

A couple is seen from behind, sitting on a grassy field. They are surrounded by large, striped, floor-cushion-like pillows. To their left is a wicker picnic basket containing various items. In the background, two zebras are grazing on the grass near a body of water, with a large tree on the left and a hazy landscape in the distance.

# ANANTARA MARKETING UPDATE Q1 2019

MINOR  
HOTELS

  
ANANTARA  
HOTELS • RESORTS • SPAS

AVANI  
Hotels & Resorts

  
elewana  
— COLLECTION —

  
OAKS  
HOTELS & RESORTS

  
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HOTELS & RESORTS

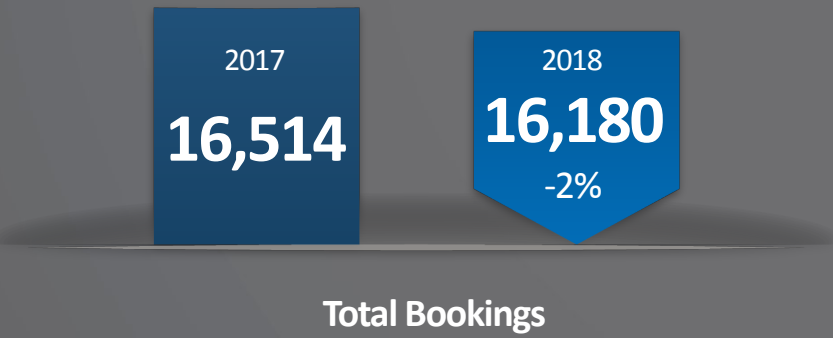
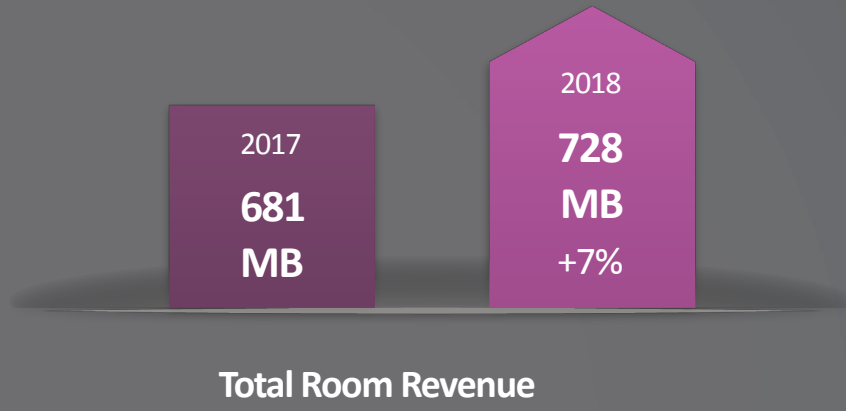
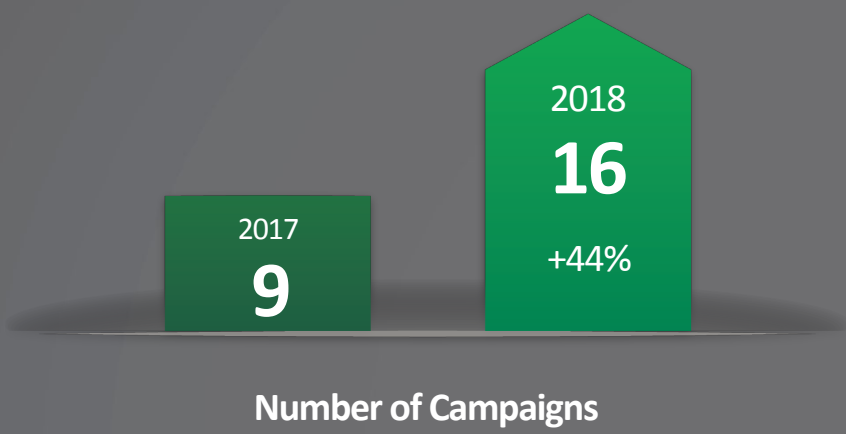


## Topics

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# 2018 Campaign Performance Anantara



Notes:

- The numbers of campaigns is based off of actual campaigns, each campaign then included a multitude of eDMs that were sent.
- The high ADR can be attributed to the number of bookings from our higher-priced properties.



# 2019 JANUARY CAMPAIGNS

## Anantara Hotels, Resorts & Spas





	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Monthly Themes													
	Travel Inspiration	Romance	Wellness	Nature/Earth Day	Summer	Family	Culinary	Culture	Adventure	Bucket List	Holidays	Holidays	
Promoted Offers													
										Suites & Villas			
	Stay Longer Summer Campaign												
	Short Breaks												Short Breaks
	M.L.T.O*				M.L.T.O*	M.L.T.O*			M.L.T.O*	M.L.T.O*			
	A.L.T.O**				A.L.T.O**				A.L.T.O**	A.L.T.O**			
											eGift Extra Value		
	* Members Limited-time Offer ** Anantara Limited-time Offer												
Communications													
Anantara Monthly eNews													
Anantara Monthly Tactical Emails													
Anantara Brand Campaigns													
Mother's Day eDM													
Father's Day eDM													
Voting - To get votes and announce winners													
Regional Holidays & Promotions													
	Local promotions & holidays including, but not limited to: Easter   JP Golden Week   UAE Eid   Inter' school break   CN Golden Week   11/11 Promotion   Blk Fri/Cyber Mon   Thai Long Weekend												
On-going Evergreen Campaigns: Welcome Back, Pre-Birthday, Birthday, Escape Offer													

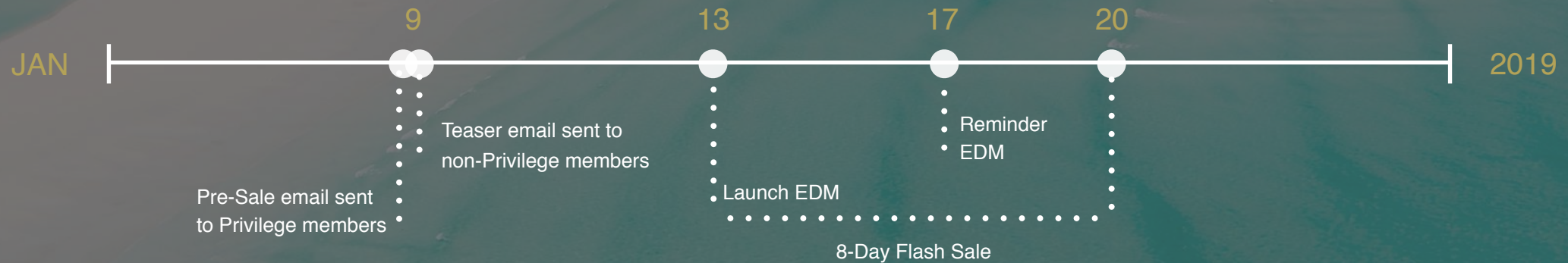


# Anantara January Exclusive

## OVERVIEW

- Offer details: Limited-time savings offer based on BAR with breakfast and all-inclusive
- Booking channels: website, voice, email, direct enquiry, GHA (not available for OTA)
- Promotional channels: Brand.com, EDMs, PPC, social media
- Campaign translations: Anantara: English, Arabic, Chinese, German, Japanese, Russian, Thai

## TIMELINE







# Email and Digital Creative


LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶




LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶




  
LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶




LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶

  
LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶





LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶


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13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶



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13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶





LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶





LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶




LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶



LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019  
SNEAK PREVIEW ▶



  
EXPERIENCE MORE FOR LESS.



8  
DAYS ONLY

AUTHENTIC LUXURY AWAITS

For eight days only, enjoy unrivalled rates when you book with Anantara. Discover tucked away beaches and secluded desert plains. Escape to overwater villas and jungle hideaways. Choose from dozens of Anantara's luxury destinations around the world.

Book now for stays until 21 December 2019.

SEE OFFERS

\*Terms and conditions apply.

CAMBODIA • CHINA • INDONESIA • MALDIVES • MOZAMBIQUE • OMAN • PORTUGAL • QATAR • SRI LANKA • THAILAND • UNITED ARAB EMIRATES • VIETNAM • ZAMBIA

SKYWARDS MEMBER? ROCKET YOUR POINTS WITH DOUBLE THE MILES

Two times more reason to book direct with us: Get rewarded with 2x Emirates Skywards Miles.

BOOK NOW



  
UNBELIEVABLE OFFERS – COMING SOON




LIMITED-TIME EXCLUSIVE  
13 - 20 JANUARY 2019

Sneak the deep blue sea off an island paradise. Dive on the edge of a canyon. Your next authentic luxury experience awaits. Save the date and save up to 40% off with Anantara's Limited-Time Exclusive.

SNEAK PREVIEW

\*Terms and conditions apply.

CAMBODIA • CHINA • INDONESIA • MALDIVES • MOZAMBIQUE • OMAN • PORTUGAL • QATAR • SRI LANKA • THAILAND • UNITED ARAB EMIRATES • VIETNAM • ZAMBIA





# Anantara January Exclusive

## RESULTS


- Total Bookings – 2,145
  - Room Nights – 6,392
  - ADR – 12,061
  - ALOS – 3.0
  - Total Revenue – 77.10 MB (+18.1%)
- Top Performance:
- Room night: ADPJ (824 rooms), ADHI (537 rooms), AHH (389 rooms)
  - Room revenue: ADPJ (11.17 MB), ADHI (9.14 MB), QASR (6.28 MB)






# Month of Romance – Anantara

Short breaks – 25/1/2019



ROMANTIC RETREATS WITH EXTRA TREATS




The month of love is upon us and spectacular destinations await with treasures to be uncovered, memories to be made and benefits to be enjoyed.

Experience authentic luxury in Bangkok or culture in Vietnam; lounge on a tropical beach in Bali or Sri Lanka; lose yourself in Emirati souks and deserts. Wherever captures your imagination, stay two nights or more and enjoy daily breakfast, 20% off 90-minute oil massages, 20% off dining, a signature cocktail or mocktail, late check-out and a room upgrade.


[BOOK NOW](#)

[f](#) [t](#) [i](#) [y](#)

eGift – 2/1/2019



THE PERFECT VALENTINE'S GIFT



Surprise your special someone with something extraordinary: an eGift card for journeys, experiences and magical moments they'll treasure forever.


Simply follow the link below, select a design, add a personal love note, and choose an amount from USD 50 to USD 5,000. Your eGift card can be redeemed on spectacular stays or spa and dining experiences at Anantara destinations all over the world.

This Valentine's Day, give the gift of memories.

[BUY NOW](#)


Looking for an immediate escape? [Book now on anantara.com.](#)

[f](#) [t](#) [i](#) [y](#)



JOURNEYS.

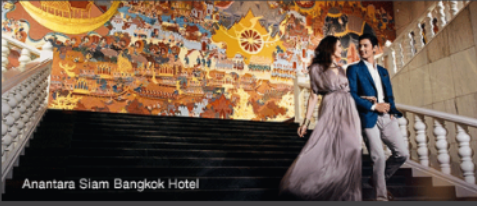
FIND A HOTEL • SPECIAL OFFERS • eGIFT February 2019



Maldives

WHAT'S YOUR IDEA OF ROMANCE?  
The month of love is here; how will you treat your special someone? Exploring a castaway island, setting sail on a sunset cruise, relaxing in the spa, or discovering gastronomic delights? Let us help you make brand new memories in a magical destination this year.


[GET INSPIRED](#)



Anantara Siam Bangkok Hotel

A FEW DAYS AWAY  
It doesn't take long to recharge, rekindle and rediscover the romance. Get away for an enchanting escape of two nights or more and enjoy extra benefits to enhance the magic.


[TAKE A SHORT BREAK](#)



WATCH THE VIDEO

A PEACEFUL RETREAT


eNewsletter – 2/5/2019



PASSION IN PHUKET  
Share your love of food with someone special with unforgettable gastronomic experiences in paradise. Phuket awaits with intimate seaside dining for two.


[PREPARE TO INDULGE](#)

EXCLUSIVE OFFERS




MAGIC IN THE MALDIVES  
Five nights in 12 rooms include underwater dining, a startle movie, a Slender China experience and more.

[BOOK NOW](#)




BISTRO ON THE BEACH  
Book half board at Reverence Villa and enjoy a 3-course lunch or dinner by the ocean every day.

[BOOK NOW](#)



ABU DHABI ISLAND DELIGHTS  
From your private villa, enjoy dining by Design, spa discounts, late check-out and boat transfers.


[BOOK NOW](#)



ONE ON ONE IN GUY MON  
Villa escapes include unlimited spa treats, daily three-course lunches and a table for two at Sea Fire Bar.

[BOOK NOW](#)

SHOW YOUR LOVE THIS VALENTINE'S DAY WITH ANANTARA eGIFTS



Memories

PARTNER OFFERS



# 2019 Digital Content Strategy





# 2019 ONLINE CONTENT STRATEGY

Experiential and Transactional

Less But More

Dynamic and Targeted



# Experiential and Transactional

This year, experiential themes will guide our content strategy, with a different theme each month aligning marketing content across all departments and channels. Themes will be tied into each month's transactional campaigns and eNewsletters.

## In 2019, eNewsletters will include:

- A theme-based lead story showcasing either a destination or a set of Anantara properties
- A collection-wide offer incorporating the theme
- Touchpoints with some variation of the theme
- A spa/wellness or culinary story



# Experiential and Transactional

## MONTHLY THEMES

We would like to ask for each property's support to keep the below themes in mind when creating content each month, whether for social media, digital or marketing initiatives.

January	Travel Inspiration
February	Romance
March	Wellness
April	Nature / Earth Day
May	Summer
June	Family
July	Culinary
August	Culture
September	Adventure
October	Bucket list
November	Holidays
December	Holidays





# Less But More

In 2019, we will utilise our powerful CRM, eDM and website tools to create more dynamic, targeted and personalised content.

Rather than sending out multiple emails to guests for every offer, regional holiday and festival, we will be sending out only two primary emails per month: an eNewsletter and a transactional email.

Each email will use dynamic components containing targeted content, incorporating offers, holidays and festivals relevant to the individual. By doing this we reduce the number of emails we send while increasing the number of targeted messages guests receive.

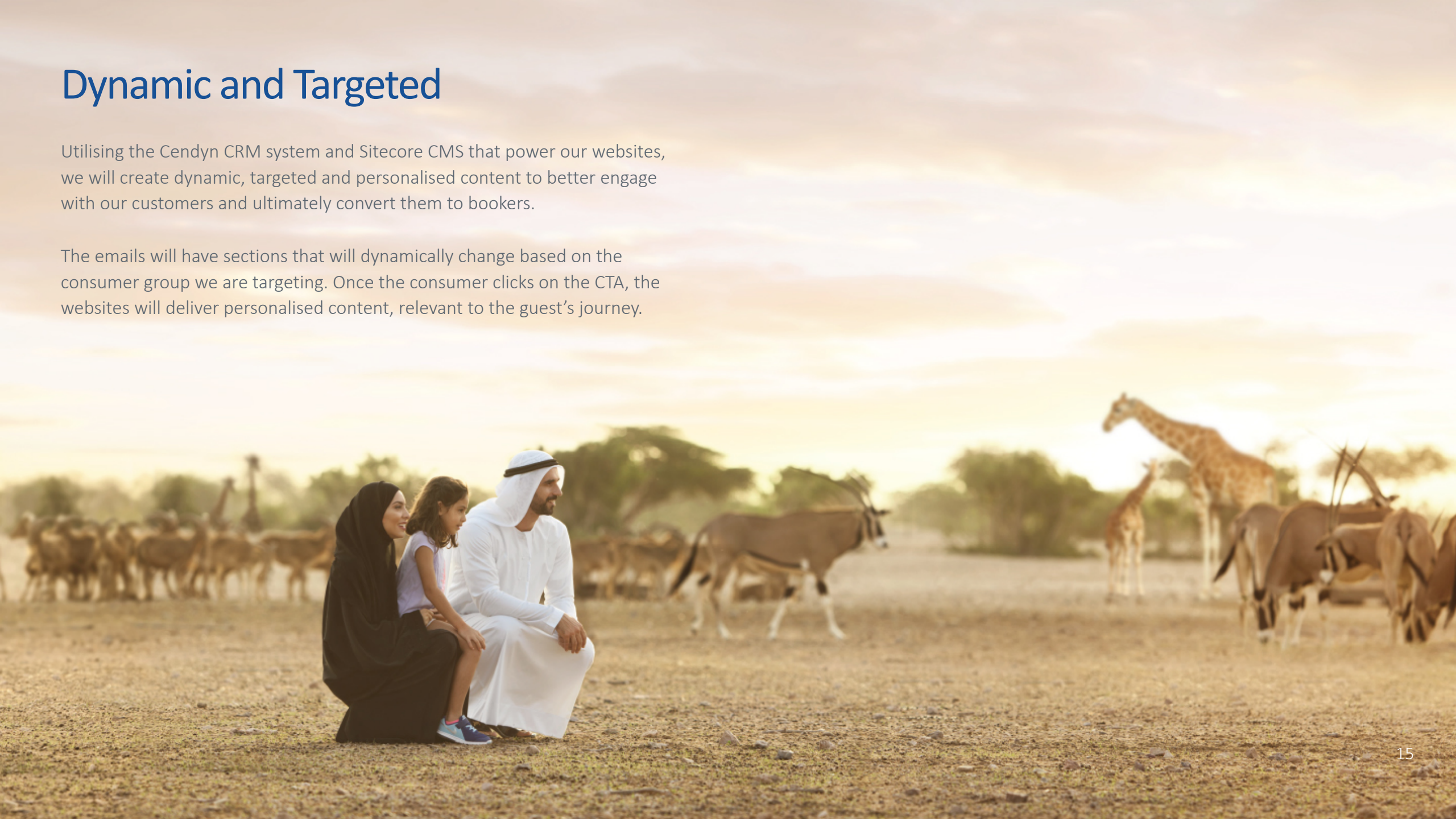




# Dynamic and Targeted

Utilising the Cendyn CRM system and Sitecore CMS that power our websites, we will create dynamic, targeted and personalised content to better engage with our customers and ultimately convert them to bookers.

The emails will have sections that will dynamically change based on the consumer group we are targeting. Once the consumer clicks on the CTA, the websites will deliver personalised content, relevant to the guest's journey.





# Dynamic eNewsletter

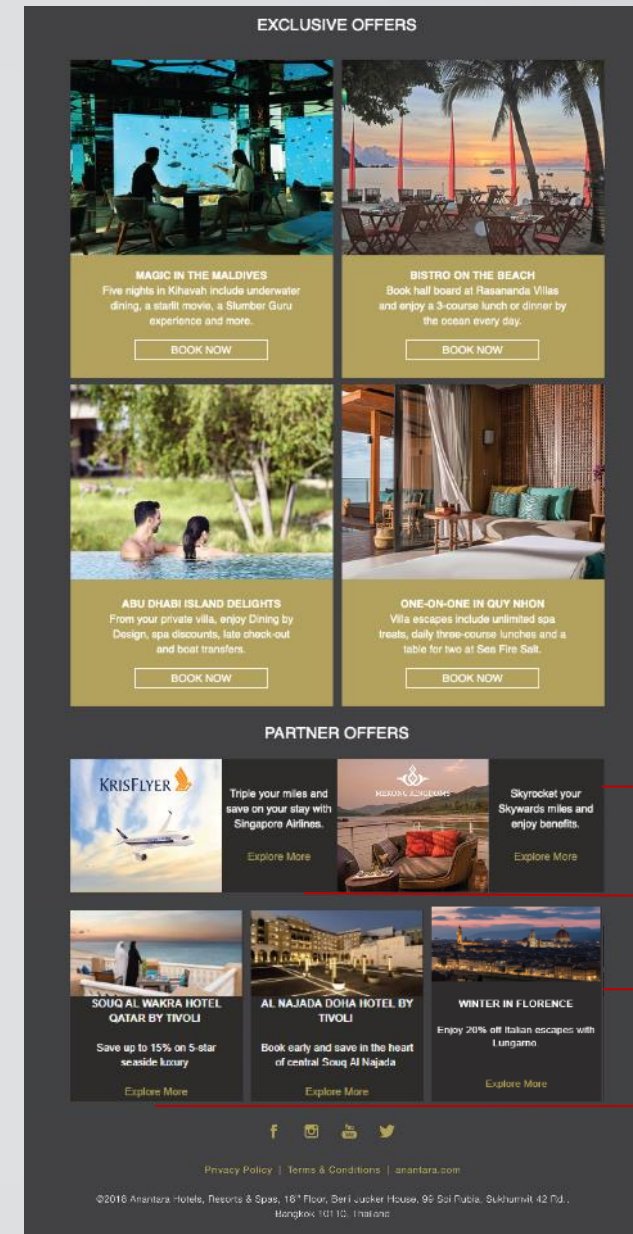
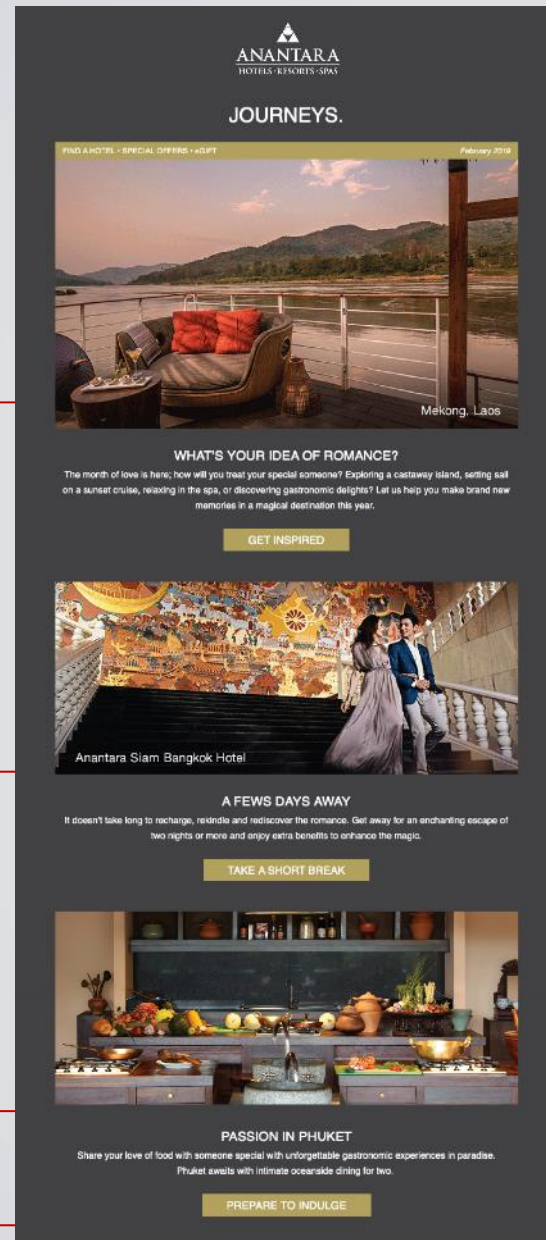
## Experiential story and lead-in

## Experiential offer

Can be dynamic as needed

Spa / Wellness / culinary

### Localised content (Optional)



## Property and Regional Offers

Can be dynamic as needed

Minor Asset Rotated Monthly i.e.  
Mekong Cruises, AVC, MJets...

## Airline Personalised based on region

Discovery partner non-Minor  
brand **personalised by region**

## Discovery Partner held for Minor Hotels Brands

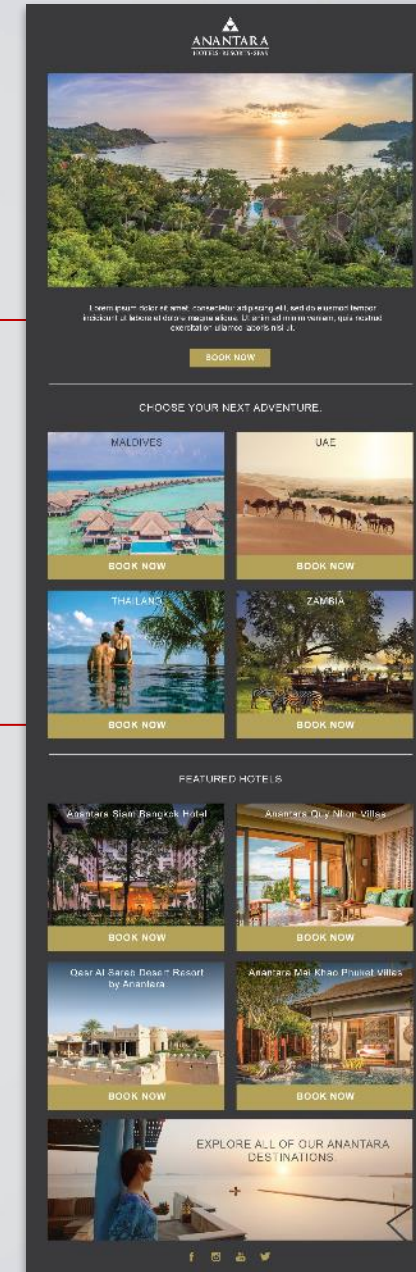


# Tactical Monthly eDM

- Send out third week of each month
- Lead-in focuses on monthly offer
  - Can be dynamic to promote local offers/ experiences
- Features 'need' properties and regions and can be dynamic
  - Dynamic strategy per email to be discussed monthly, 1.5 months out.
- This email is to be very visual and transactional. Minimal copy.

## Monthly offer

## Showcases destinations and/or properties





# DIGITAL ASSET MANAGEMENT (DAM) SOLUTION



MINOR  
HOTELS



# Coming Soon | DIGITAL ASSET MANAGEMENT SYSTEM

Scheduled for roll-out in Q2: a new Digital Asset Management System from Intelligence Bank. This system is a cloud-based platform, which will warehouse all of our digital assets for our brands and properties including: logos, photography, videos, marketing templates, creative files and collateral.

## Key Benefits

- Creates a one-stop shop for all brand and property digital assets for all internal associates, external vendors, agencies, clients and media
- Integrates to Leonardo, connecting us to travel websites and OTAs
- Connects to Sitecore, Adobe Creative Cloud and Google Chrome
- Allows us to track image usage rights and protect our brands
- Optimal organisation and search capabilities
- Cost effective, creates resource efficiencies and revenue savings

Stay tuned for additional information on this exciting new tool.





# MINOR

HOTELS

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