

ROSEWOOD

HOTEL GROUP

2020 RECOVERY CAMPAIGN

December 1, 2020



ROSEWOOD

A SENSE *of* PLACE™

B2C CAMPAIGN
PERFORMANCE

PAID MARKETING PERFORMANCE

ROSEWOOD CORPORATE

Corporate campaigns provided high support for properties, both opened and closed, during the first few months of reopening and relaunch of campaigns. With the additional brand awareness, helped the brand bounce back as a whole faster than others in the market.

SEM

Last-Click Revenue

Total Revenue: \$241,855
Total Spend: \$24,055

ROAS: 10:1

Bookings: 113
Nights: 422

DISPLAY

Influenced Revenue

Total Revenue: \$188,765
Total Spend: \$13,201

ROAS: 14:1

Clicks: 26,618
Impressions: 4,349,292
CTR: 0.61%
(overall)

SOCIAL

Influenced Revenue

Total Revenue: \$2,495,168
Total Spend: \$17,450

ROAS: 143:1

Clicks: 7,981
Impressions: 635,393
CTR: 1.25%
(overall)

EMAIL CAMPAIGN

PROPERTY MARKETING RECOVERY

North America and Europe properties began opening as early as the end of May, with the majority opening between June & July. With that, marketing campaigns also started in May gradually building with each month. Segmented campaigns deployed every 2 weeks with local and regional audience groups.

B2C EMAIL CAMPAIGNS

Total Revenue: **\$8.4M**

Total Spend: **\$20,465**

Bookings: **2,576**
Nights: **12,239**

ROSEWOOD
A SENSE OF PEACE™

MORE ROSEWOOD
Stay Longer. Journey Deeper

Discover one-of-a-kind gateways both near and far with Rosewood Hotels & Resorts. Travelers can enjoy more time to reconnect away from home with a complimentary night and a nightly hotel credit of up to USD100. That means more time for dinner under the stars, a rejuvenating wellness experience or exploring a new destination.

VIEW OFFERS

ROSEWOOD LONDON
Discover an idyllic sanctuary behind elegant iron gates at Covent Garden's landmark hotel. With a city that evokes historical monuments and contemporary culture, visitors can indulge in a butter-served breakfast in bed or relax with a treatment at The Spa. A Rosewood Spa.

BOOK NOW

HÔTEL DE CRILLON, A ROSEWOOD HOTEL
The irrefutable allure of Paris is much more encompassed in the elegantly restored heritage property, located in the heart of the city. Guests can linger longer with an extra night, 100 nightly credit and more.

BOOK NOW

ROSEWOOD CASTIGLION DEL BOSCO
The verdant and gently rolling vineyards of the Val d'Orcia have inspired artists, poets, and wine connoisseurs for centuries. Private villa residents will look to these exquisite views while immersing themselves in the Tuscan atmosphere.

BOOK NOW

DISCOVER ROSEWOOD EDUCATIONAL WEBINAR SERIES
Recently Added: Singapore Collection

Watch our latest webinar on-demand, featuring updates from Rosewood London, Rosewood Castiglion del Bosco and Hôtel de Crillon, A Rosewood Hotel.

WATCH NOW

To learn more, please contact your travel professional, visit rosewoodhotels.com or call +1 888 ROSEWOOD in North America.
Click here to view all toll-free numbers.

ROSEWOOD
A SENSE OF PEACE™

ENCOUNTER THE SENSE OF ROSEWOOD

This year, spend the Golden Week Holiday with Rosewood. Our team has journeyed through a selection of luxury properties in China, offering a dynamic city life. Whether in vibrant Hong Kong, or the historic city of Beijing, Rosewood Hotels & Resorts has special offers designed to enhance their stay.

View Offers

Rosewood Satya CHINA
With a prime location in the South China Sea, Rosewood Satya offers a perfect escape. Enjoy a special rate on Great View Rooms and Great View Suites, as well as a 100 USD credit in Spa, A Rosewood Spa.

Book Now

Rosewood Beijing CHINA
Discover the capital's cultural riches with the luxury and only a special rate on select rooms at Rosewood Beijing. The Fairmont Rosewood with a complimentary breakfast for two adults and two children under 12 as well as complimentary extra bed service.

Book Now

Rosewood Guangzhou CHINA
Spend more time experiencing the city's modern culture. Stay in a select suite at Rosewood Guangzhou for four nights with two complimentary breakfasts for two.

Book Now

Phnom Penh CAMBODIA
Experience the unparalleled comfort and distinctive hospitality of Rosewood Hotels & Resorts in Phnom Penh. The Rosewood collection offer includes a third night, room upgrade and daily breakfast for two – all with no commitments.

Book Now

The Carlyle A Rosewood Hotel NEW YORK CITY
The Carlyle, A Rosewood Hotel, has long garnered a reputation as one of the most iconic hotels in New York City, celebrating its 100th anniversary with a complimentary third night in the same property.

Book Now

Rosewood London LONDON
With its remarkable cultural and historic character, the only 5-star hotel in the city, the Rosewood London is a luxury property in London, England, and a Rosewood property in constant and high.

Book Now

TOTALS REFLECTIVE OF Q3 PERFORMANCE (JULY-SEPTEMBER 2020)

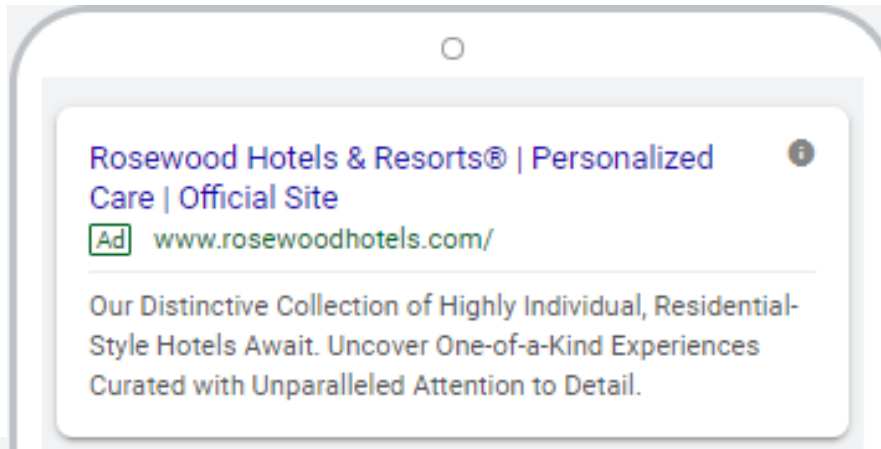
*We want people to travel with confidence, which is why we've updated our [cancellation policy](#) to provide greater flexibility in our cancellation policies. We've also updated our [travel policy](#) to include heightened standards for hygiene and cleanliness in all Rosewood properties around the world.

Offers are valid for new reservations only. Offer terms and conditions may apply.
© 2020 Rosewood Hotels & Resorts, LLC. All rights reserved. Rosewood Hotels & Resorts, The Carlyle, A Rosewood Hotel, Rosewood London, Rosewood Castiglion del Bosco, Rosewood Satya, Rosewood Beijing, Rosewood Guangzhou, Phnom Penh, Hong Kong SAR, China, and The Carlyle are trademarks of Rosewood Hotels & Resorts, LLC. All other marks and logos are the property of their respective owners.

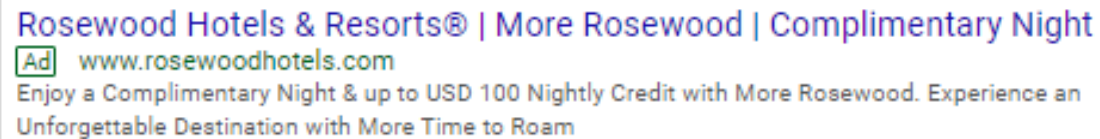
PAID MARKETING PERFORMANCE
PAID SEARCH

\$241,854 Revenue | \$24,055 Spend | 10:1 ROAS

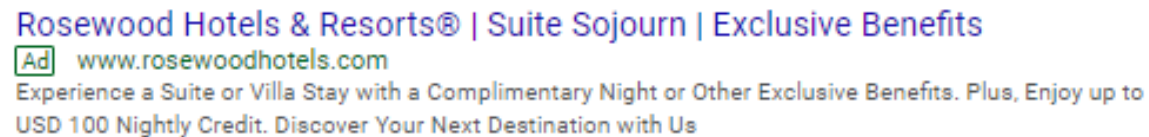
- Overall Corporate contributed to 16% of total website revenue (across portfolio) and 13% of total website bookings.
- Corporate campaigns drove third largest amount of revenue for the portfolio in Q3 and second largest number of nights.
- ROAS came in below the portfolio target of 15:1, however, to considerations to be taken:
 - Shifted strategy upon relaunch to focus on top markets (primarily US states) for well-performing properties (beach-bound destinations), while keeping minimal spend for remaining targeted locations.
 - Changes to tracking codes between August & September may have caused some bookings to be lost, however, this should not longer be an issue – also, will have a dip in September due to 7-day attribution window.
- With the re-placement of the retargeting pixel on the website, reevaluating audience pools with the addition of cookie consent tool.



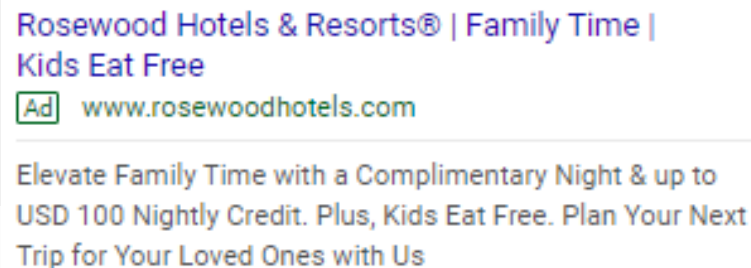
Rosewood Hotels & Resorts® | Personalized Care | Official Site
Ad www.rosewoodhotels.com/
Our Distinctive Collection of Highly Individual, Residential-Style Hotels Await. Uncover One-of-a-Kind Experiences Curated with Unparalleled Attention to Detail.



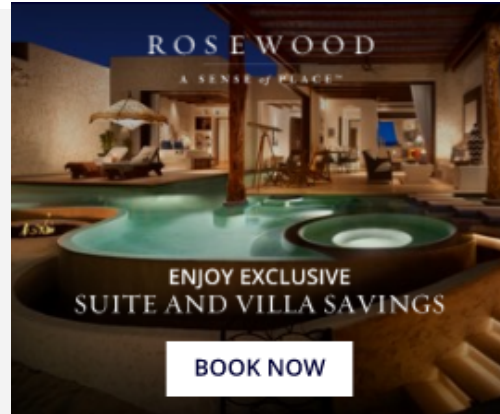
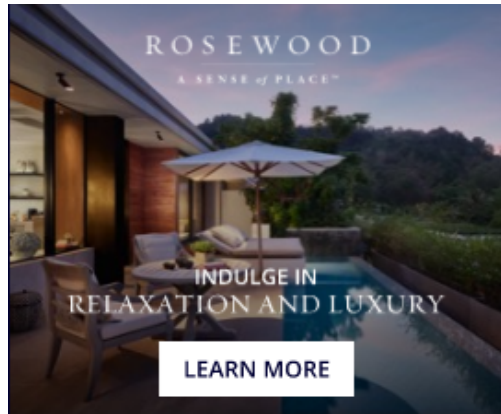
Rosewood Hotels & Resorts® | More Rosewood | Complimentary Night
Ad www.rosewoodhotels.com
Enjoy a Complimentary Night & up to USD 100 Nightly Credit with More Rosewood. Experience an Unforgettable Destination with More Time to Roam



Rosewood Hotels & Resorts® | Suite Sojourn | Exclusive Benefits
Ad www.rosewoodhotels.com
Experience a Suite or Villa Stay with a Complimentary Night or Other Exclusive Benefits. Plus, Enjoy up to USD 100 Nightly Credit. Discover Your Next Destination with Us



Rosewood Hotels & Resorts® | Family Time | Kids Eat Free
Ad www.rosewoodhotels.com
Elevate Family Time with a Complimentary Night & up to USD 100 Nightly Credit. Plus, Kids Eat Free. Plan Your Next Trip for Your Loved Ones with Us



PAID MARKETING PERFORMANCE DISPLAY

SOJERN

\$28,496 Revenue | \$5,604 Spend | 5:1 ROAS

- Q3 focused on driving traffic and were optimized to drive CTR (achieved at 1.28%)
- Influenced additional bookings for properties totaling \$28.5K in revenue – 5:1 ROAS.
- Q4 will be focused on maximizing Booking Engine views to utilize as a traffic driving tool for properties but shift to more intentional users.

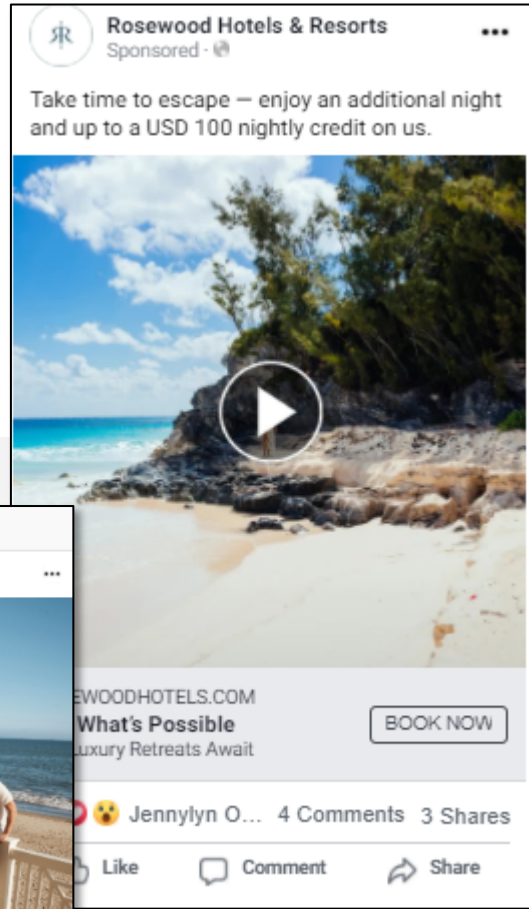
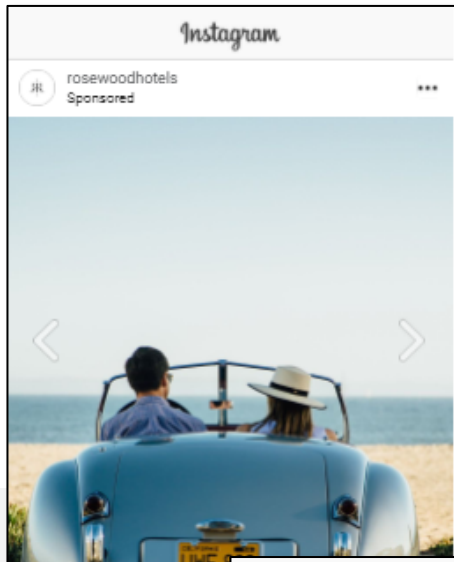
GOOGLE DISPLAY NETWORK

\$160,269 Revenue | \$7,597 Spend | 21:1 ROAS

- Corporate banners achieved **greater than target** ROAS of 15:1 despite tracking issues faced with website migration.
- Banner engagement high, although optimizing for conversions, at a **0.36% CTR**.
- With additional funding provided in Q4 will be able to accommodate current brand demand levels plus additional demand generated by additional property openings.

OFFER	CONVERSIONS ▾	REVENUE
More Rosewood	27	\$86,443
Suite Sojourn	18	\$46,464
General Awareness	8	\$20,845
Family Time	7	\$16,902
Grand total	60	\$170,654

TOTALS REFLECTIVE OF Q3 PERFORMANCE (JULY-SEPTEMBER 2020)



PAID MARKETING PERFORMANCE SOCIAL

PROSPECTING

499,241 Impressions | 6,792 Clicks | 1.36% CTR

- Both platforms hit targeted CTR for their respective platforms, however, Instagram exceeded the target CTR by 300%.
- Despite optimization toward clicks and engagements, corporate prospecting ads influenced \$72K in revenue for the portfolio – largest number of influenced bookings through prospecting ads.
- Going into Q4 refresh, utilize more specific descriptors for both properties and destinations within portfolio based on high engagement seen, along with the use of video

CONVERSION

\$547,513 Revenue | \$1,960 Spend | 279:1 ROAS

- Corporate ads fell within the top 3 for influenced revenue with the 2nd highest ROAS.
- More Rosewood ads influenced the greatest number of conversions among all offers, while Suite Sojourn drove the most revenue (yet only 15 conversions behind More RW).
- Family time offer influenced a total of 39 conversions for around \$158K in revenue, however, saw the lowest engagement, specifically within FB at 0.59% CTR.

PROPERTY MARKETING RELAUNCH

North America and Europe properties began opening as early as the end of May, with the majority opening between June & July. With that, marketing campaigns also started in May gradually building with each month.

SEM

Last-Click Revenue

Total Revenue: \$2,154,760

Total Spend: \$135,752

ROAS: 16:1

Bookings: 661

Nights: 2,158

DISPLAY

Influenced Revenue

Total Revenue: \$3,110,280

Total Spend: \$96,811

ROAS: 32:1

Clicks: 75,374

Impressions: 22,632,994

CTR: 0.33%

(overall)

SOCIAL

Influenced Revenue

Total Revenue: \$3,437,494

Total Spend: \$39,939

ROAS: 86:1

Clicks: 128,362

Impressions: 9,234,558

CTR: 1.39%

(overall)



ROSEWOOD

A SENSE *of* PLACE™

B2B CAMPAIGN
PERFORMANCE

2020 B2B EMAIL CAMPAIGN DASHBOARD

VS CAMPAIGN REVENUE TARGET

CAMPAIGN	ATTRIBUTED REVENUE	TARGET REV
FAMILY TIME (ALL REGIONS)	\$947,156	\$750,000
MORE ROSEWOOD (ALL REGIONS)	\$1,469,434	\$1,000,000
SUITE SOJOURN (ALL REGIONS)	\$987,892	\$750,000
CHINA V-DAY	\$61,456	\$50,000
CHINA GOLDEN WEEK	\$61,908	\$50,000
CITY ESCAPES (ALL REGIONS) <i>combined w. global re-opening</i>	\$496,507	\$500,000
CHINA DOUBLE 11	\$122,270	\$100,000
FESTIVE TRAVEL (RESORTS) <i>i.e. Beach Getaways</i>	\$1,488,538	\$500,000
BLACK FRIDAY (GLOBAL)	<i>pending</i>	\$50,000
HOLIDAY NEW YEAR <i>push for Q1 2021 business</i>	<i>pending</i>	\$550,000
ROSEWOOD REWARDS <i>MICE campaign for bulk gift card business</i>	<i>pending</i>	\$10,000
TOTAL	\$5,635,161	\$4,310,000

2020 B2B WEBINAR SERIES

ATTRIBUTED ROI & ENGAGEMENT

CAMPAIGN	ATTRIBUTED REVENUE	ATTENDEES
Americas TAs (HGV, LDB, CdB) Feb 2020	\$84,095	154
USA TAs (SBM, CDV, SHR) May 2020	\$541,708	307
Americas TAs (MYK, LVP, SMA) June 2020	\$287,014	329
Americas TAs (BER, MOT) July 2020	\$33,755	153
China TAs (BJG, GZU, SYA) July 2020	\$17,206	11
SEA TAs (BKK, HKG, PKT) Aug 2020	\$23,390	55
Europe TAs (CRI, LDN, CdB) Sept 2020	\$63,180	95
Americas MICE (BER, MYK, SBM) Oct 2020	\$276,300 (<i>tent</i>)	173
Americas Elite Exclusive (CAR, WDC, LDB) Nov 2020	<i>pending</i>	102
TOTAL	\$1,326,648	1,379

ROSEWOOD REWARDS

AUDIENCE: MICE



ROSEWOOD REWARDS

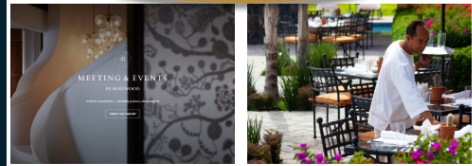
Fulfill the long-awaited wanderlust

We have begun reopening our hotels and resorts around the world, welcoming guests back for exceptional experiences and warm, genuine service you and your clients have come to expect from Rosewood.

Now more than ever, we are committed to nurturing the relationships we've made with our guests, our communities, and our partners. Whenever you or your clients choose to return, our goal is to provide a safe, comfortable and flexible experience.

Rosewood Rewards offers an alternative for organizations to award top performers with a credit towards a Rosewood journey when boundless travel resumes at a later date. Qualify for up to 10% in exclusive commissions or rebates based on total gift card purchases that individuals could redeem at Rosewood hotels and resorts around the world.

VIEW DETAILS



THE NEW DIGITAL EXPERIENCE

Discover our new **Meetings & Events website**, featuring all-new content that will inspire collaborative meetings and unforgettable events. Find a **Venue** with our enhanced filter functions to help choose the perfect destination for your next program.

EXPLORE NOW

OUR COMMITMENT TO CARE

The well-being of our guests and associates is our absolute priority. In response to the evolving COVID-19 situation, we have enhanced our standards for hygiene and cleanliness at all Rosewood properties, with intensified cleaning procedures and safety measures.

LEARN MORE

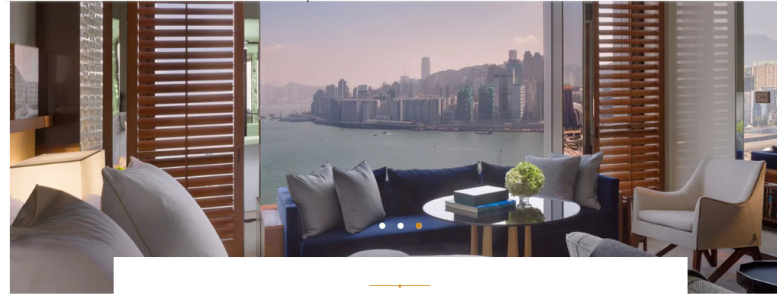


RAISE

ROSEWOOD

We are proud to share the launch of Rosewood Raise, a relief initiative to assist our associates and communities impacted by the COVID-19 global pandemic. Our fundraising efforts have provided financial relief and emotional support to Rosewood associates. Our properties are also engaging in efforts to prepare and deliver complimentary meals and supplies to frontline workers and others in need.

LEARN MORE ►



ROSEWOOD REWARDS

During this period of uncertainty and restricted travel, Rosewood Rewards is an alluring alternative to help companies recognize top-performing associates with a travel-inspiring award that can be used at Rosewood hotels and resorts around the world.

Earn commissions or rebates based on total gift card purchases for individuals to recreate a Rosewood journey at one of our 28 Inspiring destinations at a later date.

A minimum total purchase threshold of USD 20,000 is required to qualify for Rosewood Rewards program.

Upon receipt of full prepayment for the gift cards, qualified 3rd-party intermediaries or agency partners will receive a commission based on the following tiers:

- Total gift card purchase value: USD 20,000 to 50,000 = 5% commission
- Total gift card purchase value: USD 50,001 and above = 10% commission

Upon receipt of full prepayment for the gift cards, qualified corporate-direct clients will receive a rebate based on the following tiers:

- Total gift card purchase value: USD 20,000 to 50,000 = 5% rebate
- Total gift card purchase value: USD 50,001 and above = 10% rebate

For more information, please contact your Global Sales Office representative.

INQUIRE

Deployed: 02 June, 2020

Audience: 24,000 contacts
(Global MICE database)

Content: Rosewood Rewards program with features on new M&E brand website, Commitment to Care & RW Raise

Open rate: 28%
Click rate: 15%

ROSEWOOD REWARDS

During this period of uncertainty and restricted travel, Rosewood Rewards is an alluring alternative to help companies recognize top-performing associates with a travel-inspiring award that can be used at Rosewood hotels and resorts around the world when it is safe to do so.

Earn commissions or rebates based on total gift card purchases for individuals to recreate a Rosewood journey at one of our 28 Inspiring destinations at a later date.

A minimum threshold of USD 20,000 is required to qualify for Rosewood Rewards program.

Please complete a simple inquiry form to be contacted by one of our Global Sales Representatives to further discuss your interest.

For questions, please email us at rosewood.events@rosewoodhotelgroup.com.

First Name:

Last Name:

Work Email:

Phone Number:

Company Name:

Country:

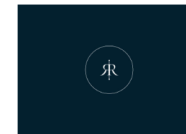
Gift Card Value:

Number of Gift Cards:

Total Gift Card Purchase:

SUBMIT

LATEST NEWS:



COVID-19 UPDATE
Learn about Rosewood's enhanced health and safety protocols as properties look to reopen around the world.



GLOBAL GIVERBACK
Our long-standing Global Giverback Campaign presents an opportunity to contribute to **Rosewood Raise**.



REST ASSURED
In today's challenging environment of booking programs, Rosewood is debuting a way to ease the process.

DISCOVER ROSEWOOD EDUCATIONAL WEBINAR SERIES: RECOVERY EDITION

MEXICO COLLECTION

Educational Webinar Series

Mexico Collection

REGISTRATION

Wednesday, June 24, 2020
9:00AM PST / 12:00PM EST

We invite you to join a Discover Rosewood Educational Webinar, featuring our Mexico Collection, to learn more about the steps we are taking to ensure the utmost well-being of our team members and guests as we look to reopen. You will hear operational updates from the below properties as well as gain local insights on each of the property's respective destinations.

- Rosewood Mayakoba
- Rosewood San Miguel de Allende
- Las Ventanas al Paraíso, A Rosewood Resort

If you are unable to join this webinar but would like to receive a link to watch on-demand, please decline here ►

First Name: *

Last Name: *

Work Email: *

Company Name: *

Job Title:

Country: *

Phone Number:

REGISTER NOW

Audience: 12,960 contacts
(Americas & Europe Travel Agents)

Content:

- Operational updates from each property
- Air travel & airport experience
- Parameters to ensure health and safety of hotel staff and guests during reopening
- Current status of local destination (including governmental guidelines)

Attendees: 329

View [recording here](#) ►


ROI:

Booked Rev: \$199K

Booked RN: 274

**attribution 3 weeks*

ROSEWOOD
A SENSE OF PLACE™



LAS VENTANAS AL PARAÍSO,
A ROSEWOOD RESORT

JOIN OUR WEBINAR

on *Wednesday, June 24, 2020*

Dear Katie,

As we go through these unprecedented times together, we remain steadfast in our commitment to support the health and safety of the communities in which the Brand operates. Out of an abundance of caution, and out of care and concern for our guests and associates, many Rosewood hotels and resorts around the world temporarily halted operations for the past few months.

We invite you to join a Discover Rosewood Educational Webinar, featuring our Mexico Collection, to learn more about the steps we are taking to ensure the utmost well-being of our team members and guests as we look to reopen. You will hear operational updates from the below properties as well as gain local insights on each of their respective destinations.

- Rosewood Mayakoba
- Rosewood San Miguel de Allende
- Las Ventanas al Paraíso, A Rosewood Resort


Mexico Collection
Wednesday, June 24, 2020
9:00AM PST / 12:00PM EST
[ADD TO CALENDAR](#) ►

REGISTER NOW


If you are unable to join this webinar but would like to receive a link to watch on-demand, please decline here ►

PRESENTERS


with *ShiYin Ko* as moderator



CHRISTIAN GONZALEZ
Regional Director of Sales & Marketing,
Rosewood Mayakoba and
Rosewood San Miguel de Allende



SHIYIN KO
Senior Corporate Director of Global Sales,
Rosewood Hotel Group



MARINETTE GIAQUINTA
Director of Sales & Marketing,
Las Ventanas al Paraíso, A Rosewood Resort

DISCOVER MORE ROSEWOOD:





THANK YOU