

REVOLUTIONISING OUR APPROACH TO CONTENT: THE 2019 CONTENT STRATEGY FOR ANANTARA AND AVANI

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.

DYNAMIC AND TARGETED COMMUNICATION

Utilising the Cendyn CRM system and Sitecore CMS that powers our eDMs and websites respectively, we are creating dynamic, targeted and personalised content to better engage with our customers and ultimately convert them to bookers.

Key Benefits & Desired Outcomes

- Richer, more targeted communication
- Dynamic + personalised content
- Regionally relevant content, ie regional holidays
- Themed story-telling, highly visual
- Sells the experience, not just a rate

MONTHLY THEMES

		
January	Travel Inspiration	New Beginnings
February	Romance	Date Night Ideas
March	Wellness	Wellness
April	Nature / Earth Day	Nature / Earth Day
May	Summer	Exploration
June	Family	Social Scenes
July	Culinary	Honest Food
August	Culture	The Arts
September	Adventure	Perspectives
October	Bucket list	Experiences
November	Holidays	Gratitude
December	Holidays & New Year	Holidays

DYNAMIC eNEWSLETTER

Anantara example

Experiential story and lead-in

Experiential offer can be dynamic as needed

Spa / wellness / culinary

Localised content (optional)

FIND AN HOTEL - SPECIAL OFFERS - ASIA February 2018

WHAT'S YOUR IDEA OF ROMANCE?
The month of love is here; how will you treat your special someone? Exploring a cataway 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, reinvigorate 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

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

PREPARE TO INDULGE

EXCLUSIVE OFFERS

<p>MAGIC IN THE MALDIVES Five nights in Kihaveh include underwater dining, a stargaze movie, a Skumber Guru experience and more.</p> <p>BOOK NOW</p>	<p>BISTRO ON THE BEACH Book half board at Rasenaria Villas and enjoy a 3-course lunch or dinner by the ocean every day.</p> <p>BOOK NOW</p>
<p>ABU DHABI ISLAND DELIGHTS From your private villa, enjoy Dining by Design, spa discounts, late check-out and beach transfers.</p> <p>BOOK NOW</p>	<p>ONE-ON-ONE IN GUY NHON Villa escapes include unlimited spa treats, daily three-course lunches and a table for two at Sala Fine Arts.</p> <p>BOOK NOW</p>

PARTNER OFFERS

<p>KRISFLYER Triple your miles and save on your stay with Singapore Airlines.</p> <p>Explore More</p>	<p>KAYAK Skyrocket your Skywards miles and enjoy benefits.</p> <p>Explore More</p>	
<p>SOUQ AL WAKRA HOTEL QATAR BY TIVOLI Save up to 15% on 5-star seaside luxury.</p> <p>Explore More</p>	<p>AL NAJADA DOHA HOTEL BY TIVOLI Book early and save in the heart of central Souq Al Najada.</p> <p>Explore More</p>	<p>WINTER IN FLORENCE Enjoy 20% off Italian escapes with L'ungame.</p> <p>Explore More</p>

f i y t

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Property and regional offers can be dynamic as needed

Airline personalised based on region

Minor asset rotated monthly i.e. Mekong Cruises, AVC, MJets...

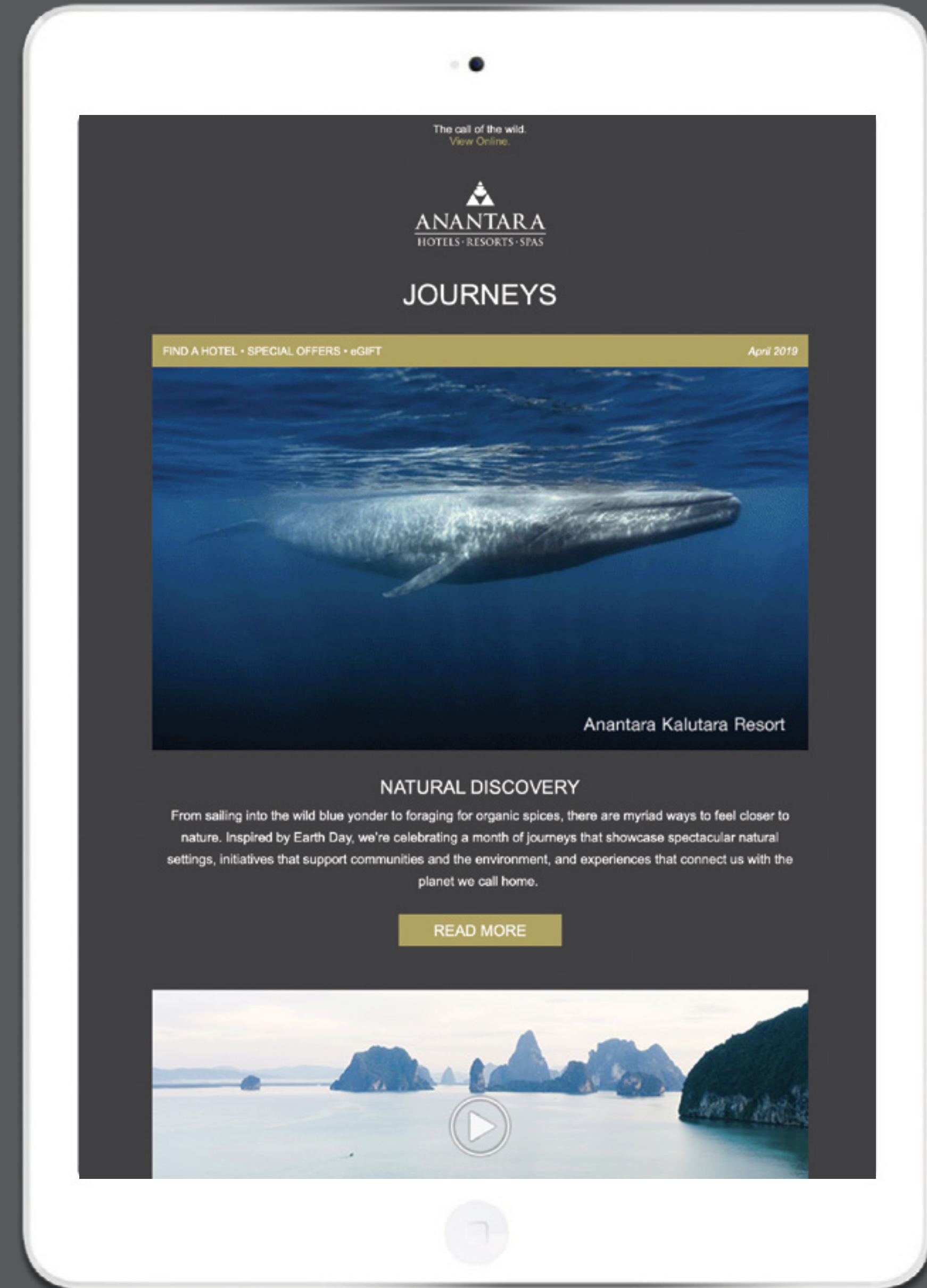
Discovery partner non-Minor brand personalised by region

Discovery partner held for Minor Hotels brands

APRIL – ANANTARA ENEWSLETTER

EMAIL PERFORMANCE

Sent date:	Tuesday 02 April 2019
Monthly theme:	Nature
Subject line:	Anantara Journeys: Get closer to nature with Anantara
Dynamic content:	Thailand – Songkran Middle East – Ramadan
Deliveries:	496,002
Open rate:	33.09%
Click-through rate:	4.26%
Web visits:	4,733
Revenue:	27 MB (656 bookings) *Cendyn tracking



APRIL – ANANTARA TACTICAL (GENERAL)

EMAIL PERFORMANCE

Sent date: **Wednesday 17 April 2019**

Monthly theme: **Nature**

Subject line: **Take time out in nature with Anantara Stay Longer savings**

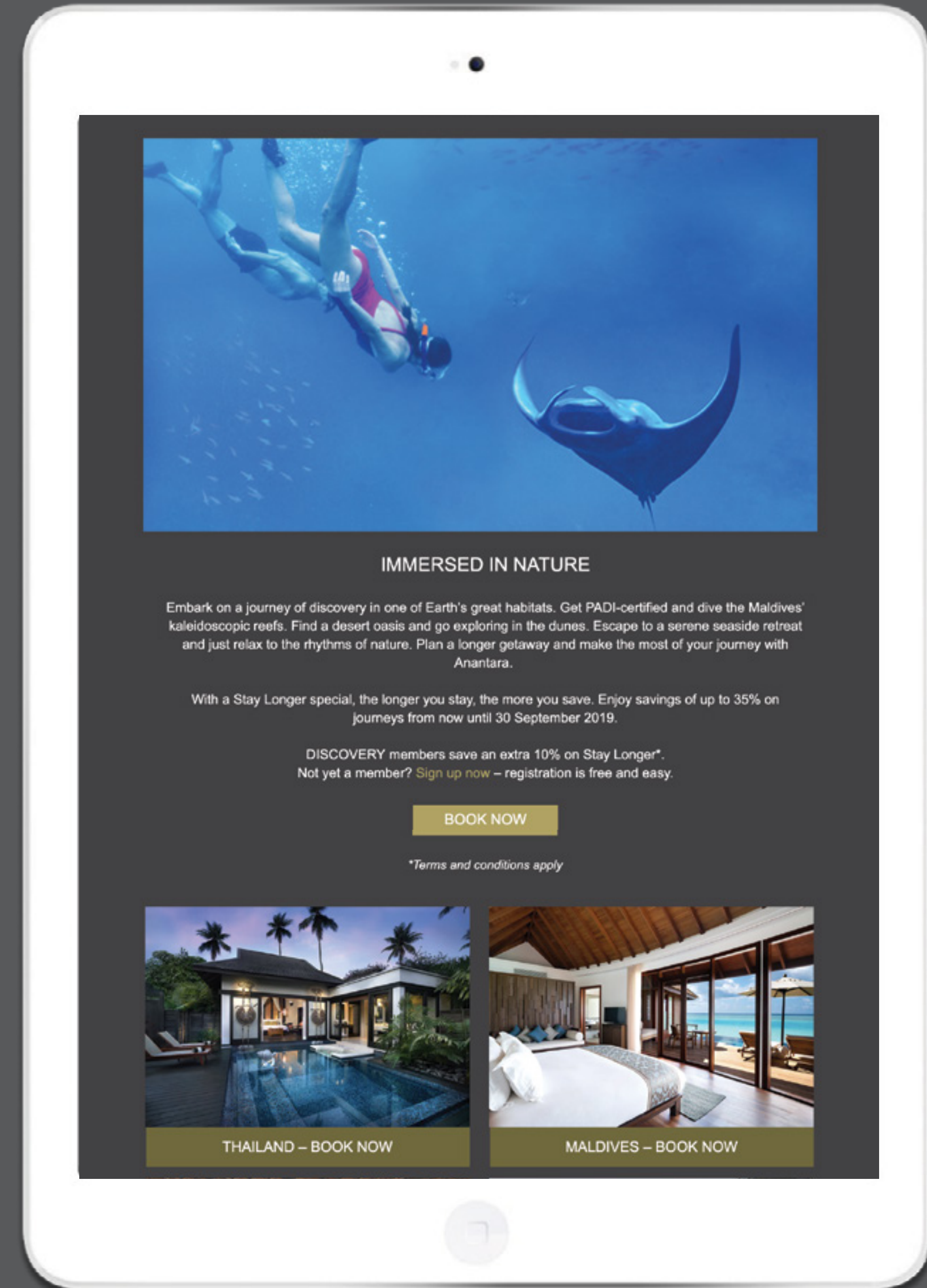
Deliveries: **371,676**

Open rate: **31.86%**

Click-through rate: **4.74%**

Web visits: **4,650**

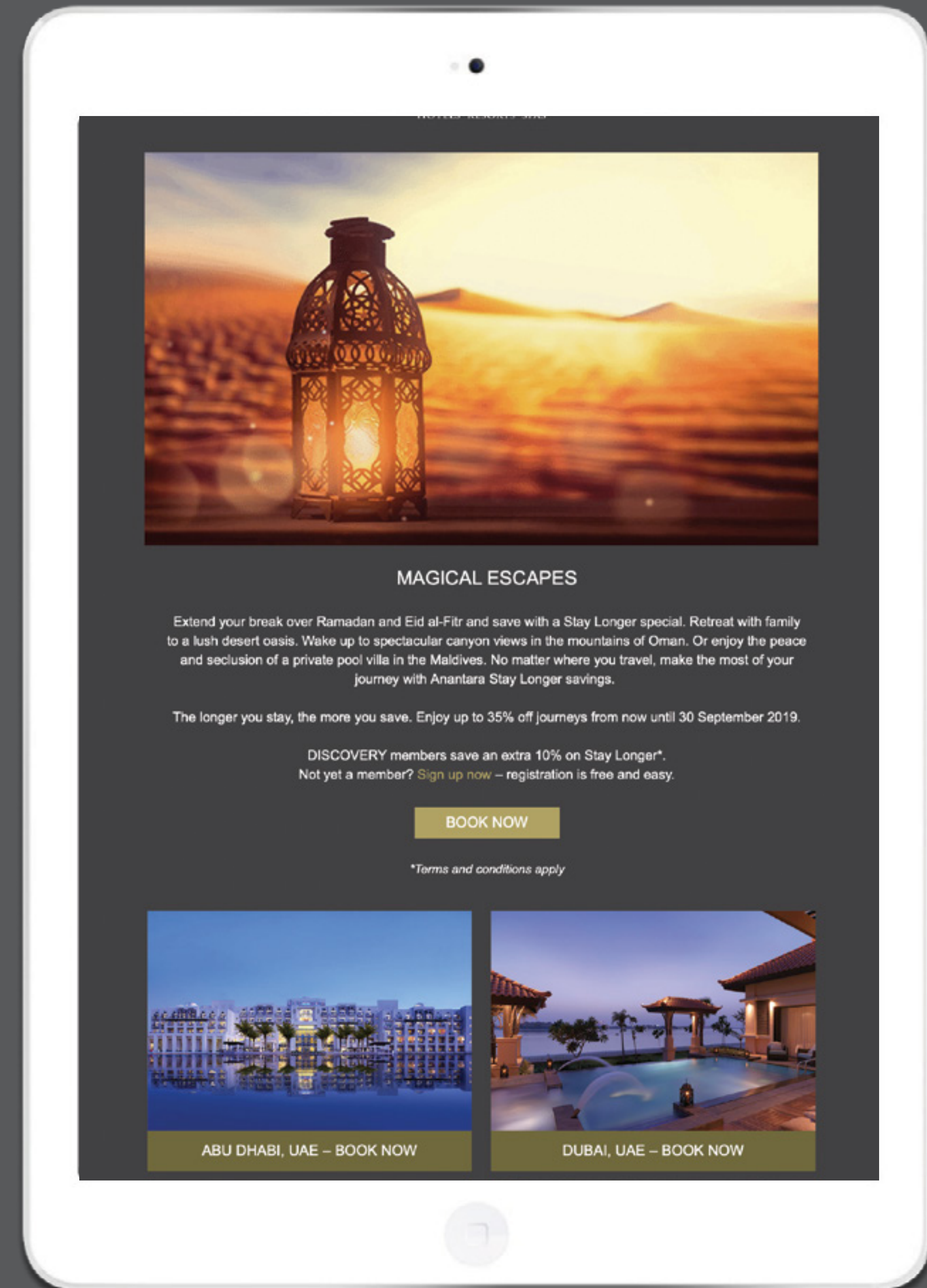
Revenue: **11.26 MB (301 bookings)** *Cendyn tracking



APRIL – ANANTARA TACTICAL (RAMADAN)

EMAIL PERFORMANCE

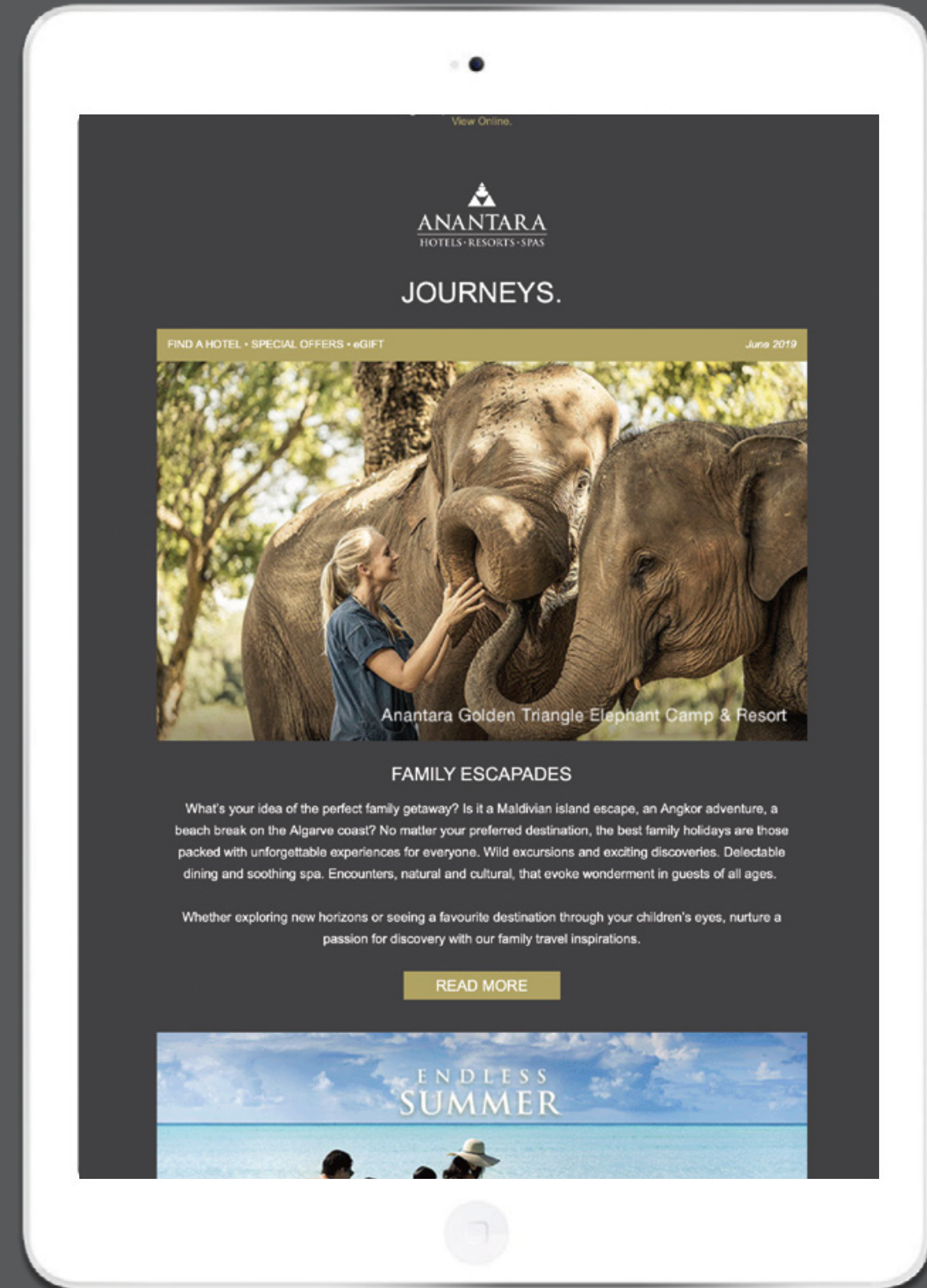
Sent date:	Wednesday 17 April 2019
Monthly theme:	Nature
Subject line:	Stay longer over Ramadan and Eid and save with Anantara ديعلاو ناضمر رهش لالخالاراتنانانعم رفوو انعم لوطأ ةمابقإب عتمت
Deliveries:	75,761
Open rate:	27.14%
Click-through rate:	3.27%
Web visits:	1,045
Revenue:	4.68 MB (163 bookings) *Cendyn tracking



JUNE – ANANTARA ENEWSLETTER

EMAIL PERFORMANCE

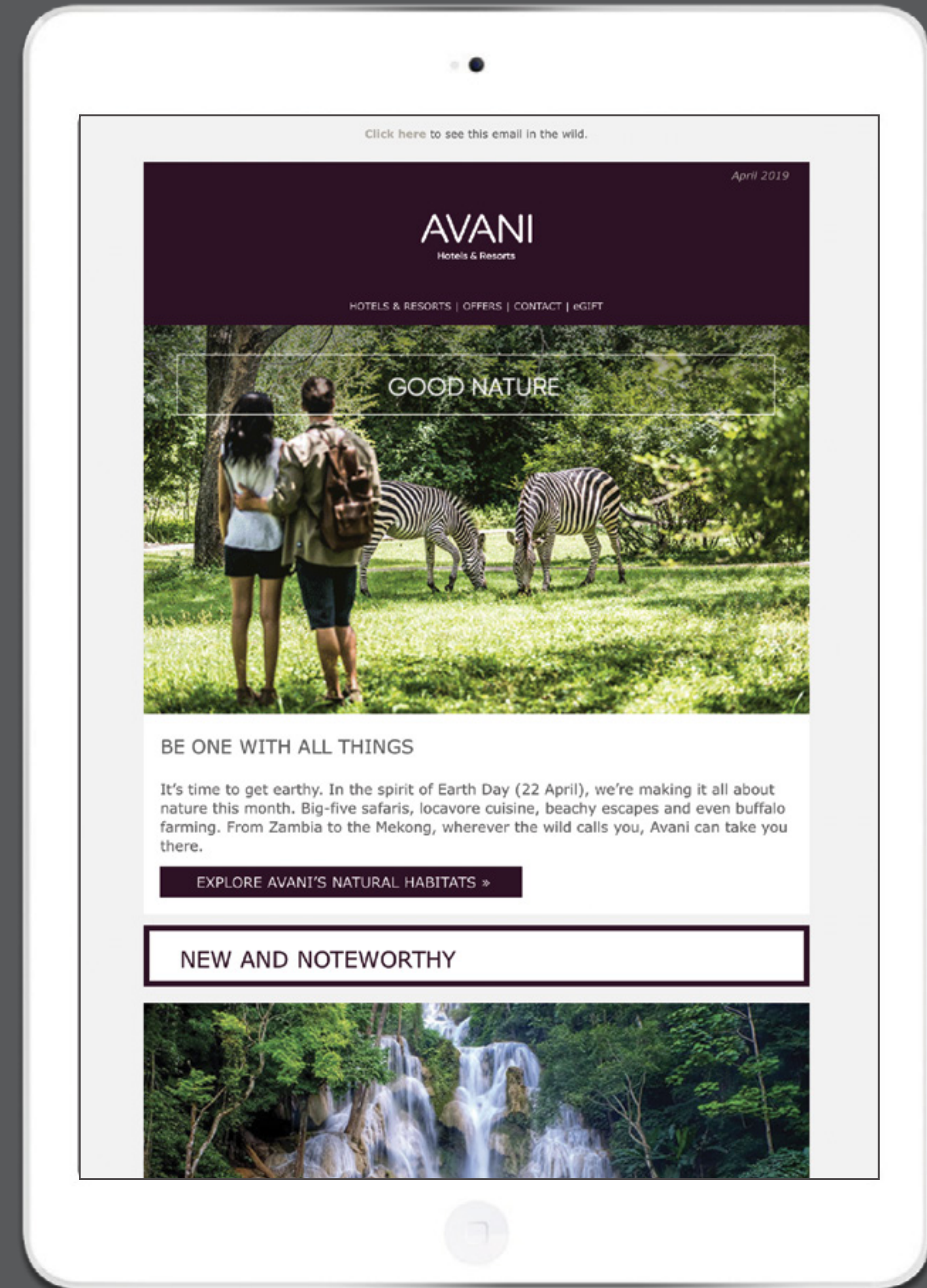
Sent date:	Wednesday 5 June 2019
Monthly theme:	Family
Subject line:	Anantara Journeys: Embark on a family adventure with Anantara
Deliveries:	519,290
Open rate:	31.23%
Click-through rate:	4.16%
Web visits:	3,822
Revenue:	10.7 MB (369 bookings) *Cendyn tracking



APRIL – AVANI ENEWSLETTER

EMAIL PERFORMANCE

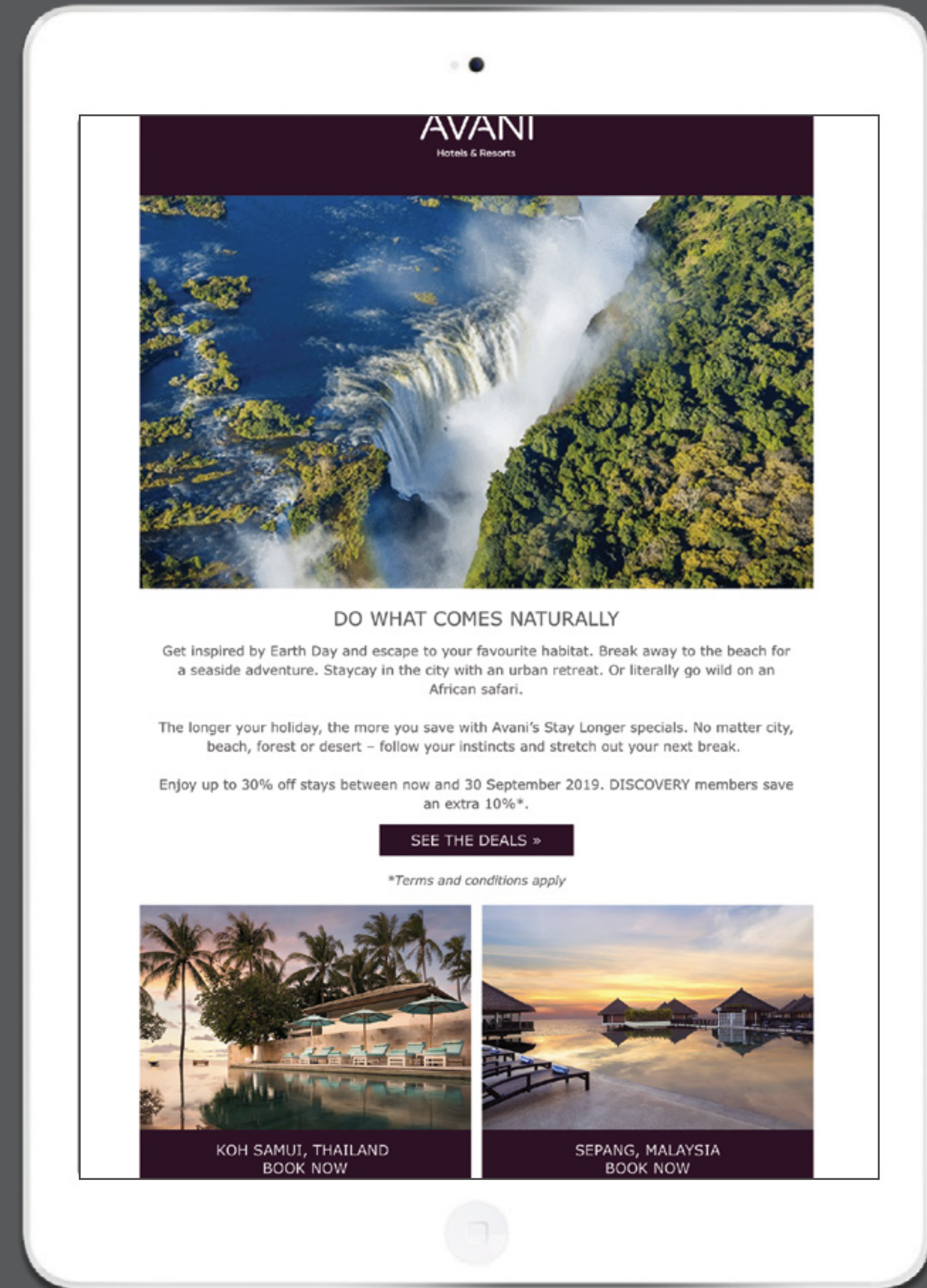
Sent date:	Tuesday, 9 April 2019
Monthly theme:	Nature
Subject line:	Stay nurtured by nature with Avani
Dynamic content:	Thailand – Songkran Middle East – Ramadan
Deliveries:	132,084
Open rate:	19.45%
Click-through rate:	1.96%
Web visits:	860
Revenue:	1.44 MB (127 bookings) *Cendyn tracking



APRIL – AVANI TACTICAL (GENERAL)

EMAIL PERFORMANCE

Sent date:	Monday, 15 April 2019
Monthly theme:	Nature
Subject line:	Get back to nature with an unreal deal.
Deliveries:	116,552
Open rate:	18.69%
Click-through rate:	2.42%
Web visits:	1,417
Revenue:	2.40 MB (169 bookings) *Cendyn tracking



JUNE – AVANI ENEWSLETTER

EMAIL PERFORMANCE

Sent date:	Monday, 3 June 2019
Monthly theme:	Social Scene
Subject line:	Be part of the buzz at Avani
Deliveries:	124,489
Open rate:	23.46%
Click-through rate:	1.82%
Revenue:	1.55 MB (136 bookings) *Cendyn tracking

