ANANTARA
MARKETING UPDATE Q1
2019

MINOR HOTELS

ANANTARA HOTELS · RESORTS · SPAS

AVANI Hotels & Resorts

elewana COLLECTION

OAKS HOTELS & RESORTS

nh HOTELS

nh COLLECTION HOTELS

nhow HOTELS

TIVOLI HOTELS & RESORTS

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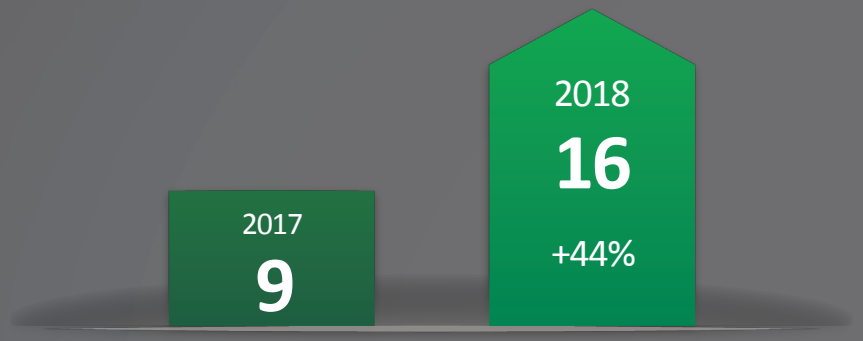
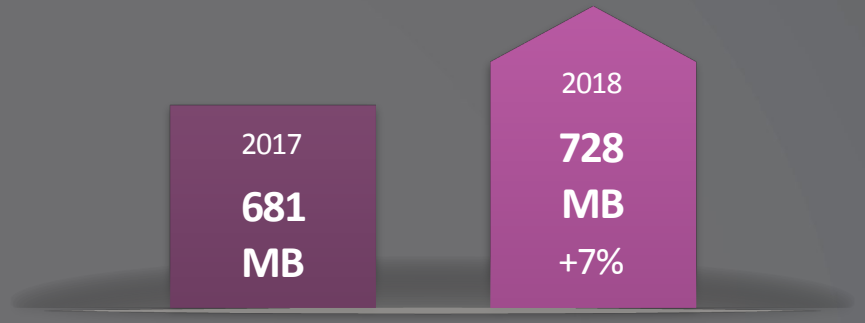
MINOR
HOTELS

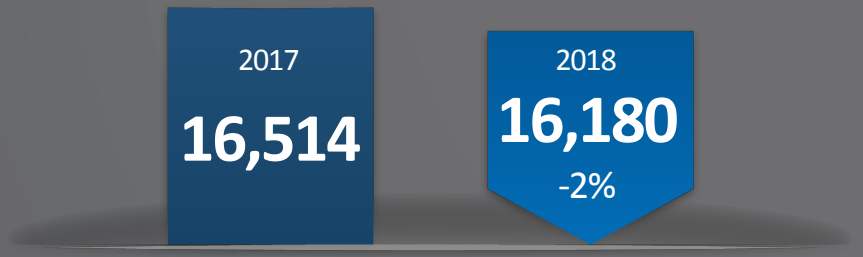
2018 Campaign Performance Anantara



Number of Campaigns



Total Room Revenue



Total Bookings

ADR

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

Anantara 2019 Marketing Plan

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

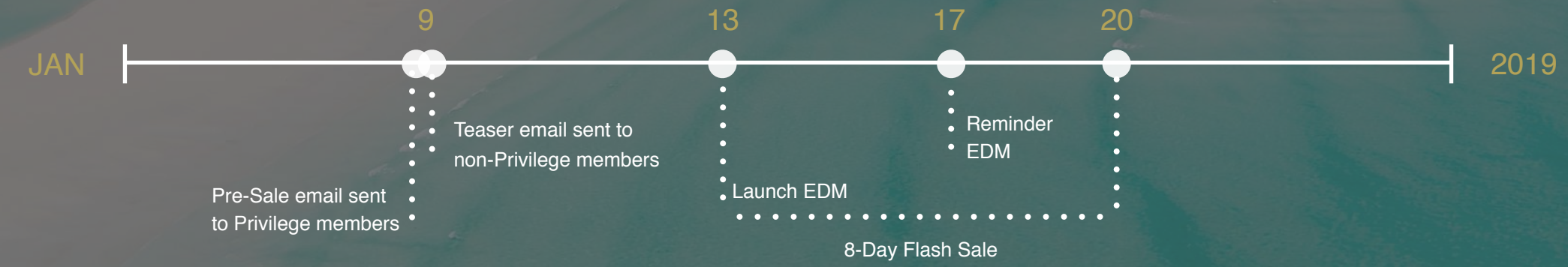
- On-going Evergreen Campaigns: Welcome Back, Pre-Birthday, Birthday, Escape Offer

Anantara January Exclusive

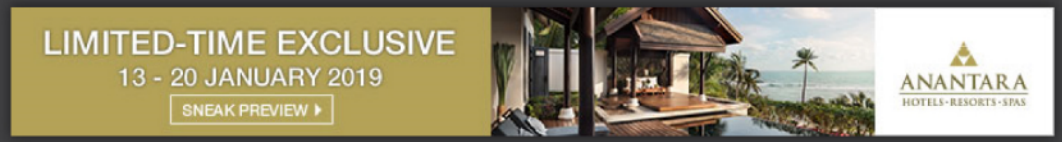
OVERVIEW

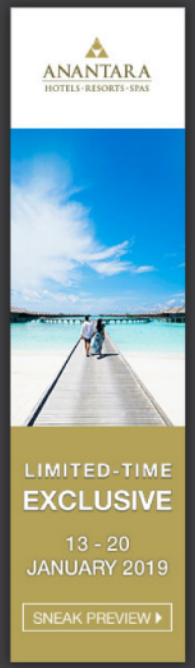
- Offer details: Limited-time savings offer based on BAR with breakfast and all-inclusive
- Booking channels: website, voice, email, direct enquiry, GHA (not available for OTA)
- Promotional channels: Brand.com, EDMs, PPC, social media
- Campaign translations: Anantara: English, Arabic, Chinese, German,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

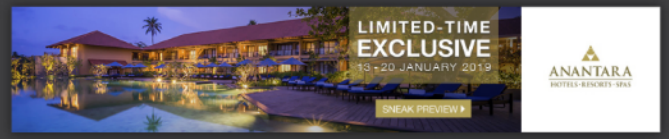
TIMELINE

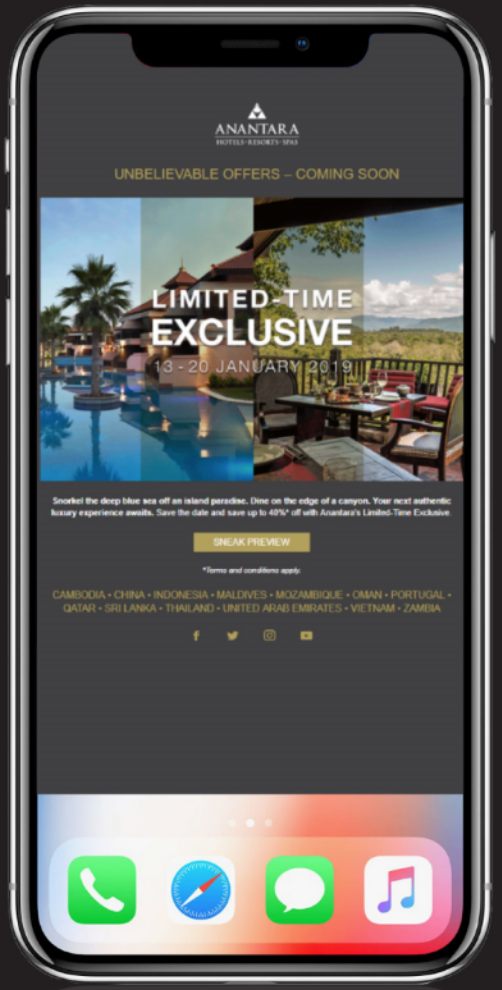


Email and Digital Creative









Anantara January Exclusive

RESULTS

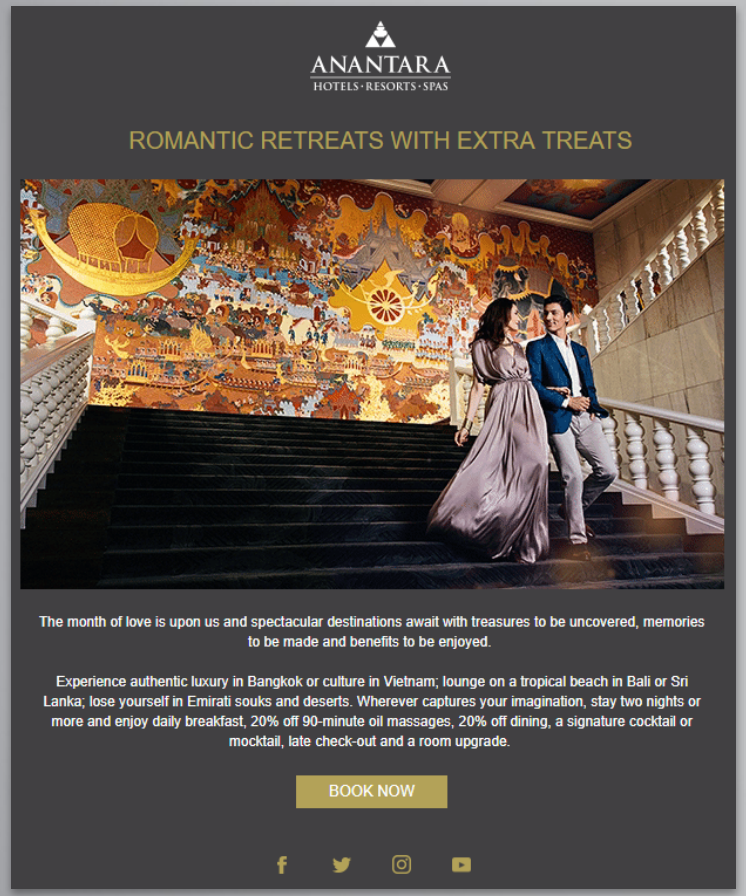
- Total Bookings – 2,145
- Room Nights – 6,392
- ADR – 12,061
- ALOS – 3.0
- Total Revenue – 77.10 MB (+18.1%)

Top Performance:

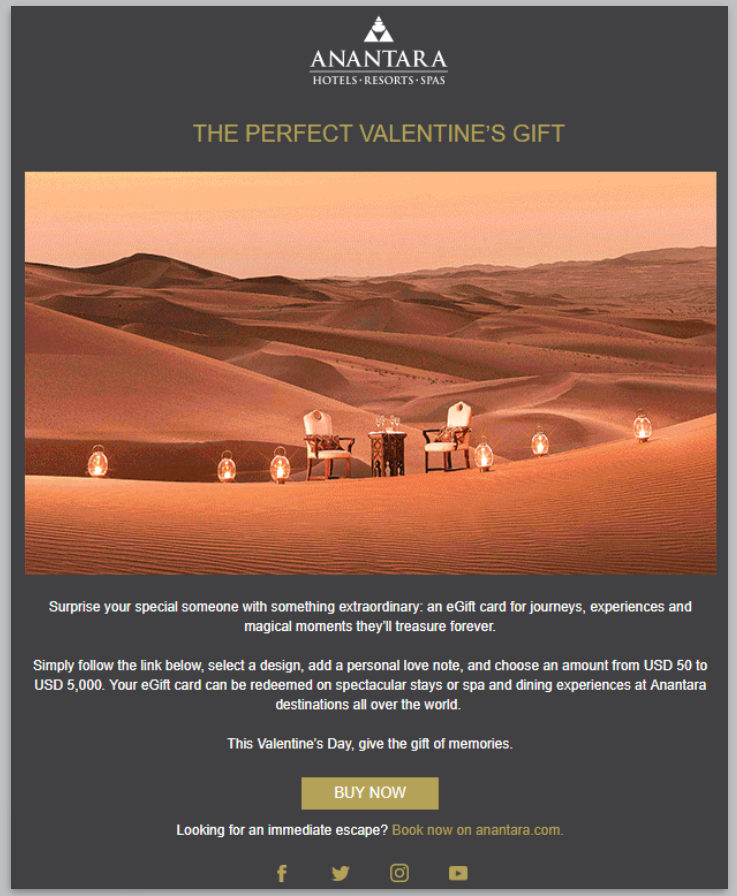
- Room night: ADPJ (824 rooms), ADHI (537 rooms), AHH (389 rooms)
- Room revenue:
  ADPJ (11.17 MB), ADHI (9.14 MB), QASR (6.28 MB)

Month of Romance – Anantara

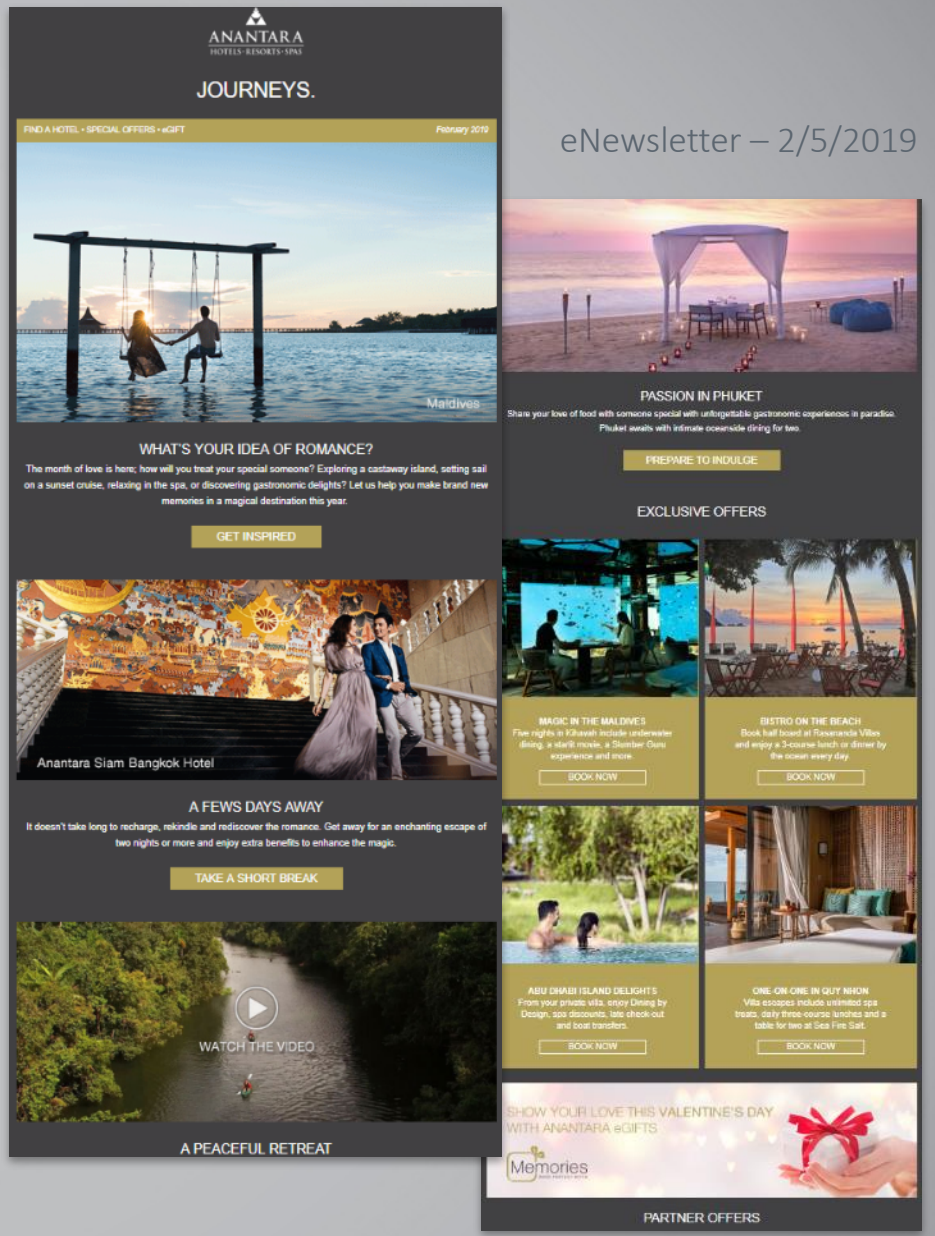
Short breaks – 25/1/2019



eGift – 2/1/2019



eNewsletter – 2/5/2019



2019 Digital Content Strategy

2019 ONLINE CONTENT STRATEGY

Experiential and Transactional

Less But More

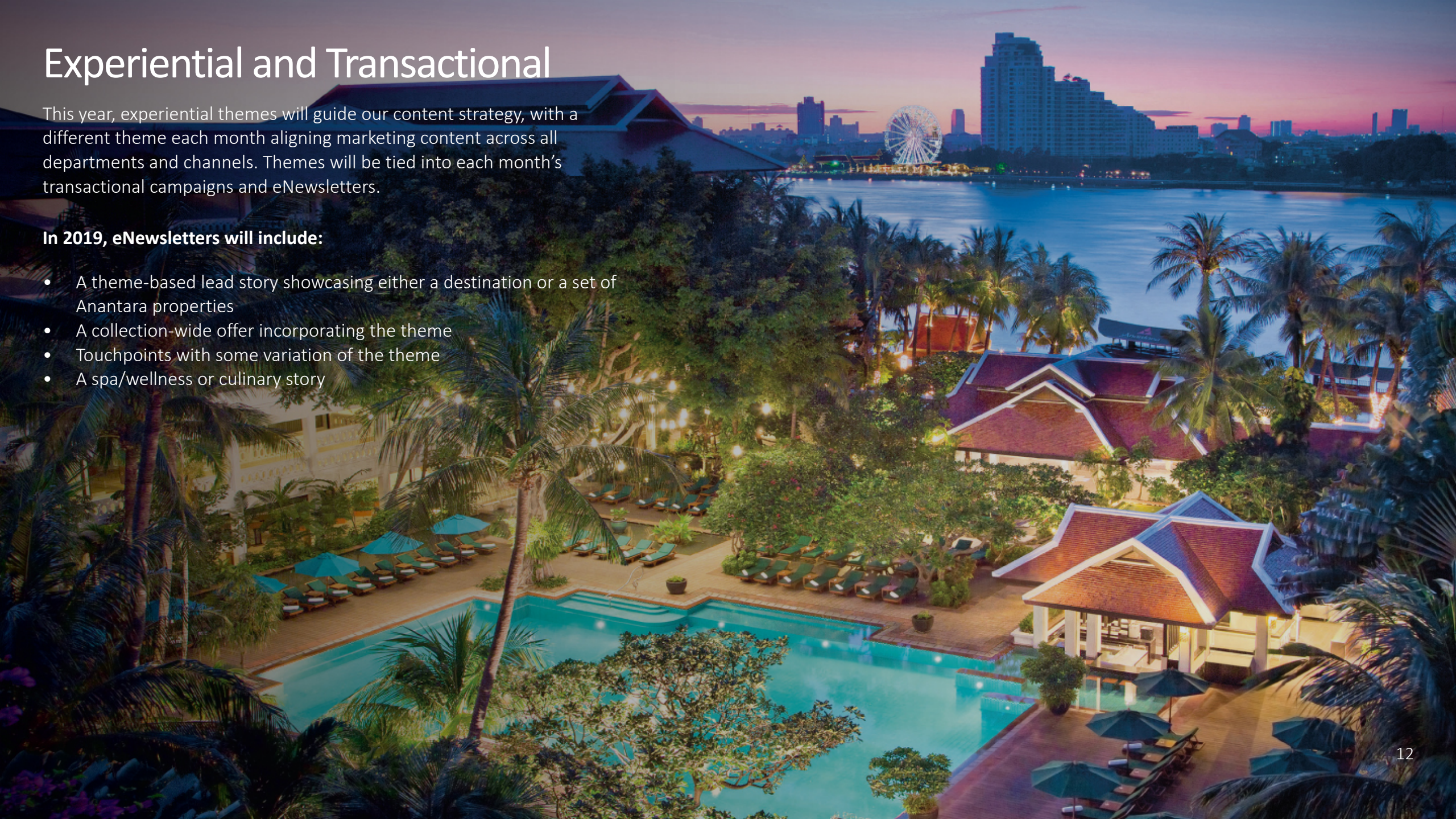
Dynamic and Targeted

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.

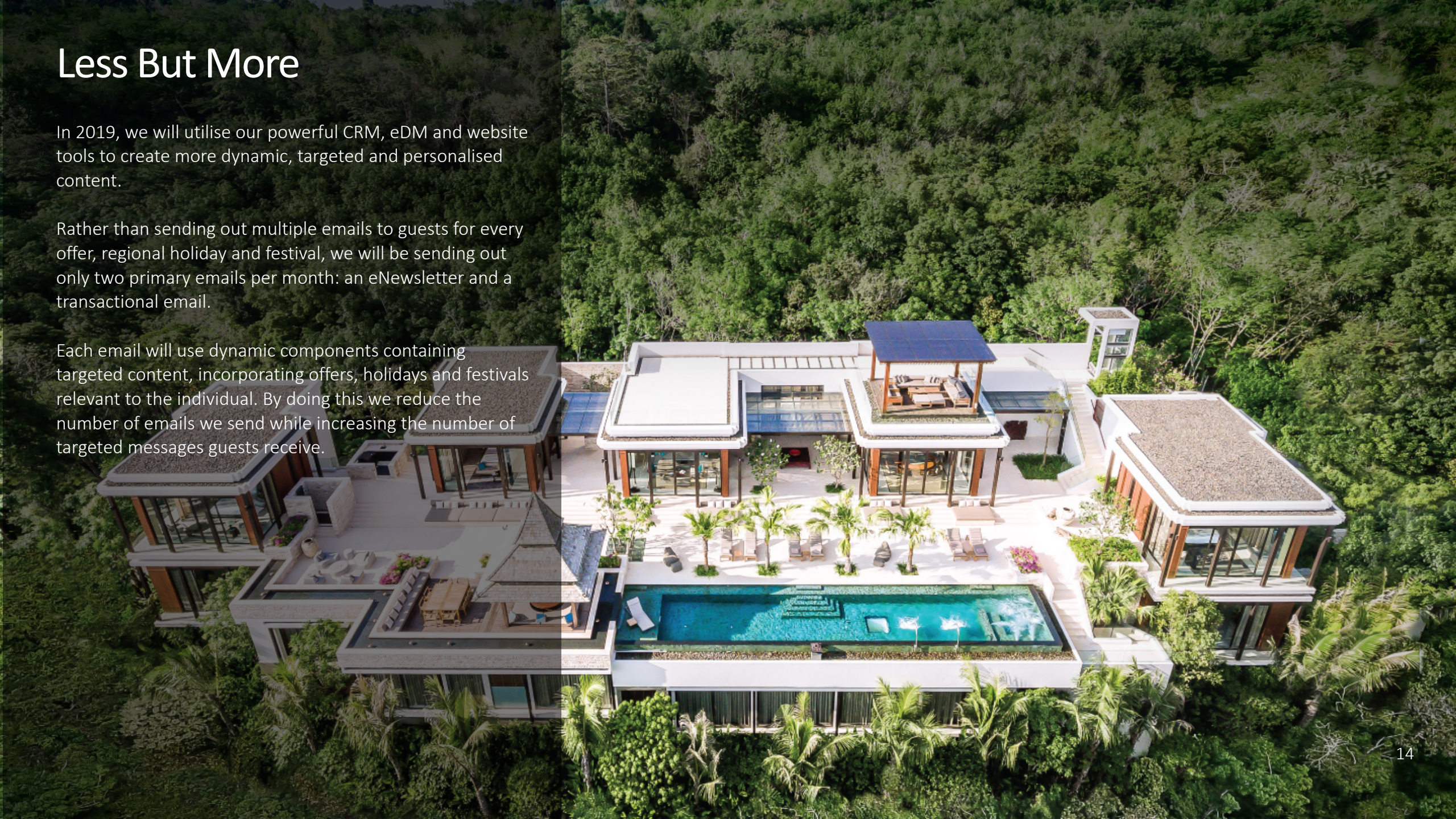
January	**Travel Inspiration**
February	**Romance**
March	**Wellness**
April	**Nature / Earth Day**
May	**Summer**
June	**Family**
July	**Culinary**
August	**Culture**
September	**Adventure**
October	**Bucket list**
November	**Holidays**
December	**Holidays**

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.

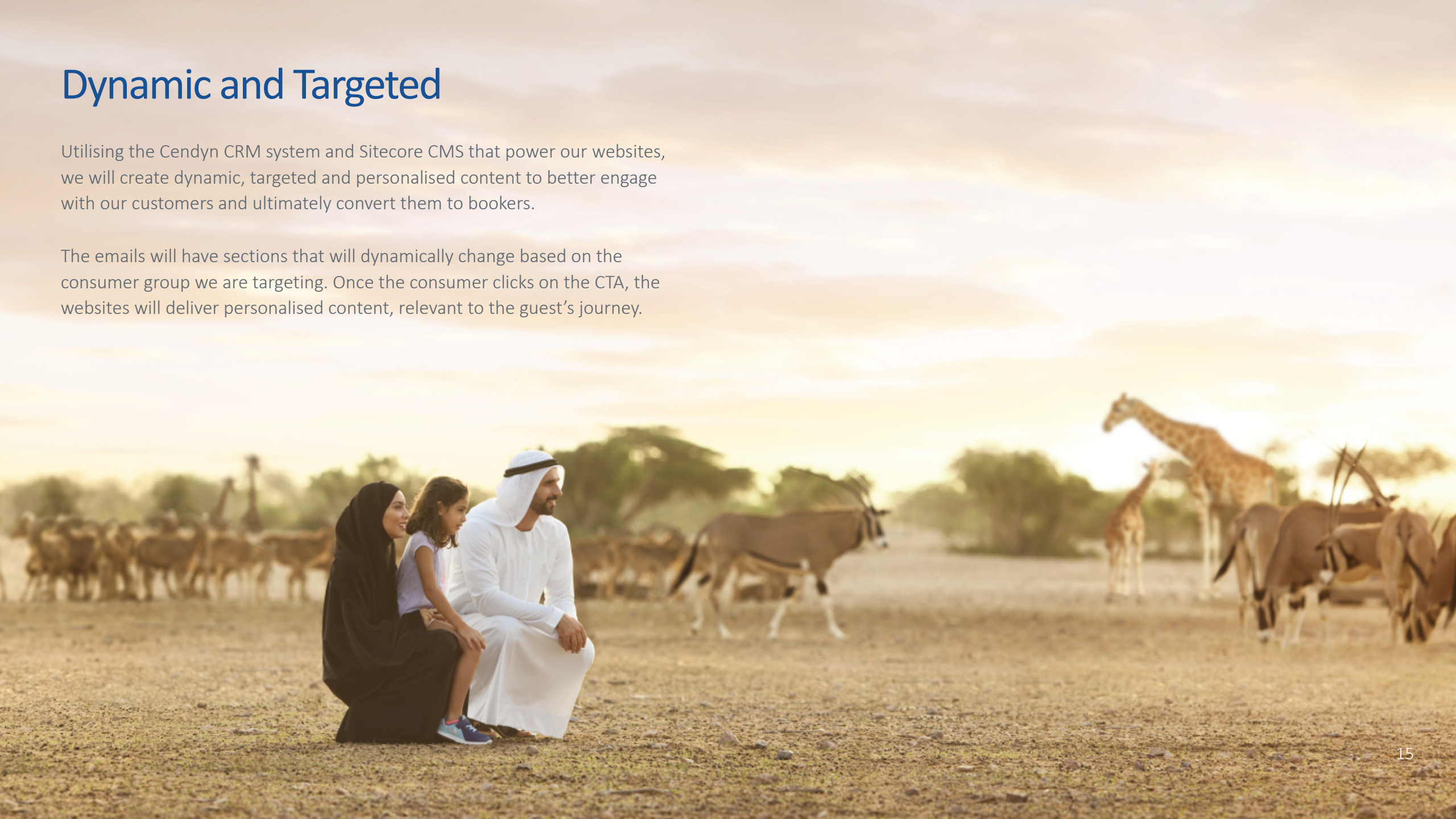
Each email will use dynamic components containing targeted content, incorporating offers, holidays and festivals relevant to the individual. By doing this we reduce the number of emails we send while increasing the number of targeted messages guests receive.



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

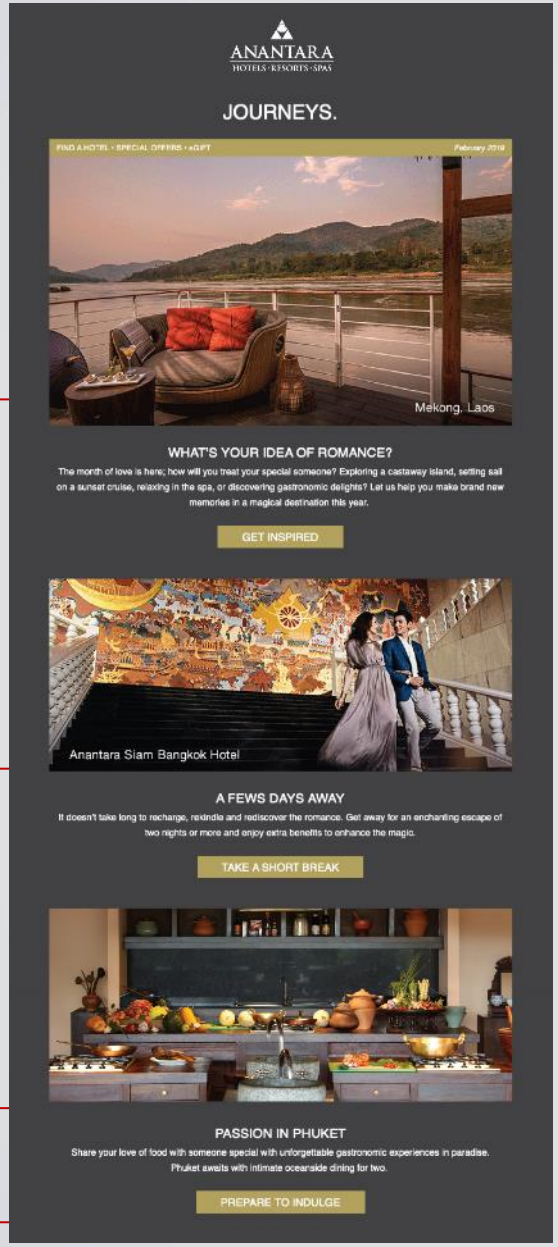
Experiential story and lead-in

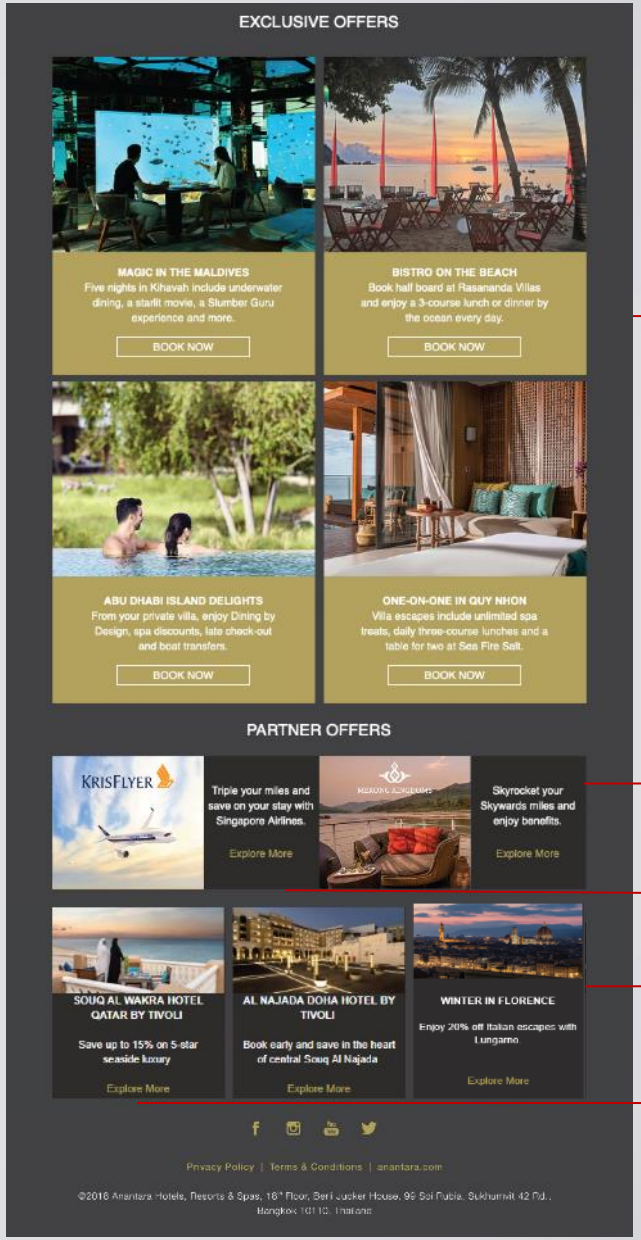
Experiential offer

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

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.

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