

REPEAT VISITS ARE KING

68%

of travelers who intend to stay at a hotel feel most comfortable booking where they've stayed before





COVID-19 ADJUSTMENTS

"Will stick to familiar locations year over year."

"I'll choose hotels with more limited services for less interaction."

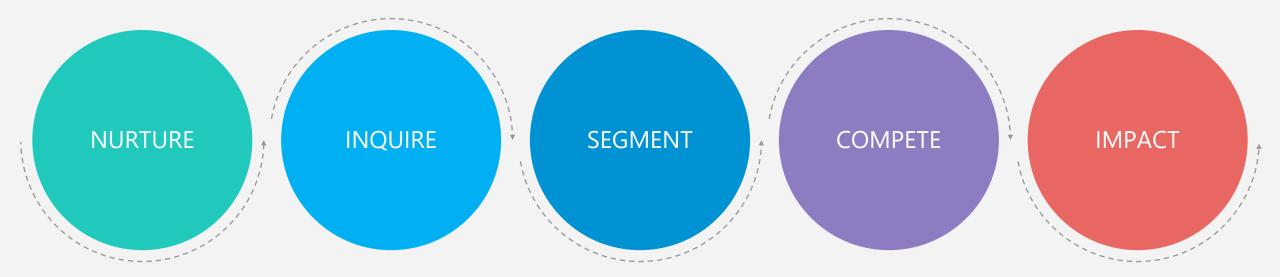
"I need to see transparent communications about safety and cleanliness."



Hotel Rebound Strategy Pillars:



5 key factors in developing a competitive, effective strategy that will win demand



Warm up your guests

now so you that you have their attention when they're ready to travel and you'll be the first to secure their bookings Take the guesswork out of what to promote by gathering insights from your guests on what types of travel they will explore first

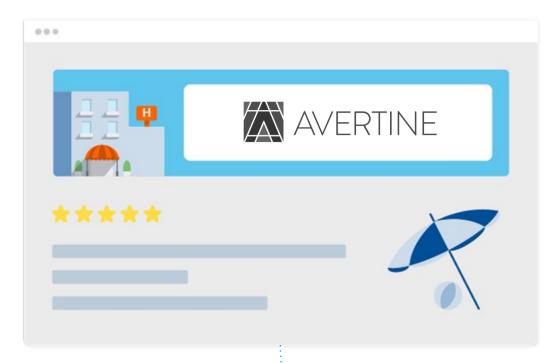
Distribute the right message, at the right time, to the right guests. Segmentation is the key to securing demand before competitors when the market gets noisy

Stand out from the noise with campaigns targeting the demand that others are ignoring. (Think late Q3-Q4 for lower risk travel)

Think on the bright side of low occupancy. Use your extra bandwidth to execute memorable experiences (i.e. upgrade their stay)

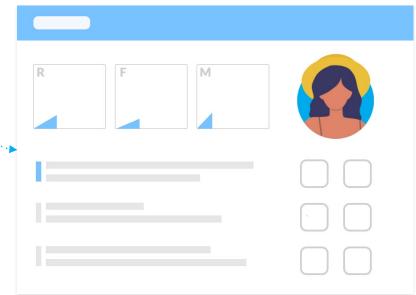


Prospect navigates to your website. Not ready to book, she clicks to leave the site and receives a pop-up to sign up for promotions.



Jessica signs up and her **Rich Guest Profile** is created. It's noted in her profile that she is interested in Spa

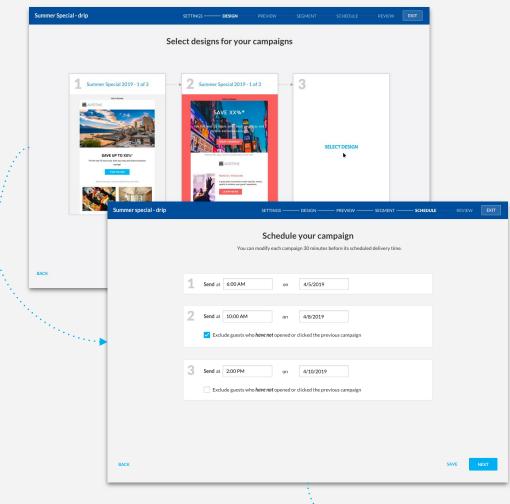




Jessica begins to receive a compelling series of **drip emails** with spa messaging.

She opens an email, sees the relevant offer and makes a direct booking.









EDEN ROC

Subject: Welcome our Lux-Members to Eden Roc

Segmented by: Lux-Members (Loyalty Program

- Safety protocols related to COVID
- Updated Images of the property/outlets

OPEN RATE

59%

CTR

5%



BOUTIQUE SUITES & BEACH CLUB



A big hello and virtual hug to you and your family from us at Lux-Residence and the whole team at Eden Roc

Our thoughts have been with everyone over these unprecedented last few months and we hope everyone has managed to navigate safely through the dramatic changes to our normal ways of life in good health. We have refrained from over communicating during the last two months as we deemed it inappropriate in light of some of the extreme difficulties in some parts of the world. However, it was fantastic to be in contact with many of you personally, and we really, really appreciated everyone who reached out to us.

Obviously the travel industry has been one of the sectors heavily impacted by the pandemic, although surprisingly, Eden Roc has maintained an operation, albeit at a significantly reduced level, throughout the lockdown period. Completely unplanned, but we ended up with several families requesting to quarantine in the property and gained permission to operate on that basis. We basically decided to create a bubble around the hotel and maintained a service and culinary team whom agreed, under "great duress", to reside in our employee housing for the entire period of time to minimise risk to our guests and themselves by transiting in and out of Cap Cana. As always, we are extremely grateful to our team, that is always even surprising us with their great dedication.

The Dominican Republic government acted very early in implementing preventative measures and social controls to contain the spread of COVID-19. In addition to closing the borders and restricting travel around the country, we have been under a strictly enforced curfew for the past 2 months with nobody being permitted out of their homes from 5pm -6am. This appears to have been as successful as it was surprising, in controlling the infection rate nationally, to the point we are not aware of any employees, friends or associates who have had their health affected.

As many countries begin to relax restrictions with many tourism locations opening on June 1st, the DR still has controls in place and wishes to delay the immediate resumption of mass tourism with a phased resumption of activities. We have just been informed this week the airports will reopen on the 1st of July and incoming travel will be permitted from that date but hotels must remain below 50% occupancy. We are expecting a slow resumption of vacation travel, starting in July, and we will restrict occupancy to below 30% for the first few months to allow us to easily embrace the new operational standards. We have had the benefit of honing our new Health and Sanitation practices over the last 2 months "live" with direct feedback from the remaining clients and we believe this will not detract from our usual experience.

Whilst we understand for many travel will not be a priority immediately, we have had numerous inquiries from members regarding the summer and for anyone who does wish to "escape" we are extremely confident we can maintain a safe an environment. The hotel has already implemented international best practice health and sanitation procedures and operational improvements impacting elimination of any kind of buffets, employee PPE and testing, anti viral cleaning of all touch points and surfaces, increased spacing in restaurants and on the beach and predominantly outdoor dining. This will be communicated in full via the hotels media channels.



Your own home... with added safety features Independent A/C units with ozone air filtration prior to

your arrival. Air purification systems with peroxide, of the brand reSPR are also available for continuous use throughout your stay.

... on your own private beach

Beach cabanas have been spaced even more between them, and we have redesigned the beach layout for a transit flow that reduces unnecessary clutter. All beach loungers are



... with your own table reserved

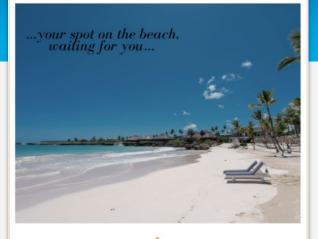


With plenty of open air spaces, the restaurants will have reduced seating capacity and table reservation and assignation for you and the rest of guests in Eden Roc Cap

...and even more space for your enjoyment

Plenty of space for lounging in the hotel has been one of the most loved aspects of our property. WE have redesigned some of our outdoor and lounges to make it even easier to give you space to rest, relax and unwind in your own

















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Cap Cana, Juanillo, Punta Cana, Provincia la Altagracia 23000, Dominican Republic.

info@edenroccapcana.com

T: +1 809 469 7469 | +1 809 695 5555 F: +1 809 469 7470

No longer want to receive this emails? Unsubscribe



EDEN ROC

Subject: Ready to welcome you back!

Segmented by: OTA Channel Guests

- Different Subject line (Welcome back)
- Safety protocols related to COVID
- Updated Images of the property/outlets

OPEN RATE

23%

2%



BOUTIQUE SUITES & BEACH CLUB



A big hello and virtual hug to you and your family from us at Lux-Residence and the whole team at Eden Roc

Our thoughts have been with everyone over these unprecedented last few months and we hope everyone has managed to navigate safely through the dramatic changes to our normal ways of life in good health. We have refrained from over communicating during the last two months as we deemed it inappropriate in light of some of the extreme difficulties in some parts of the world. However, it was fantastic to be in contact with many of you personally, and we really, really appreciated everyone who reached out to us.

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...and even more space for your enjoyment

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ARRIVALS REPORT

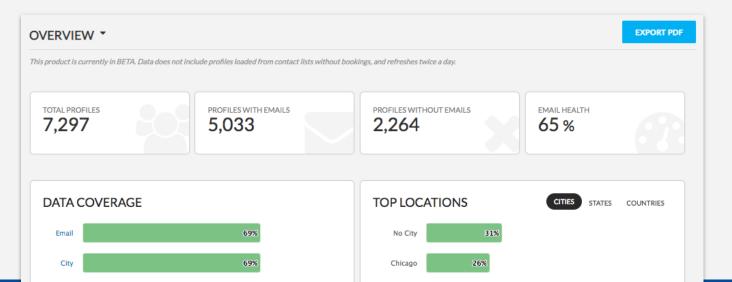




REVINATE LOYALTY LEVEL Arrivals Report for Wed Aug 30, 2018 ▼ Premium ARRIVING **DEPARTING** ROOM REVENUE 53 guests 42 guests ^{\$}23,986 VIP Standard **GUEST LIST** SEARCH BY GUEST NAME GUEST NIGHTS ROOM ADR RATE CODE LOYALTY LEVEL EMAIL 1 STAFF NOTES **GUEST STAY NOTES** Standard Rickey McKenzie 3 DBLQ \$199 SAVE20 Premium Earlly Check-In Wine & Dine, Late checkout, Quiet Room, extra pillows Extra pillows, Sparkling water New York, NY, US George Duarte DBLQ \$199 SUM18 VIP × Premium Late Check-In, Spa Toronto, ON, CA Jefrey Scott Korek 2 KING \$245 SAVE20 Standard × Spa Package (SPA6 Golf, Spa, Extra towels 2 extra towels Dallas, TX, US VIP **Caroline Brettel** CORP1 Don Perignon (1 bc Family, Sparkling water Travelling with a 1yr old baby, need a crib and DBLQ \$175 Standard blankets Seattle, WA, US DIR10 Late checkout, Airport Need a cab to the airport at 4 pm on Sep 2nd. Ivan Costas DBLQ \$162 Premium transportation Thank you. Paris, FR Standard Pamela Shier KING \$245 CORP1 VIP Wine & Dine, Late checkout, Extra pillows, Sparkling water London, UK Ellana Dowdy DBLQ \$190 WI Standard Late Check-Out Checking out late due to a conference in the Kansas City, KS, US Premium Irwin Jacobs KING \$245 Airport transportation Need transportation to airport around 1:30 Premium PM at checkout Hong Kong, CH SUM18 Miguel Diaz KING \$245 VIP ~ Airport transportation VIP Mexico City, MX



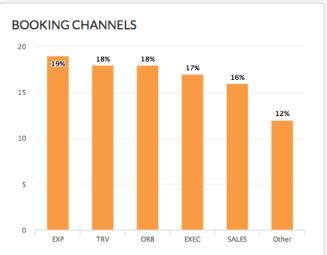
KNOW YOUR GUESTS: DATABASE INSIGHTS DASHBOARD



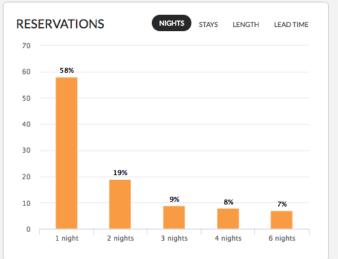
San Francisco

Tokyo 2%





Country





Gift Cards

Subject: Something Special For You

Preview Text: Don't Miss This! Get 20% off right now

Segmented by: Past Guests, Website Sign-ups

- Discounted vouchers more for less!
- Generates cash flow







Gift Cards - an advance on happy days! Get 20% off right now

A hotel gift card is worth much more than money! It gives the you something to look forward to and provides lasting memories. We understand that planning ahead is not easy at the moment, but we are confident that life will resume as normal within time. Buy your gift card now at 20% off to have a hotel stay to look forward to.

Gift cards are valid for two years and can be used for all our

View Gift Vouchers

Discover our destinations!







Placeholder text to promote local

Explore

Explore

Hotel Name | 123 Main St., City, ST 98765 1 (800) 123-4567











FULL GUEST LIFECYCLE



₩ We Miss You

Day of the check-out 180 days since last check-out

10/5 days before check-in

EDEN ROC



Dear Jagoda Phelan,

We look forward to helping you enhance your stay at Eden Roc at Cap Cana. In preparation for your arrival, we wanted to take a moment to share a few details of the amenities and services you will soon be enjoying. Our concierges are dedicated to ensuring your needs are met - both within and outside the resort.

Feel free to request your desired amenities and services before arriving:

UPGRADE YOUR STAY

Extraordinary Experiences. Only at Eden Roc at Cap Cana

Sincerely, Stefano Baratelli Maître de Maison

AIRPORT PICKUP ARRANGEMENT

YOUR ARRIVAL DETAIL CONFIRMATION NUMBER #: 33734 ARRIVAL DATE: March 14, 2014

WHATSAPP CONTACT Contact Front Office today to reserve your airport transportation.

ALL AMENITIES



When guest is checked-in





Dear Jagoda Phelan,

It is our pleasure to have you as our guest. On behalf of the entire team of Eden Roc at Cap Cana, we extend you a very warm welcome and trust your stay with us will be both enjoyable and comfortable

Stefano Baratelli - General director

ASK US ANYTHING!

Get in touch with your concierge on whatsapp:

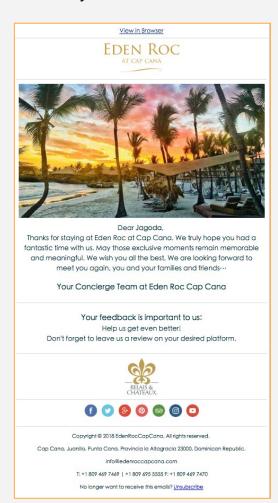


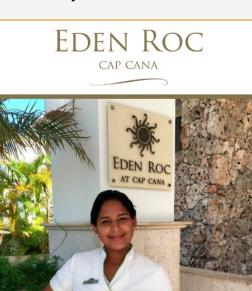
ACTIVITIES TO DO IN PUNTA CANA











We would love to see you again. Come back to Eden Roc Cap Cana and discover all the new stuff we are preparing for you:



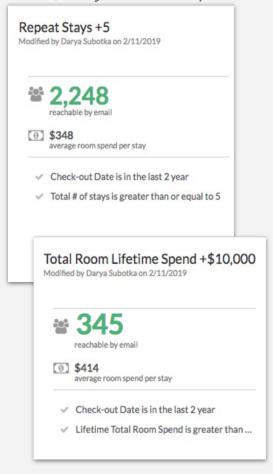
Solava Spa & Wellness Center. We are improving the overall experience of all our quests to maximize their relaxation



SEGMENTATION FOR HIGHER ENGAGEMENT = REVENUE

Loyal Guests - Fenced Offers

No# of Stays or/and Spend

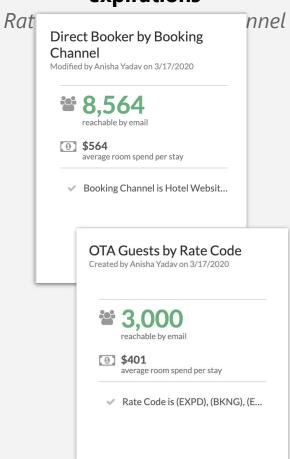


Geo-Targeting - Staycations

By location



Direct Booker - Gift Cards with no expirations



LOYALTY TIERS

Loyalty Tiers

STANDARD

Created by Nikolay Tchaouchev on 12/22/2018

2,530

✓ Total visits is between 1 and 3

Excluding future stays

PREMIUM

Created by Nikolay Tchaouchev on 12/22/2018

1,425

Total visits is between 4 and 6

Excluding future stays

RANK YOUR TIERS

CREATE A TIER

VIP

Created by Nikolay Tchaouchev on 12/22/2018

₹ 786

members

✓ Total visits is greater than 7

✓ Total spend is greater than \$5000

Excluding future stays



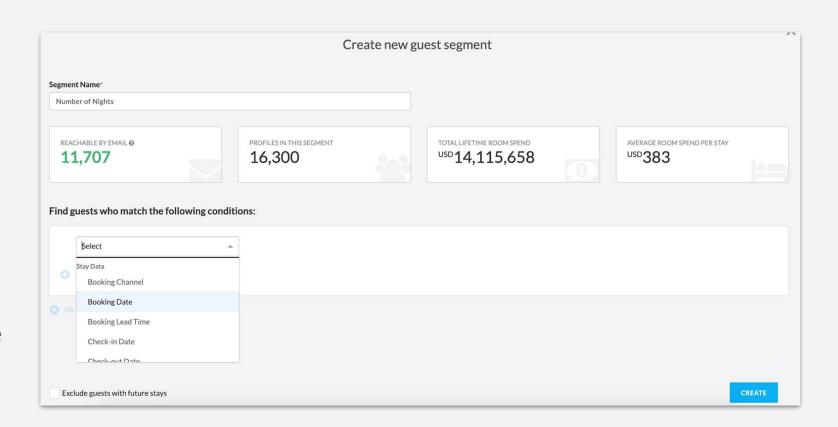
PUTTING GUEST DATA TO USE ... HYPER SEGMENTATION

Demographics

- Birthday
- Company
- o Email
- Gender
- Location (Geo-Targeting)
- Language
- Lifetime spend
- Survey NPS
- O Total no. of nights
- O Total no. of stays
- VIP Status

Stay Data

- Booking Channel and Date
- Check In/Out
- Guest Status
- Family Travel
- Length of Stay
- Market Code
- Rate Code
- Room Type
- Average Room Rate





REVINATE









Smart Ways to Reach the American Traveler in a Post-COVID Era



CHTA COVID-19 Resource Center:

caribbeanhotelandtourism.com/covid-19/

Next Week:

Return to the Skies: Emerging Airline Search and Booking Patterns for 2020 and 2021 Thursday, June 25, 2PM ET

> **Get in Touch!** Join our Mailing List

caribbeanhotelandtourism.com membership@caribbeanhotelandtourism.com





















