

# Avani

## Marketing Update Q1 2019

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HOTELS

ANANTARA  
HOTELS • RESORTS • SPAS

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Hotels & Resorts

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COLLECTION

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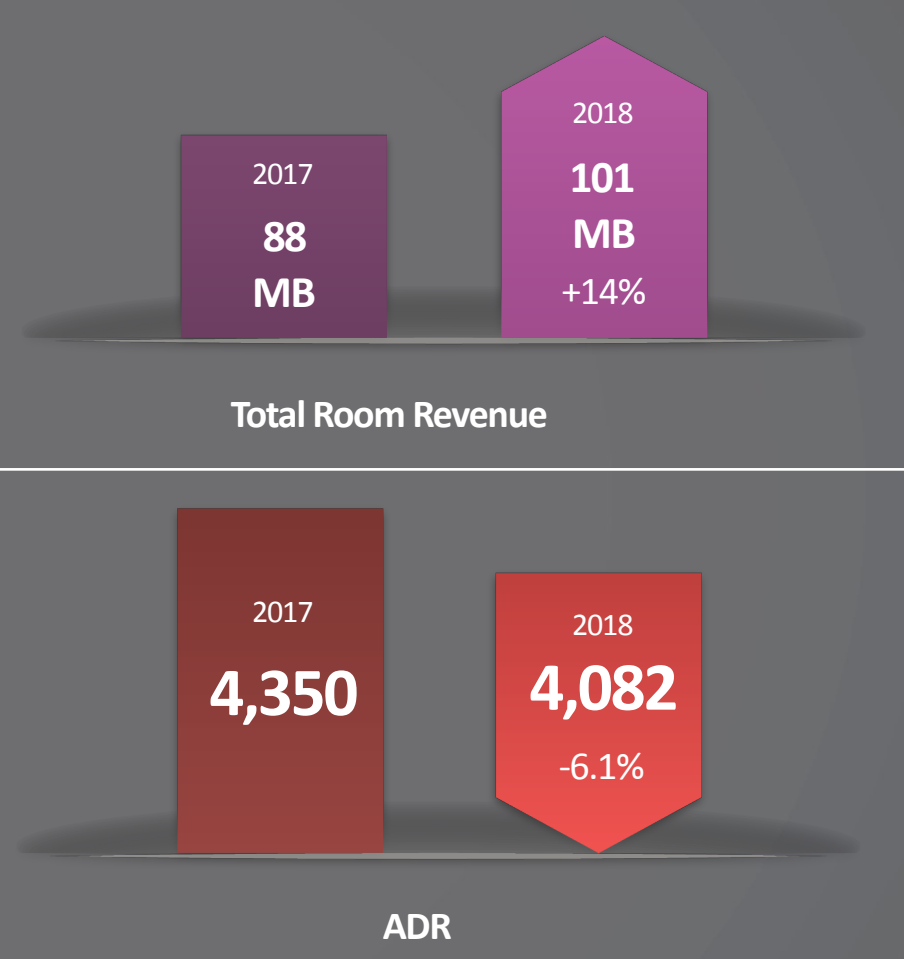
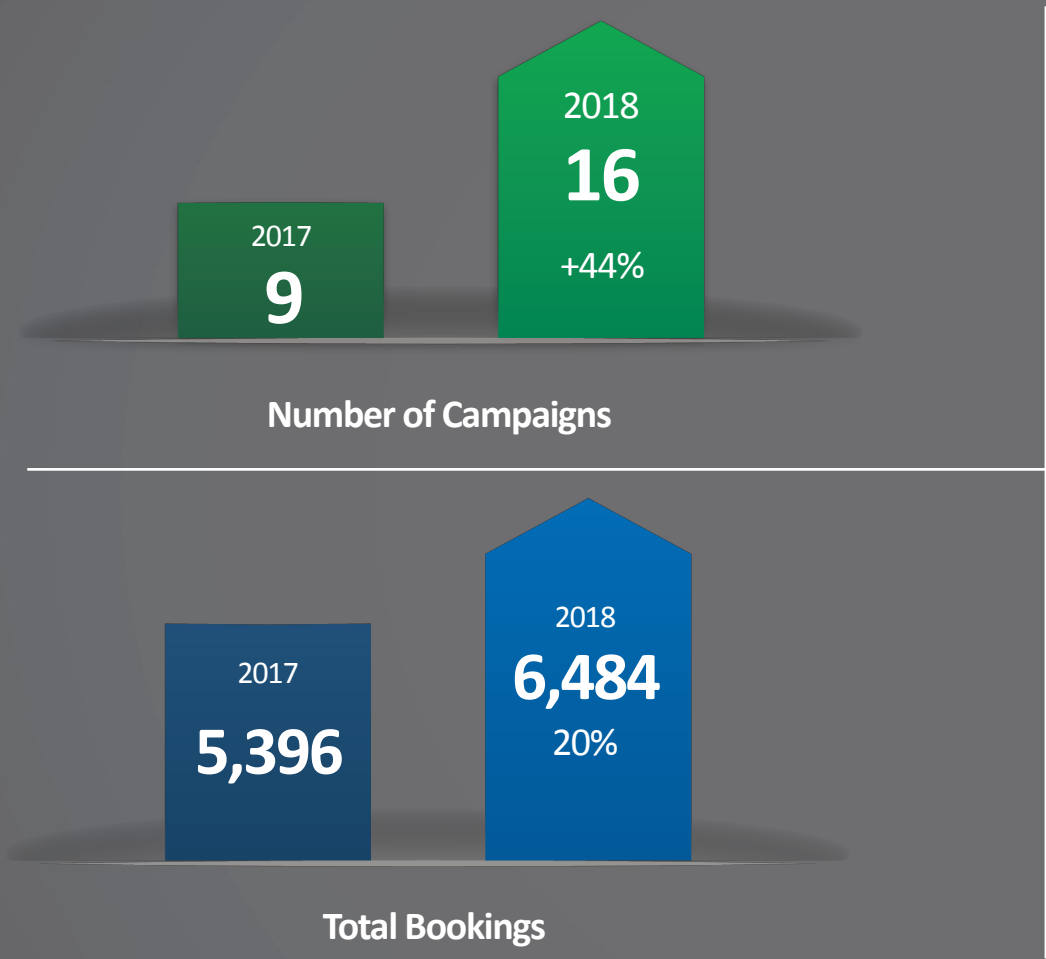


# Topics

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# 2018 Campaign Performance Avani



**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

Avani





DEC

## Promoted Offers

## Communications

Government	Percentage
Current government	85%
Previous government	15%

Age Group	Percentage
18-24	10%
25-34	15%
35-44	20%
45-54	25%
55-64	30%
65-74	35%
75-84	40%
85+	45%

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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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

[illegible]

\* Members Limited-time Offer  
\*\* Anantara Limited-time Offer

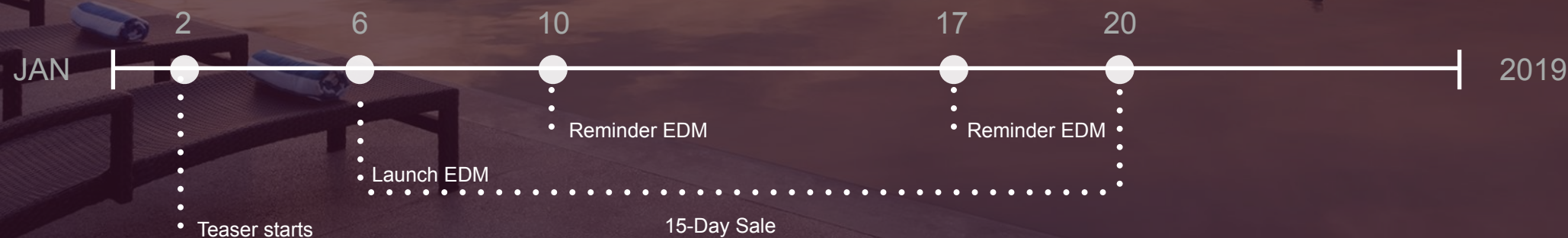


# Avani January Sale

## 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

## TIMELINE





# Email and Digital Creative



AVANI  
Hotels & Resorts

ACT FAST – FLASH SALE ENDING SOON

ONLY  
3 DAYS  
LEFT!

It's your last chance to save up to 35%\* before AVANI's Flash Sale comes to an end. Don't miss out on these unmissable deals!

[BOOK NOW ▶](#)

\*Terms and conditions apply.

AUSTRALIA • BOTSWANA • LESOTHO • MALAYSIA • MOZAMBIQUE • NAMIBIA • NEW ZEALAND • PORTUGAL • SEYCHELLES • SRI LANKA • THAILAND • UNITED ARAB EMIRATES • VIETNAM • LAOS • ZAMBIA

TWO TIMES THE ADVENTURE: EARN DOUBLE SKYWARDS MILES  
Book direct and earn 2x Emirates Skywards Miles.

[BOOK NOW](#)

AVANI  
Hotels & Resorts

BOOK NOW – SAVE UP TO 35%\* OFF!

FLASH SALE  
NOW ON

Fifteen days. Four continents to explore. Unbeatable rates. Book now and save up to 35%\* on your next AVANI adventure. Valid for stays until 21 December 2019.

Unwind in an overwater villa in Malaysia. Tour the African wild on a safari in Zambia. Gaze upon dazzling ocean views of Australia's Gold Coast. Find your ultimate escape.

[BOOK NOW ▶](#)

\*Terms and conditions apply.

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TWO TIMES THE ADVENTURE: EARN DOUBLE SKYWARDS MILES  
Book direct and earn 2x Emirates Skywards Miles.

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FLASH SALE  
UP TO 35% OFF  
6 – 20 JANUARY

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FLASH SALE  
UP TO 35% OFF  
6 – 20 JANUARY 2019

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UP TO 35% OFF  
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UP TO 35% OFF  
6 – 20 JANUARY

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UP TO 35% OFF  
6 – 20 JANUARY 2019

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UP TO 35% OFF  
6 – 20 JANUARY 2019

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# Avani January Sale

## RESULTS

- Total Bookings – 1,137
- Room Nights – 2,503
- ADR – 3,664
- ALOS – 2.2
- Total Revenue – 9.17 MB (+121.49%)

### Top Performance:

- Room night: VPAT (383 rooms), VATR (366 rooms), VSEP (324 rooms)
- Room revenue VPAT (1.58 MB), VLUA (1.14 MB) , VSEP (1.03 MB)






# Month of Romance – Avani

Short breaks – 23/1/2019

AVANI  
HOTELS  
& RESORTS

GET MORE FROM YOUR GETAWAY



It's time to crank the magic up a couple of notches and whisk your special someone away for a mini break with extra perks. Need a little adventure inspiration?

Jet off to Thailand for a city-centre spectacle or beachside beauty; kick back in an over-water bungalow in Malaysia; discover the natural wonders of Namibia or Victoria Falls; take things to another level in Auckland.

Wherever you head, stay two nights or more and get daily breakfast on us, 20% off dining, a signature cocktail or mocktail, a nice lazy late check-out and a room upgrade.


BOOK NOW »

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

eGift – 2/6/2019

AVANI  
HOTELS  
& RESORTS

VALENTINE'S DAY ALL WRAPPED UP



Treat your favourite person to an adventure: our eGift cards can be used on stays in bucket-list destinations, indulgent spa treatments or decadent dining, and the best part is, they get to choose.

Get started on your eGift card by clicking below and customising the design, message and value (from USD 50 to USD 5,000). Then, kick back and enjoy the appreciation.

BUY NOW »

Looking for an immediate escape? Book now on [avanihotels.com](https://avanihotels.com).

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



# 2019 Digital Content Strategy





The background image shows the entrance of the Metropolis Avani hotel. It features a grand, classical-style building with a central arched doorway and large windows on either side. A modern glass canopy with warm interior lighting covers the entrance. The text is overlaid on this image.

# 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 Avani 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	New Beginnings
February	Date Night Ideas
March	Wellness
April	Nature / Earth Day
May	Exploration
June	Social Scenes
July	Honest Food
August	The Arts
September	Perspectives
October	Experiences
November	Gratitude
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

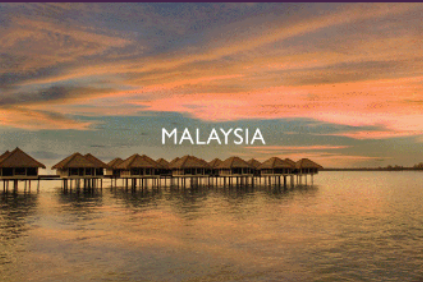
Localised content (Optional)

If you are having trouble viewing this email, please click here

May 2018

AVANI  
HOTELS & RESORTS

HOTELS & RESORTS | OFFERS | CONTACT | ABOUT



MALAYSIA

STAY LONGER, PLAY MORE, PAY LESS – UP TO 30% OFF

Make forever memories on a family holiday filled with exotic delights in exciting destinations like Dubai, Bangkok, Seychelles, Lisbon...the list goes on. Extend your adventure, and with AVANI's Stay Longer Special, save up to 30% on bookings until 30 September 2018.


PRIVILEGE members also save an extra 10% on Stay Longer. To access your extra savings, [click here](#).

Find offers for:

AUSTRALIA • BOTSWANA • LESOTHO • MALAYSIA • MOZAMBIQUE • NAMIBIA • NEW ZEALAND • PORTUGAL • SEYCHELLES • SRI LANKA • THAILAND • UNITED ARAB EMIRATES • VIETNAM • ZAMBIA

[BOOK NOW »](#)

NEW AND NOTEWORTHY




MEKONG KINGDOMS

MEKONG MOMENTS

Just steps from the mighty Mekong, boutique chic AVANI+ Luang Prabang opened its doors in March, and to celebrate we're offering one complimentary night in a Deluxe Room when you book a three- to four-day cruise for two with Mekong Kingdoms.

[LEARN MORE »](#)




AVANI CENTRAL MELBOURNE AWAITS


Plunge into the coffee, culture and cuisine of Australia's coolest city, from your strategically located suite in the soaring tower of newly opened AVANI Central Melbourne Residences.

[LEARN MORE »](#)


SPECIAL OFFERS




Thailand  
**Pattaya Seaside Refreshment**  
Treat yourself to two nights by the beach with VIP perks.  
[GO »](#)



Sri Lanka  
**Kalutara Exclusive Offer**  
Enjoy savings on dinners and spa treatments before 31 October.  
[GO »](#)



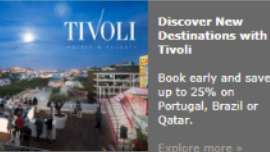
Vietnam  
**Quy Nhon Spa Break**  
Relax for two nights with healthy food and indulgent treatments.  
[GO »](#)




Zambia  
**Africa Experience**  
Arrive by water and go wild with a game drive and unforgettable dinner.  
[GO »](#)

Global Hotel Alliance Partner Offers

DISCOVERY



Discover New Destinations with Tivoli  
Book early and save up to 25% on Portugal, Brazil or Qatar.  
[Explore more »](#)



Exclusive Member Rates in Mauritius  
Earn double credits and extra rewards at Outrigger.  
[Explore more »](#)

f t i

This email was sent to you by AVANI Hotels & Resorts because you have asked to receive information from us. If you do not wish to receive any further news or offers, [click here](#).

To make sure that you receive AVANI's exclusive invites, latest news and best deals, please add [moments@avanihotels.info](mailto:moments@avanihotels.info) to your address book.

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AVANI Hotels & Resorts 18th Floor, Berli Jucker House, 99 Soi Rubia, Sukhumvit 42 Rd., Bangkok 10110, Thailand

Property and Regional Offers

Can be dynamic as needed

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
- This email is to be very visual and transactional. Minimal copy.

## Monthly offer

## Showcases destinations and/or properties

Pick your playground. Treat your family to an AVANI escape.  
View in Browser







**AVANI** HOTELS & RESORTS  
SUMMER AWAY.



SCHOOL'S OUT. SUN'S HIGH IN THE SKY. TIME TO PLAY.  
Take the whole family on a great escape and save up to 30% with AVANI's Stay Longer specials. As we like to say, stay more – don't pay more!

[BOOK NOW >](#)

**HERE'S A TRIP WITH YOUR NAME ON IT.**

<p>CHILL IN THAILAND</p>  <p>FROM US\$ 35* <a href="#">BOOK NOW</a></p>	<p>ESCAPE TO DUBAI</p>  <p>FROM US\$ 67* <a href="#">BOOK NOW</a></p>
<p>LIVE IT UP IN PORTUGAL</p>  <p>FROM US\$ 154* <a href="#">BOOK NOW</a></p>	<p>AHH... SEYCHELLES</p>  <p>FROM US\$ 193* <a href="#">BOOK NOW</a></p>
<p>HELLO VIETNAM</p>  <p>FROM US\$ 90* <a href="#">BOOK NOW</a></p>	<p>STAY LONGER AND SAVE UP TO 30%</p>  <p>SEE MORE DESTINATIONS <a href="#">BOOK NOW</a></p>



# 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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