

INTERNET

Ritz-Carlton calls attention to worldwide properties via email marketing

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By RACHEL LAMB

The Ritz-Carlton Hotel Co. is starting off the new year by sending multiple emails to remind its database to visit its properties worldwide.

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Luxury Daily

The hotelier sends emails promoting a specific hotel or all of its properties in general. In addition, Ritz-Carlton promotes discount packages and branded accessories through the emails.

“Email marketing is an effective way to market to potential Ritz-Carlton guests worldwide because their clientele is typically connected for work,” said Dalia Strum, president of Dalia Inc., New York.

“This is a seamless as well as inexpensive marketing strategy to engage with their direct target market,” she said.

Ms. Strum is not affiliated with Ritz-Carlton, but agreed to comment as an industry expert.

Ritz-Carlton was not able to comment before press deadline.

Season's e-greetings

Ritz-Carlton has been sending out approximately one email per week, some of which were slightly closer together as the holiday season approached.

The Ritz-Carlton emails typically have one major message and two smaller ones below.

One email, sent Nov. 4, had the headline, "Plan a winter escape full of lasting memories." The main message encouraged consumers to visit a Ritz-Carlton vacation during the holiday season and to take part in the Discover With You package.

Two other parts of the email encouraged readers to start new holiday traditions with their families and the other offered 25 percent off Ritz-Carlton's Sleep Experience bedding.

Another email was entitled, "Experience new adventures with the Ritz-Carlton."

The main message in this email was new adventures for a new year and encouraged consumers to visit a worldwide property in 2012.

The two sub-messages were advertisements for the Ritz-Carlton Destination Club and the second prompted consumers to plan a getaway for 2012.

The most recent email, sent Friday, promoted Ritz-Carlton's spas worldwide. There was also a message that the Ritz-Carlton, Riyadh is now open and prompted consumers to book reservations.

With every message is a link and a high-resolution image of a property or something that promotes the Ritz-Carlton lifestyle, such as a spa treatment, a beach or bustling city life.

There are also multiple calls-to-action to the Ritz-Carlton Web site and special promotions such as the "Let Us Stay With You" rebranding message.

Expanding the brand

Ritz-Carlton has been promoting specific hotels through many means. This is probably because the hotelier has opened quite a few properties in 2011.

For example, Ritz-Carlton announced openings in Austria and Saudi Arabia just in the fall season.

Furthermore, it tapped into the transitioning Chinese marketplace with a hotel presence in eight major provinces and now has plans to add another branded property in Changdu by 2013 as part of a \$2 billion expansion ([see story](#)).

In addition, it has been pushing its Dubai Financial Centre and Los Angeles properties through intense social media and Web site marketing.

The Dubai financial center opened one year ago and Ritz-Carlton is still trying to attract affluent businesspeople and guests. It has especially been doing this by drawing attention to its spas and conference rooms.

By offering an array of hotels in multiple places around the world, Ritz-Carlton not only extends its reach of affluent consumers but positions itself as a purveyor of luxury experiences anywhere in the world.

“Dubai is one of those rare cities that people immediately associate with luxury and it makes perfect sense for a luxury brand to have a very strong presence in Dubai,” said Courtney Albert, brand consultant and strategist for Parker Avery, Atlanta.

“I believe that Ritz-Carlton is attempting to attract the global executive as well as business travelers who may have to stay long-term in Dubai,” she said.

“Not only should they have the traveler in mind, but as potential clients visiting the area who they want to impress.”

Final Take

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