

Destu-41711

Year in review

Project Manager | Matt Campbell

Copy Writer | Anna Whitaker

Designer | Jamie/Darren

Comm Owner | Charlotte Hales

BEX Fallback

Route 1

Fallback copy with gif hero image

SUBJECT LINE

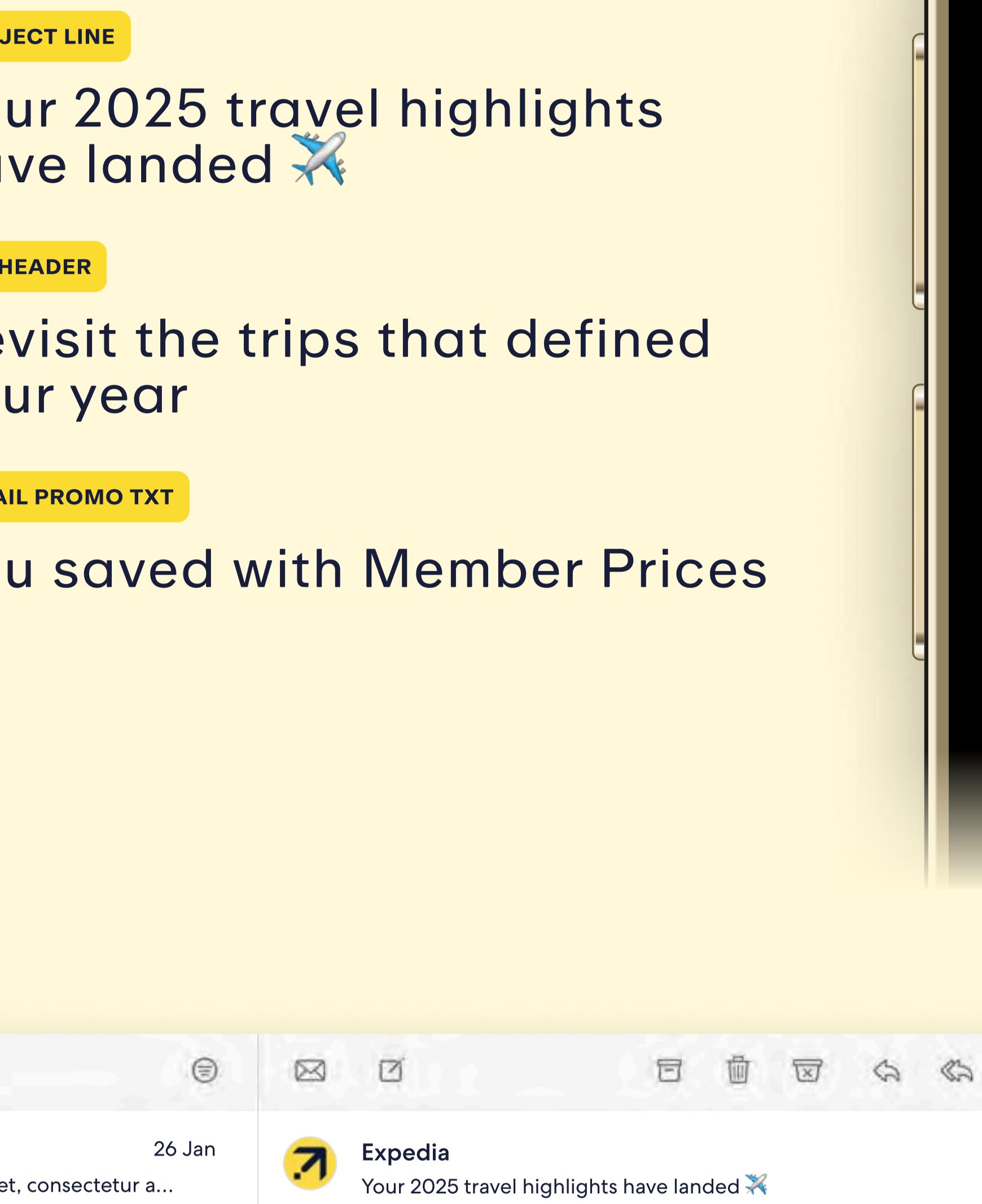
Your 2025 travel highlights have landed 

PREHEADER

Revisit the trips that defined your year

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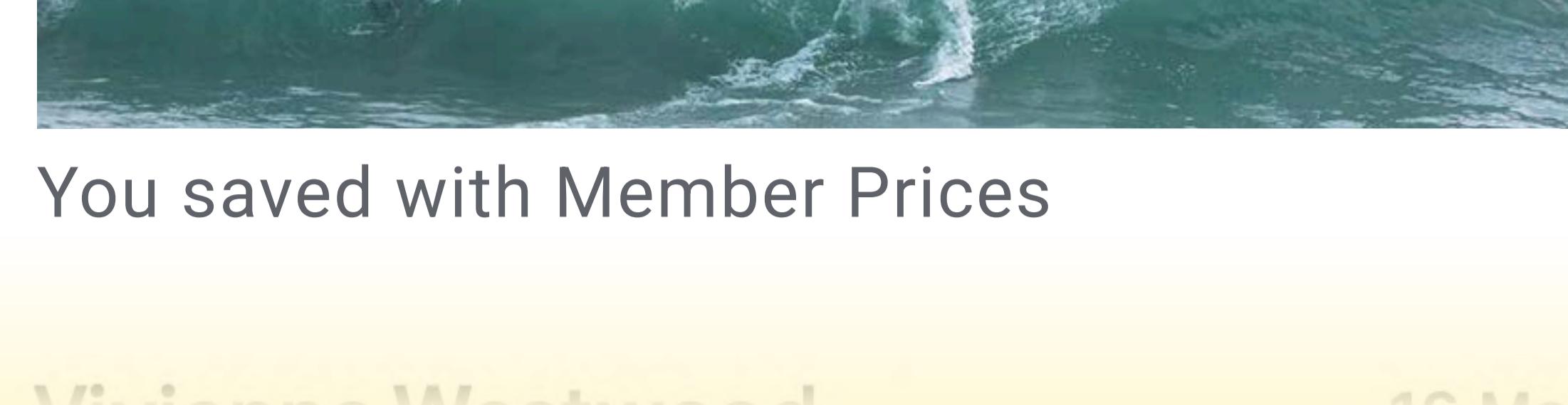
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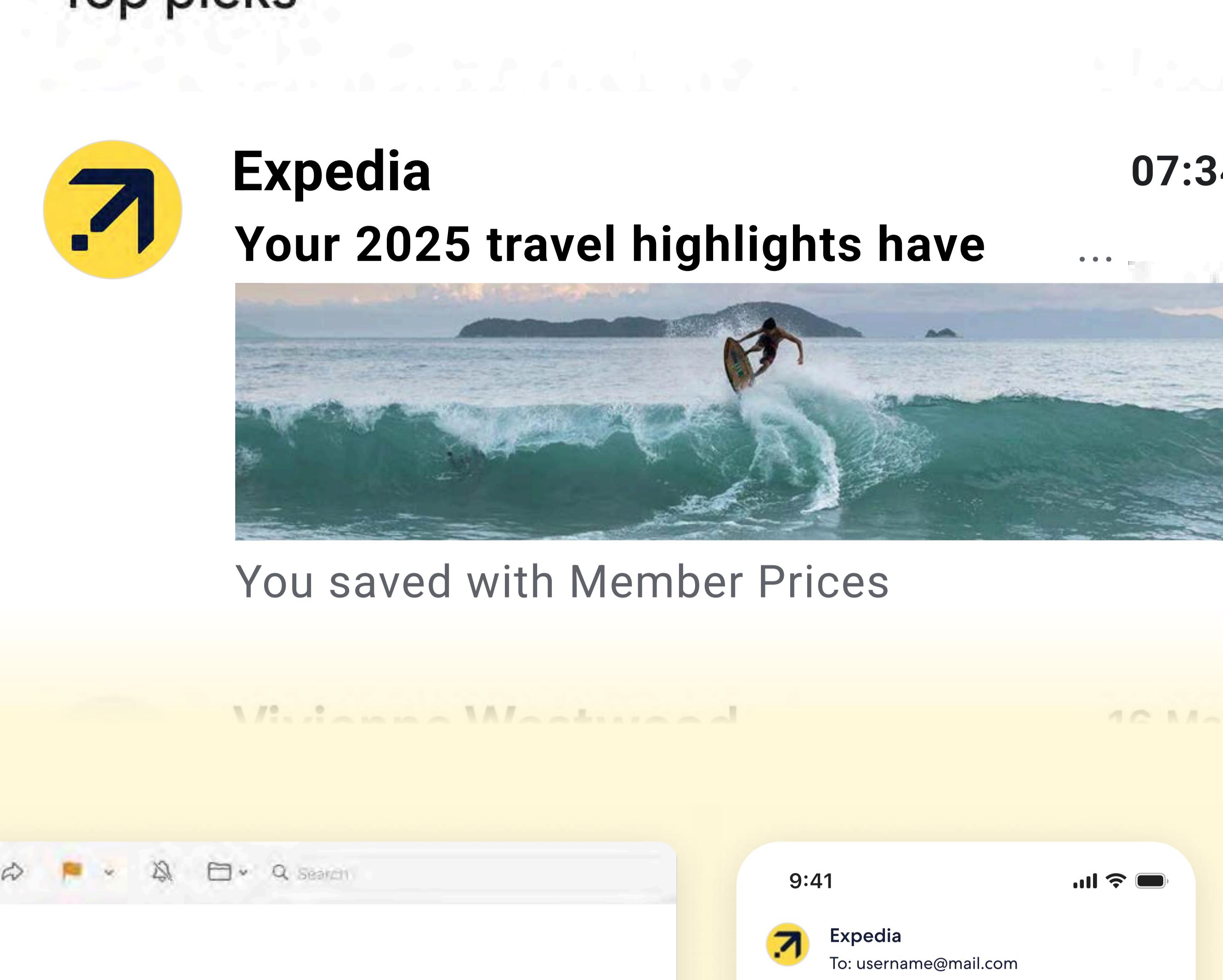
Top picks

Expedia

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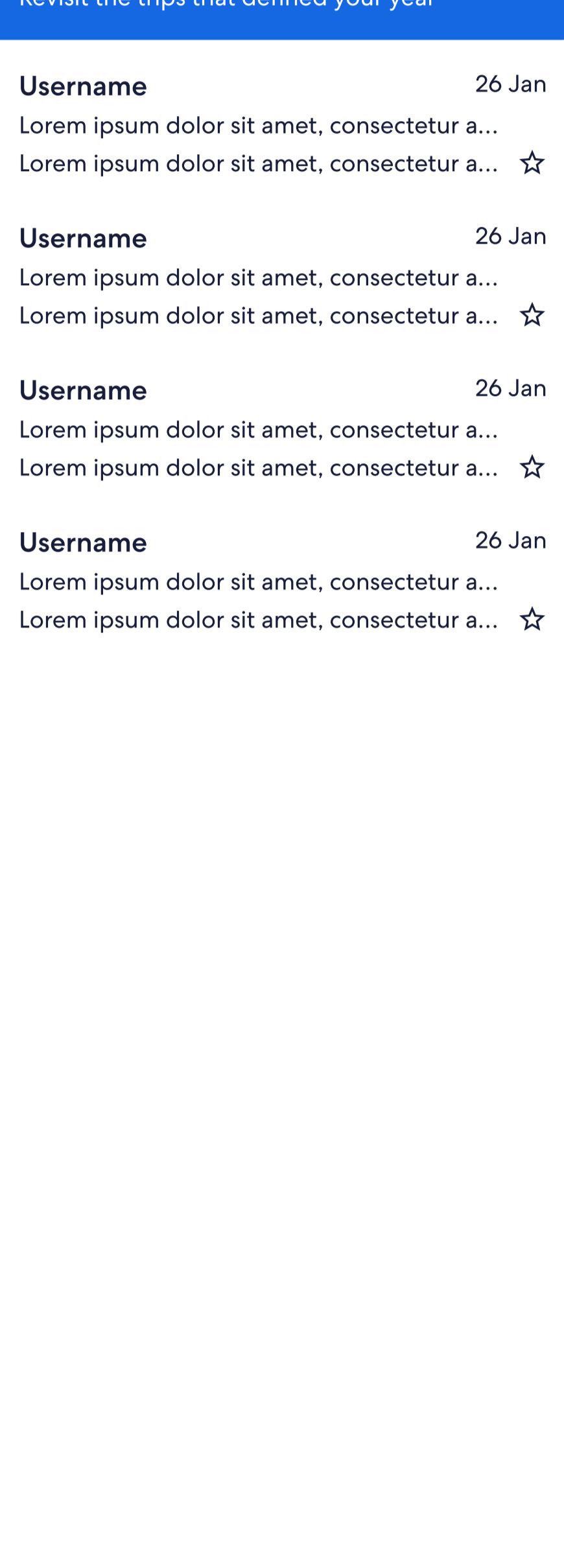
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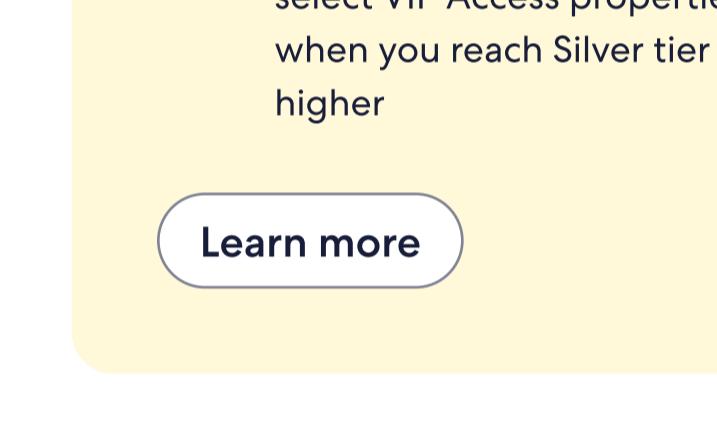
Look where you explored in 2025

It's time to look back at your year in travel, celebrate where you got to, and get inspired for 2026.

Where to next?

Your year with One Key

[XX] Bookings [XX] OneKeyCash™ earned [XX] OneKeyCash™ used



You're in the top [X]% of flight bookers^

You really earned your wings in 2025, with [X] flight bookings. Where will you be jetting off to next?

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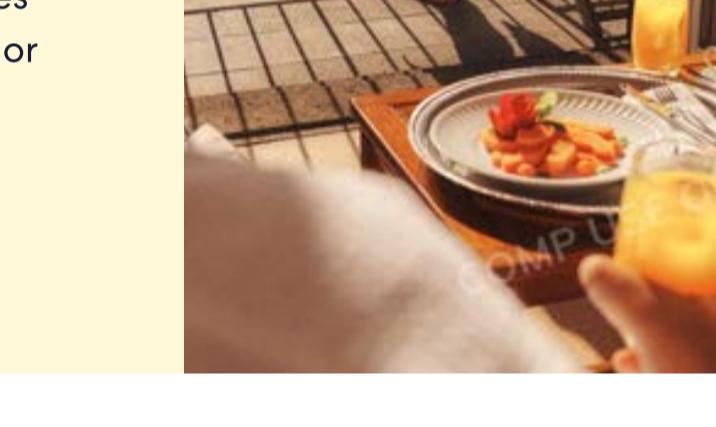
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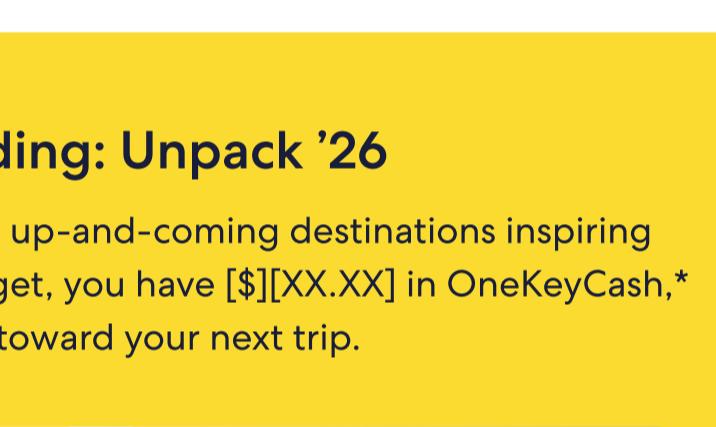
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Explore the hottest trends and up-and-coming destinations inspiring travelers for 2026. And don't forget, you have [\$][XX.XX] in OneKeyCash,* ready to put toward your next trip.

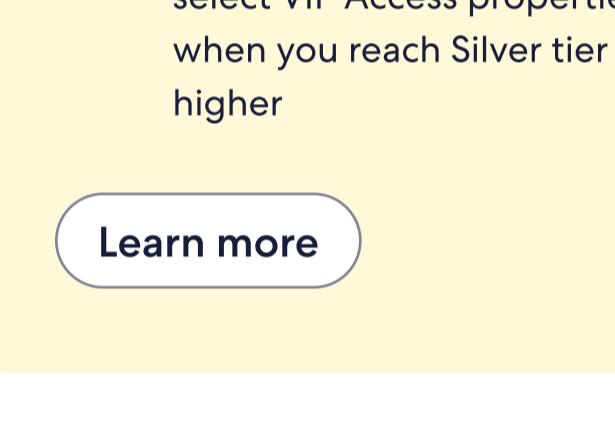
Destinations of the Year
The places set to dominate your feed in 2026
[See the destinations](#)



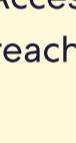
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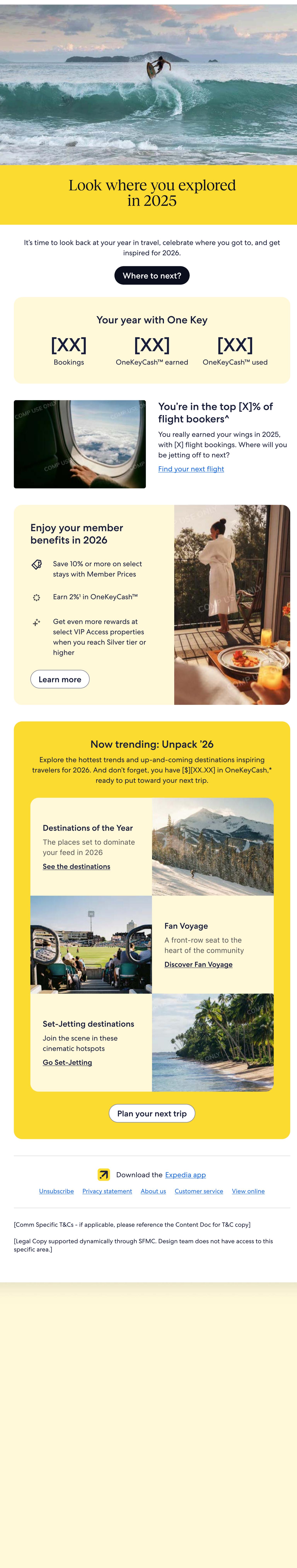


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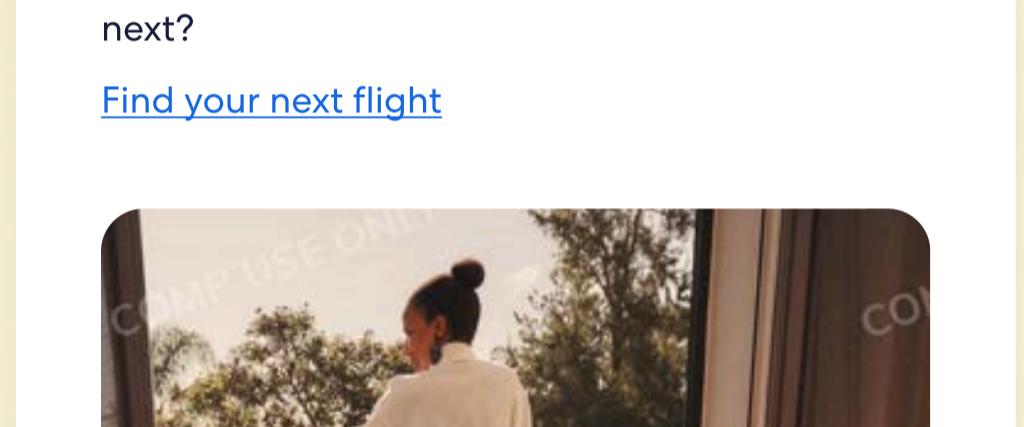
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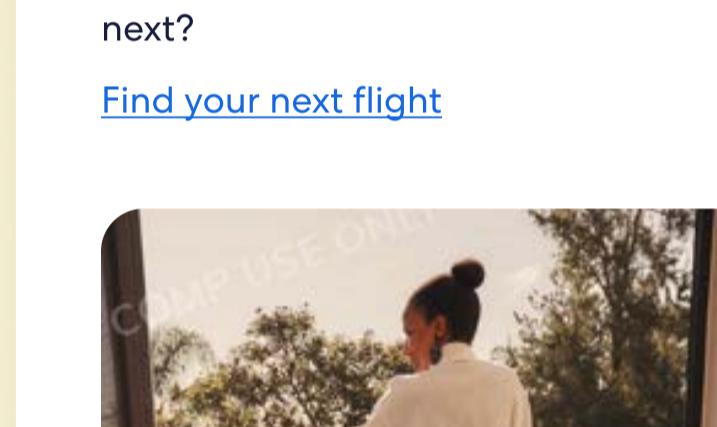
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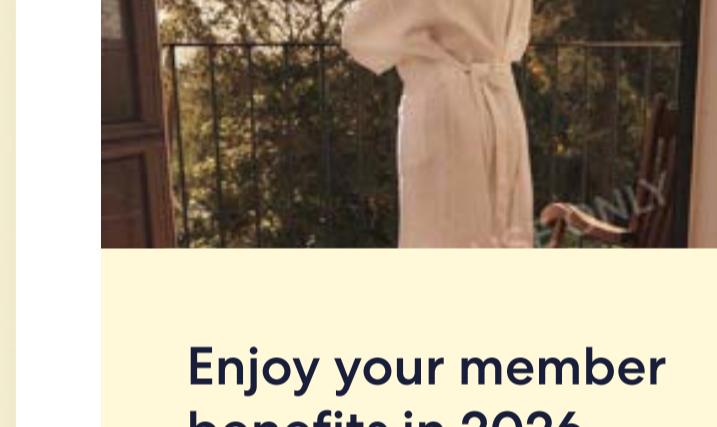
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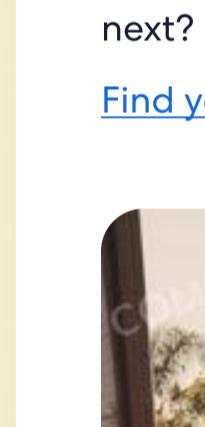
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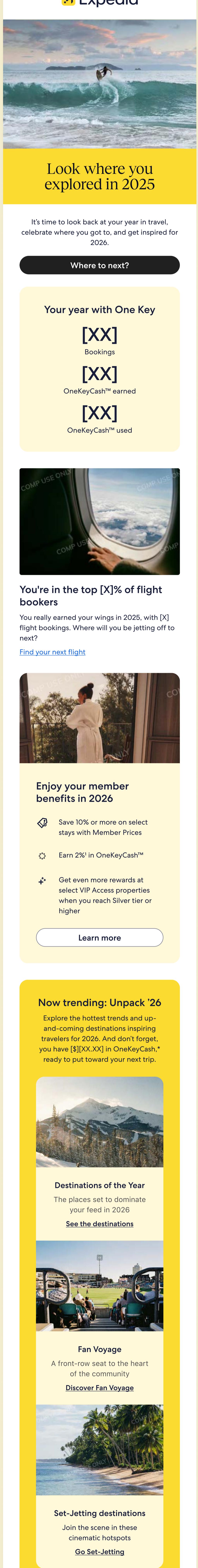


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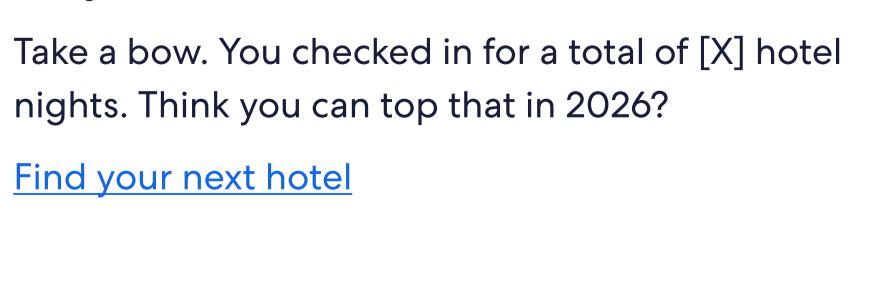
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Variants

Hotel bookers



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BEX Dynamic

Route 2

Dynamic content and dynamic destination image in hero

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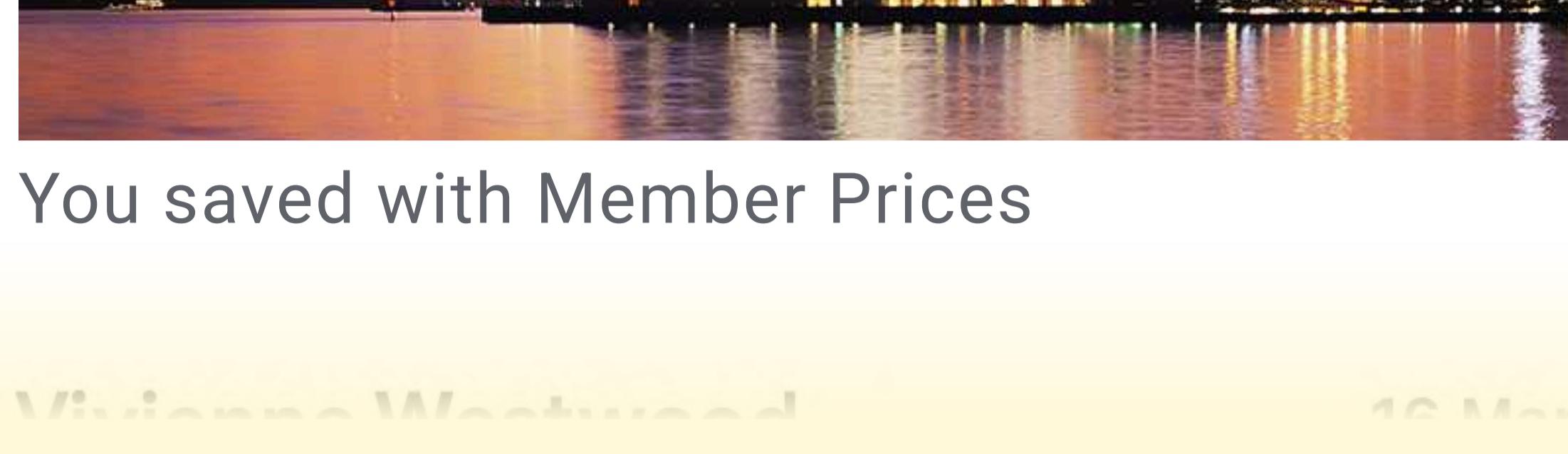
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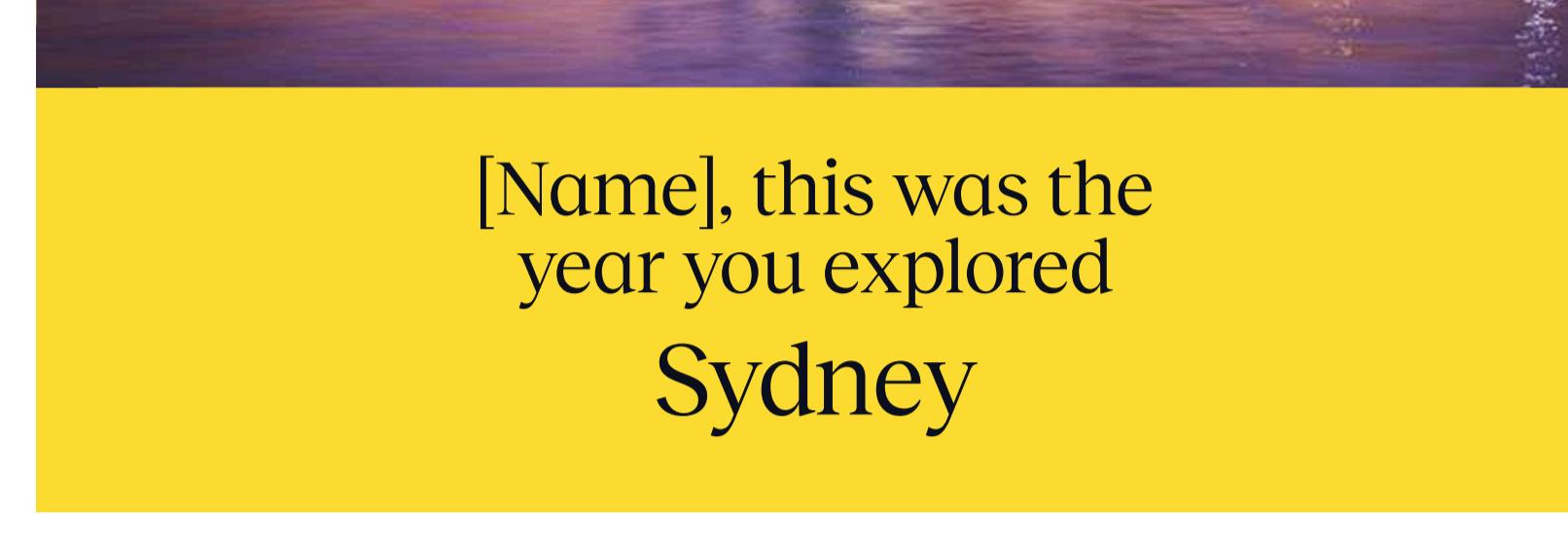
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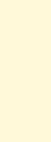
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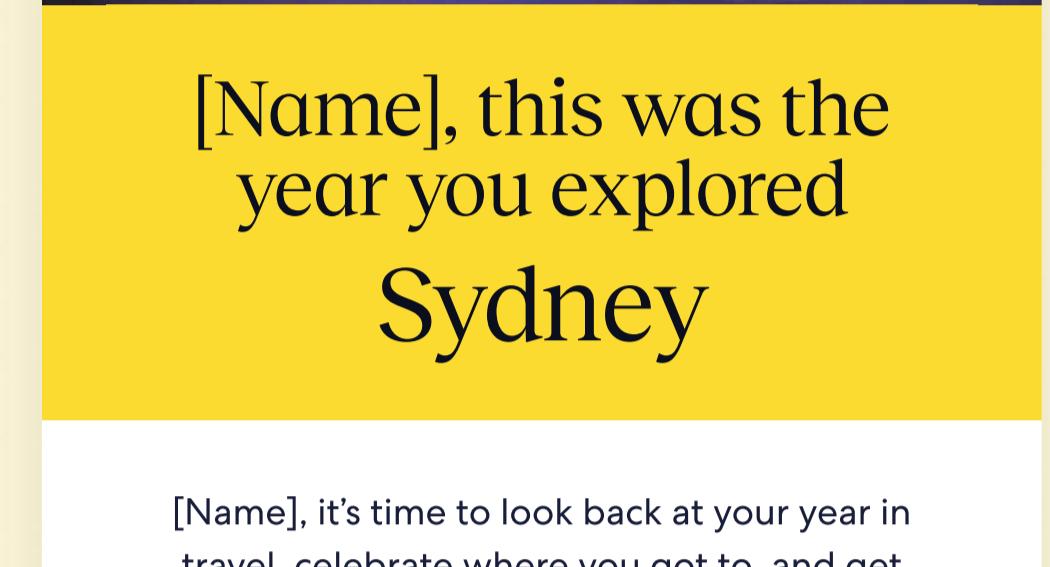
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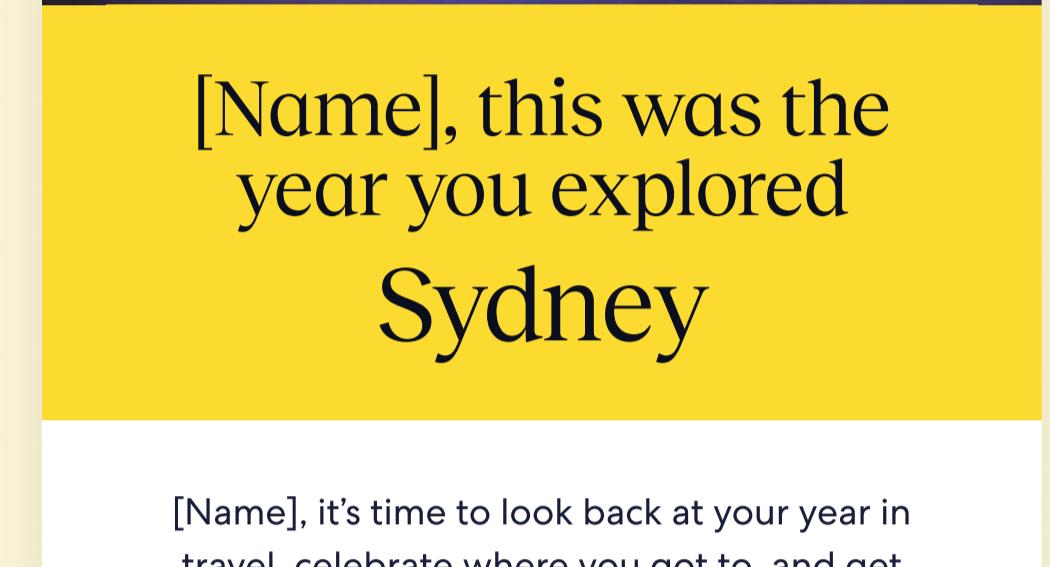
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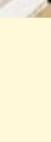
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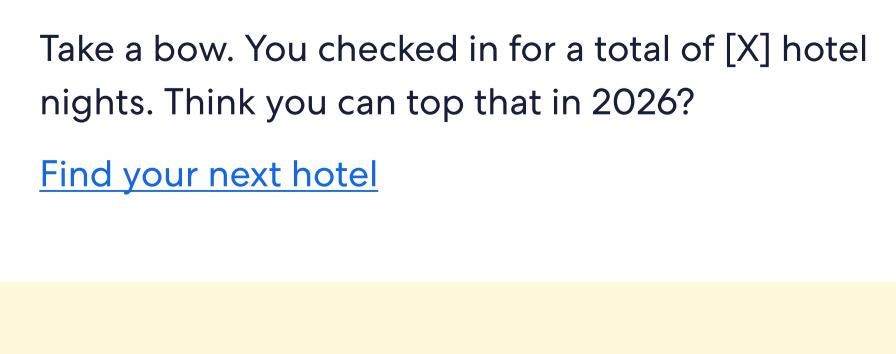
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Variants

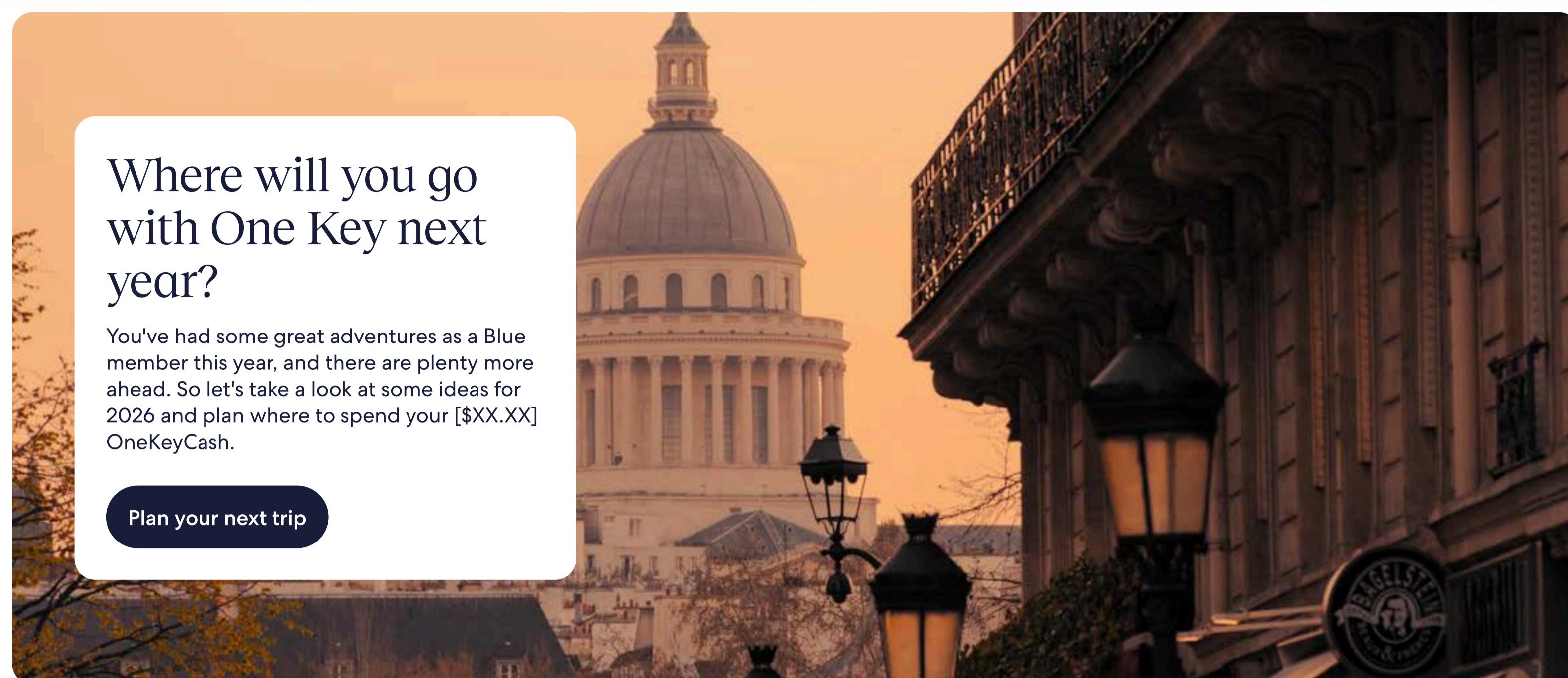
Hotel bookers



Find your next hotel

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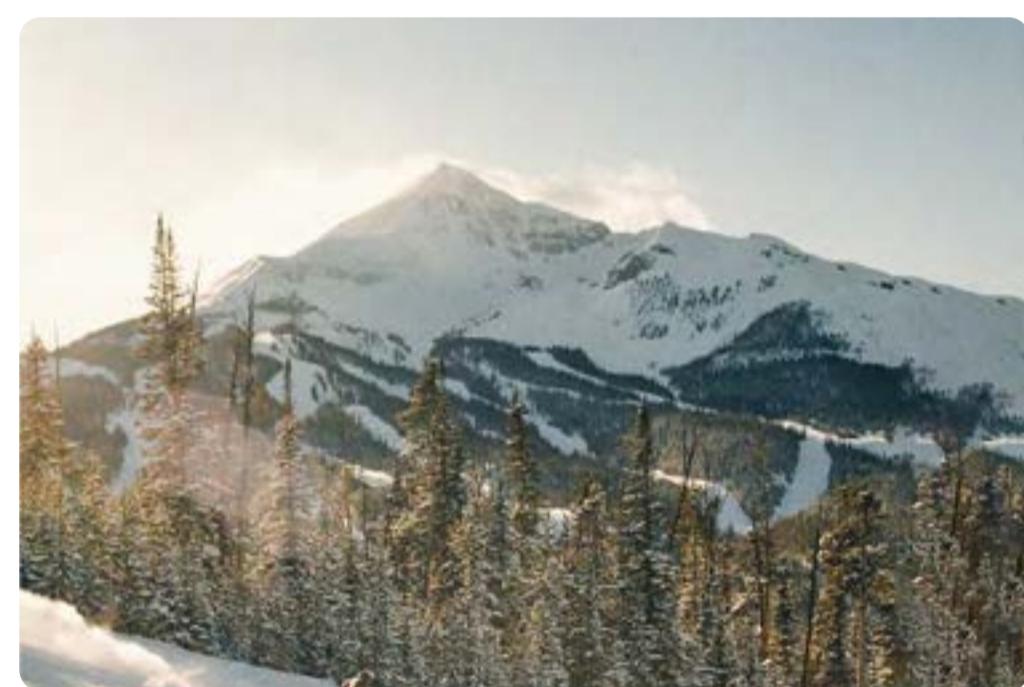
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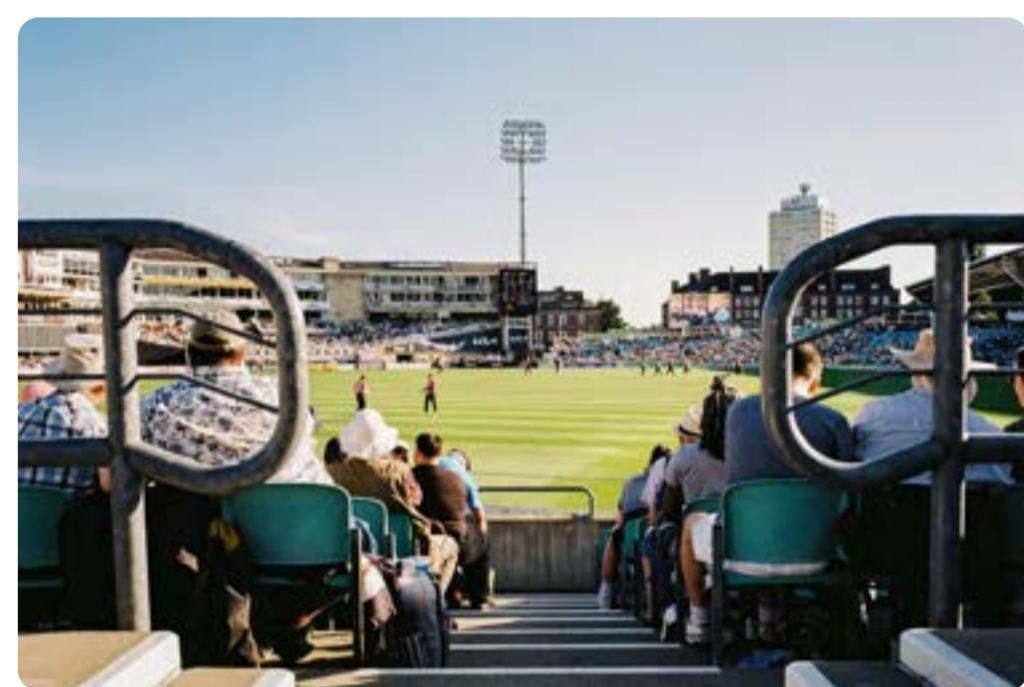
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Top-rated stays

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4.7/5 Very Good (1,003 reviews)

The Hotel Name

City, State

\$346 \$525 ⓘ

per night
\$1,045 total
includes taxes & fees

[Member Price 15% off](#)



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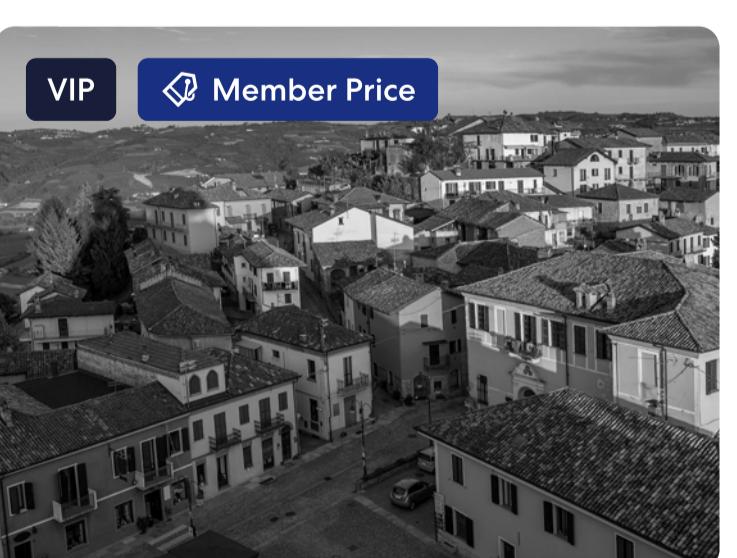
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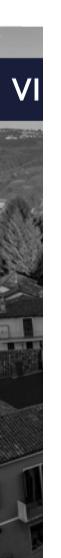
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Route 1

Fallback copy. Gif hero image

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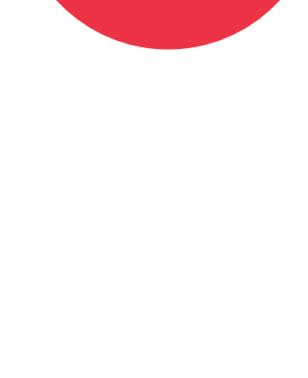
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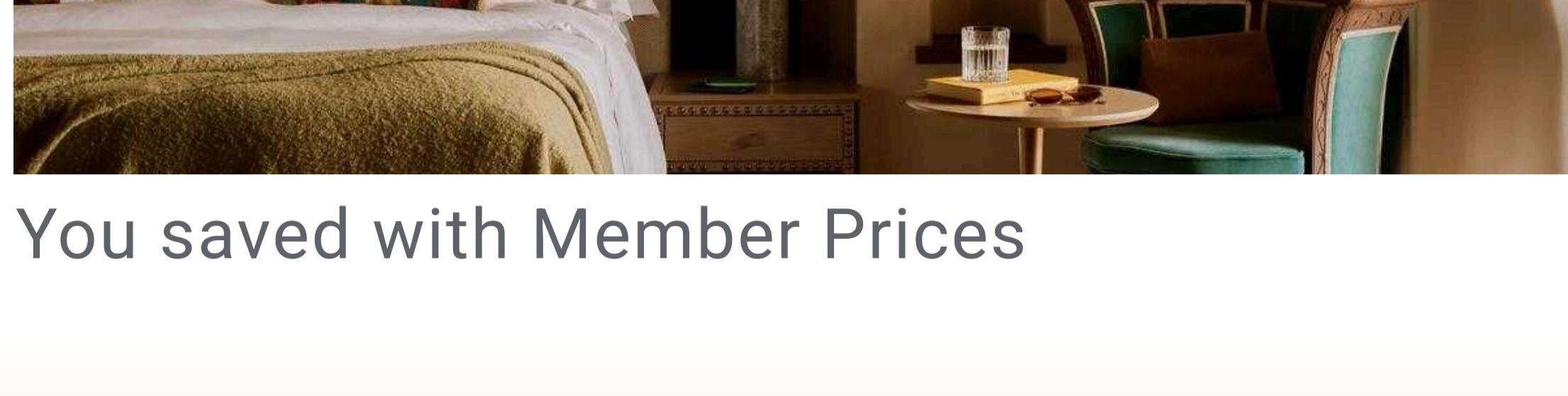
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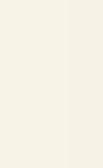


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Vivienne Westwood

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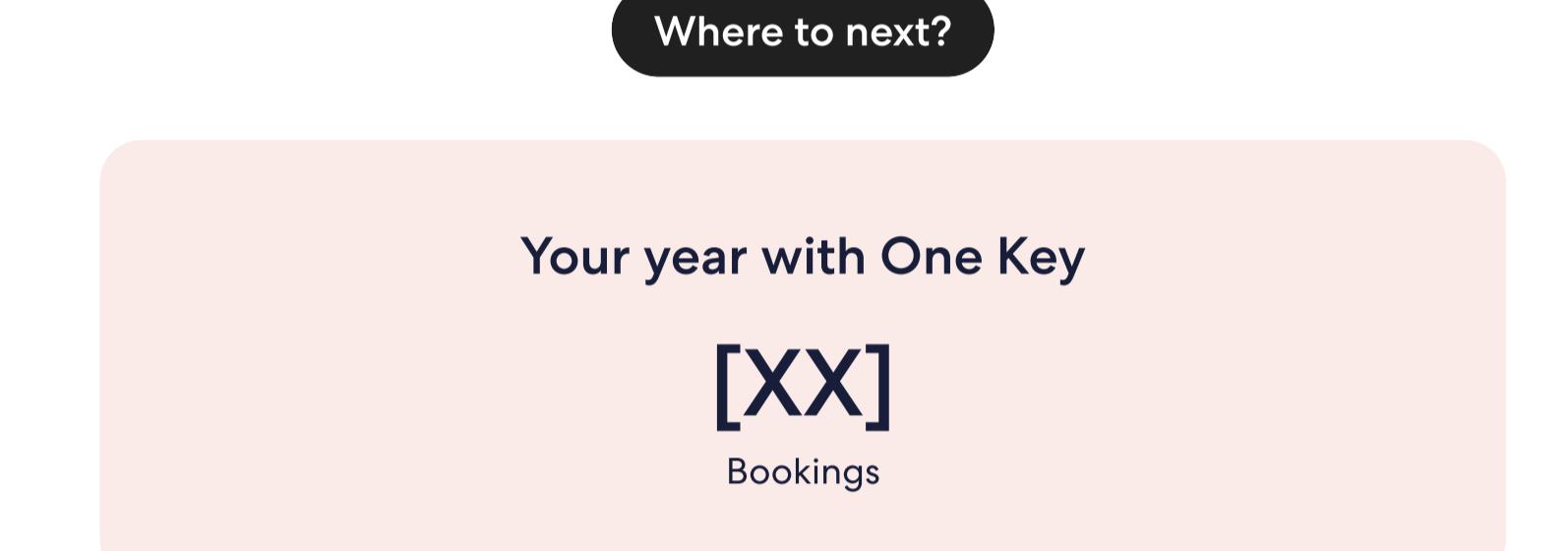
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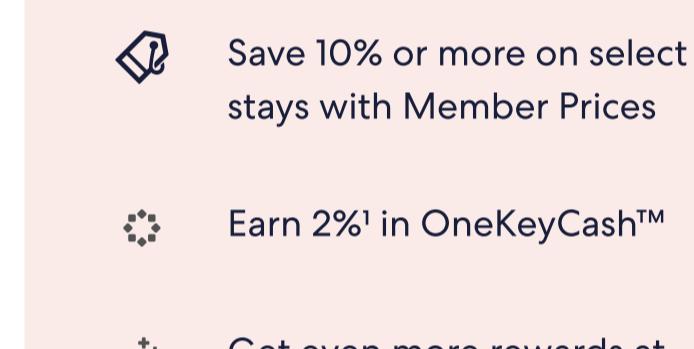


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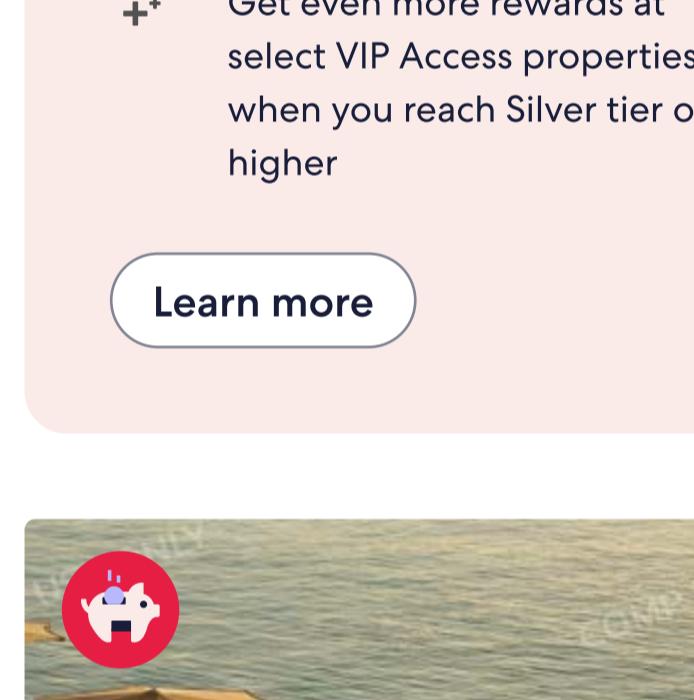
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Our brand new feature lets you convert your 10% Member Price savings into OneKeyCash™.* In addition to the rewards you'll already earn on every stay, so you can choose to save now, or save it for later. Your call.

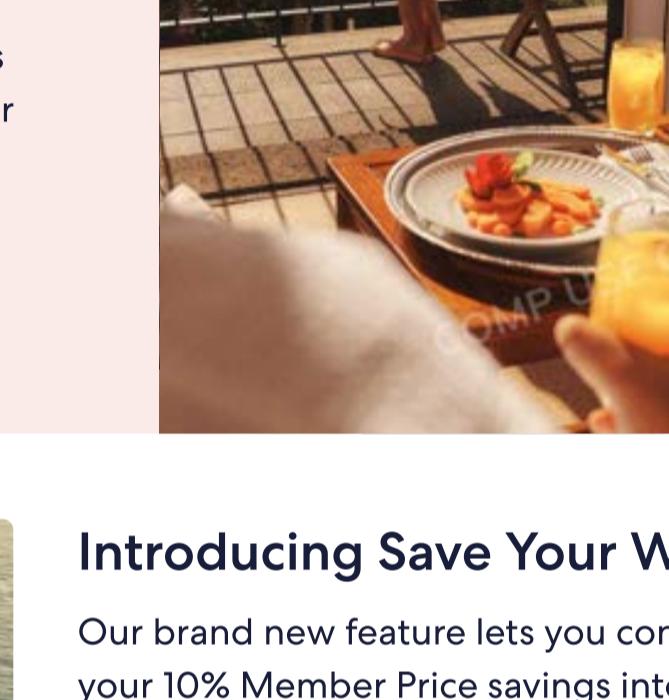
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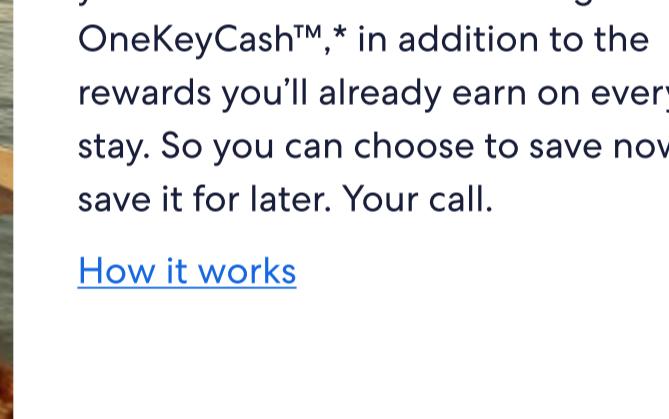
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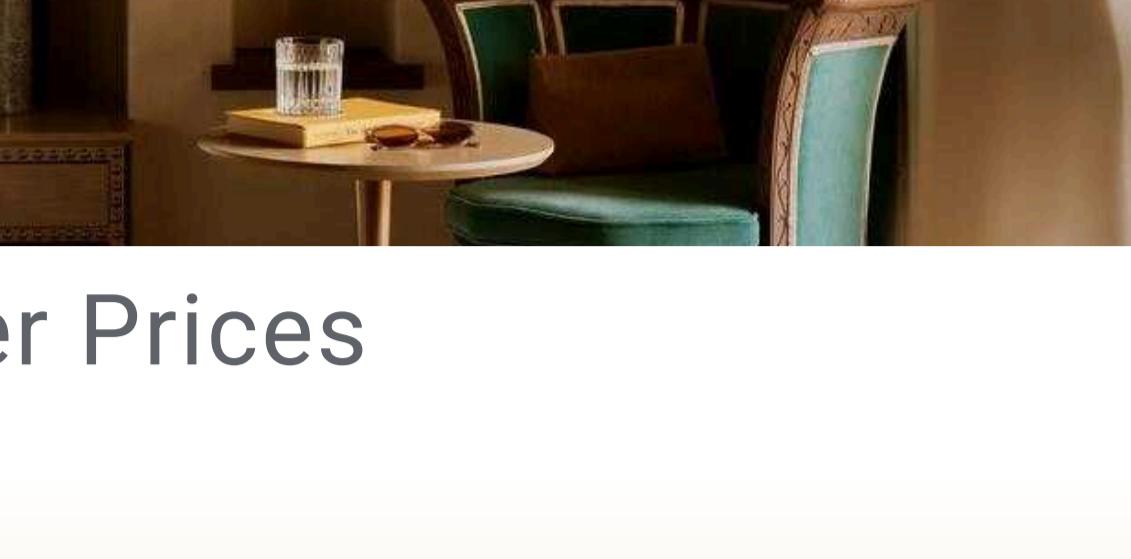
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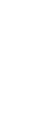
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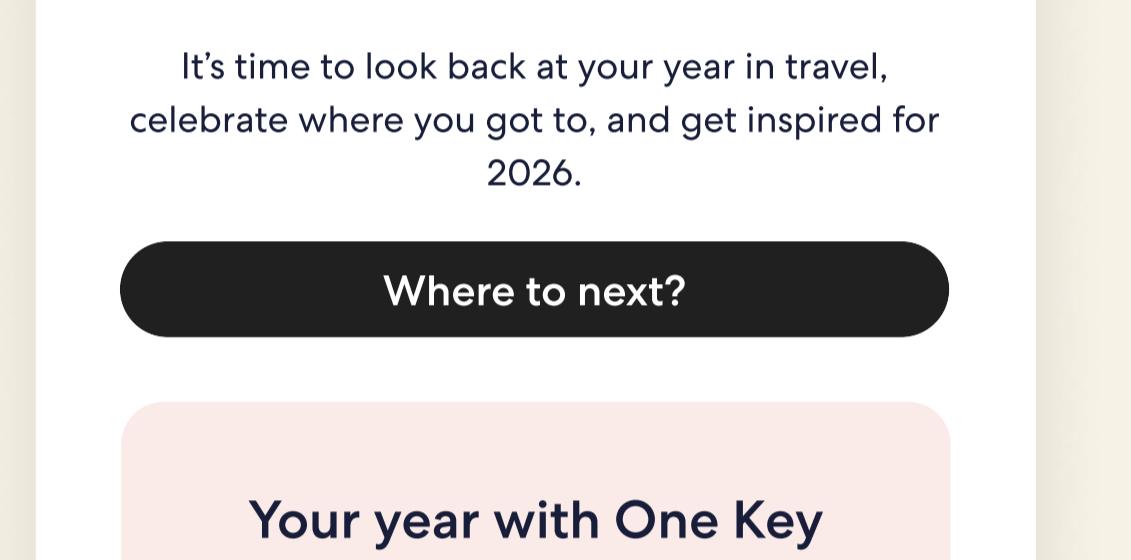
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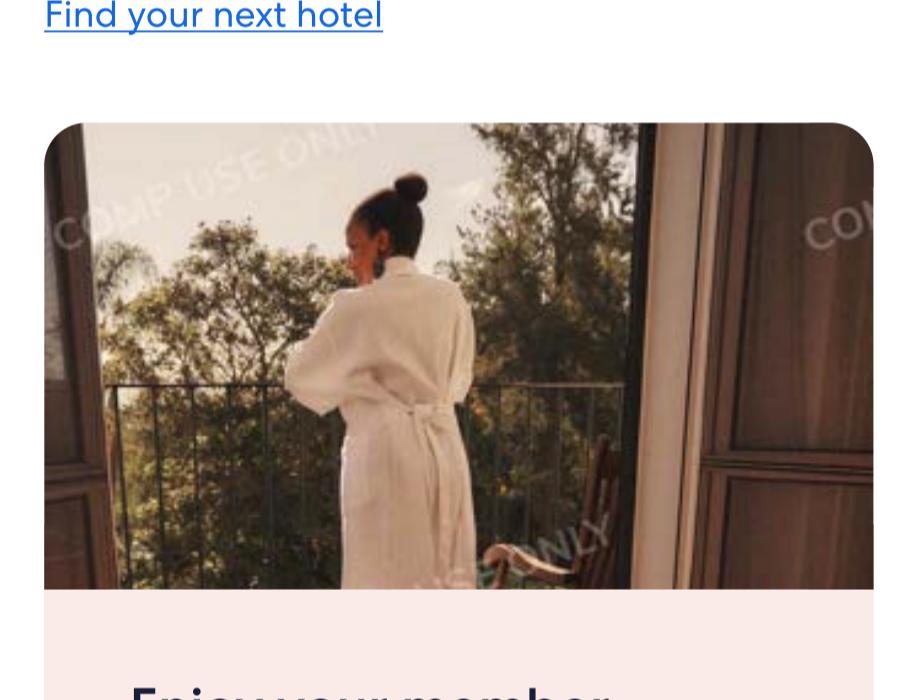


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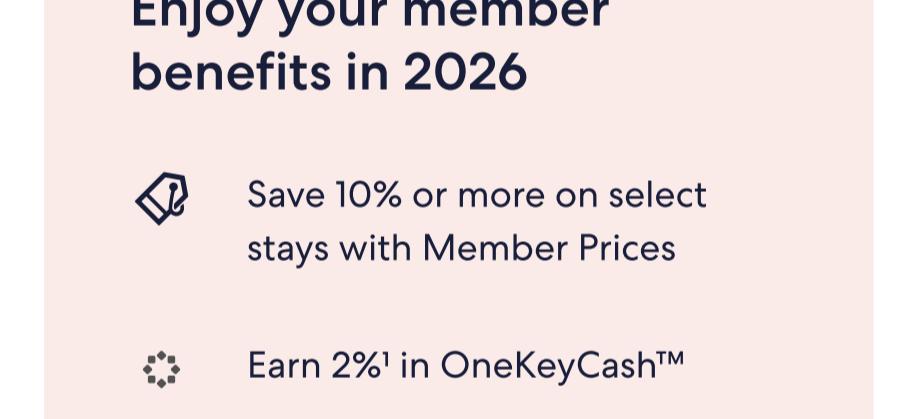
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Take a bow. You checked in for a total of [X] hotel nights. Think you can top that in 2026?

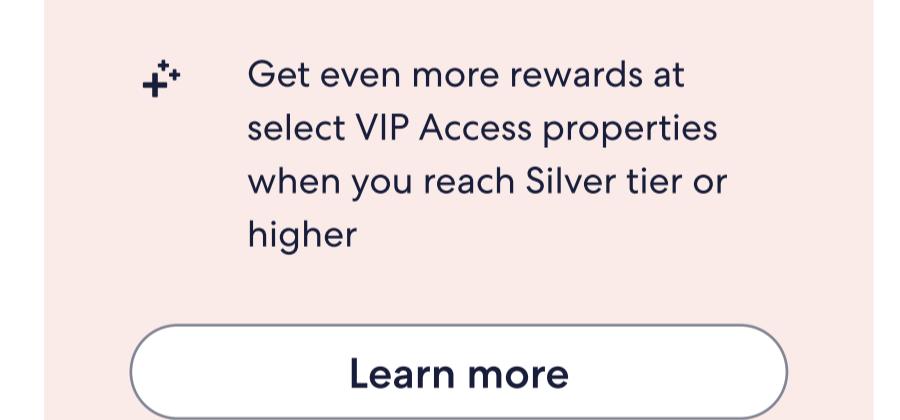
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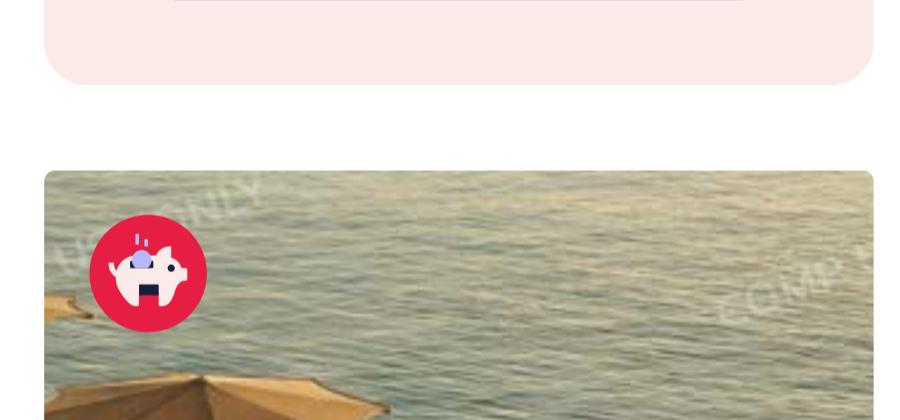
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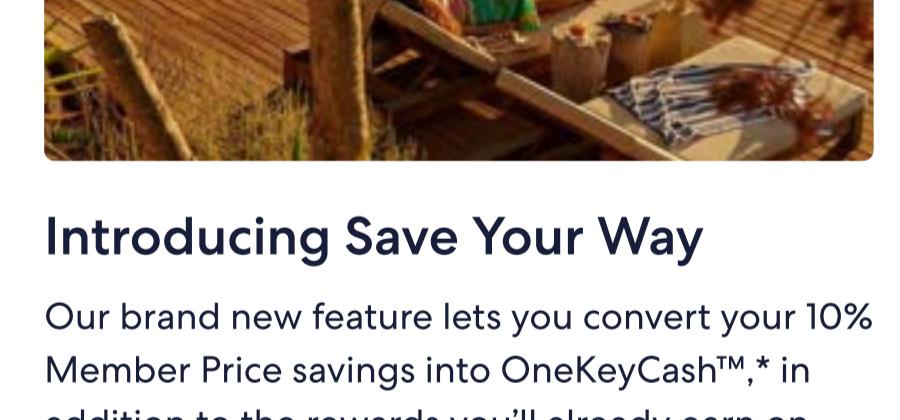
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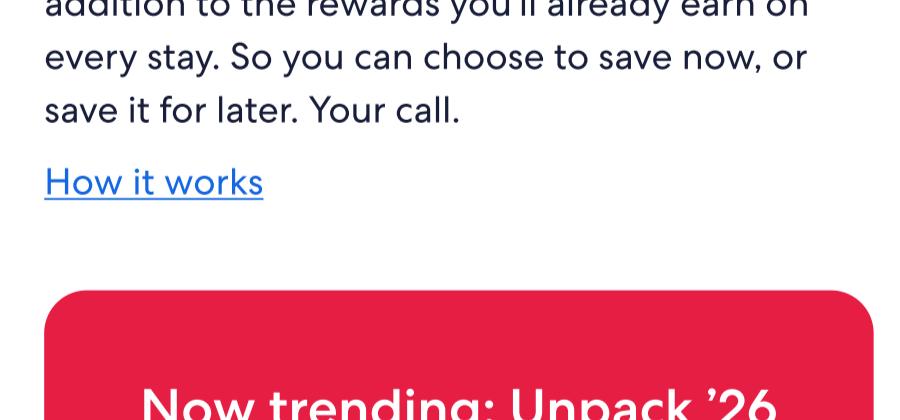
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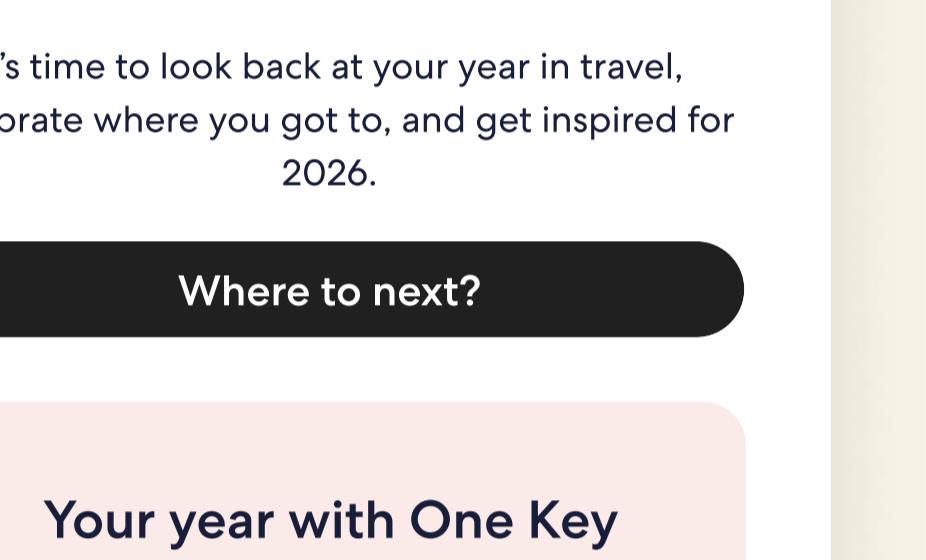
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Look where you explored in

2025

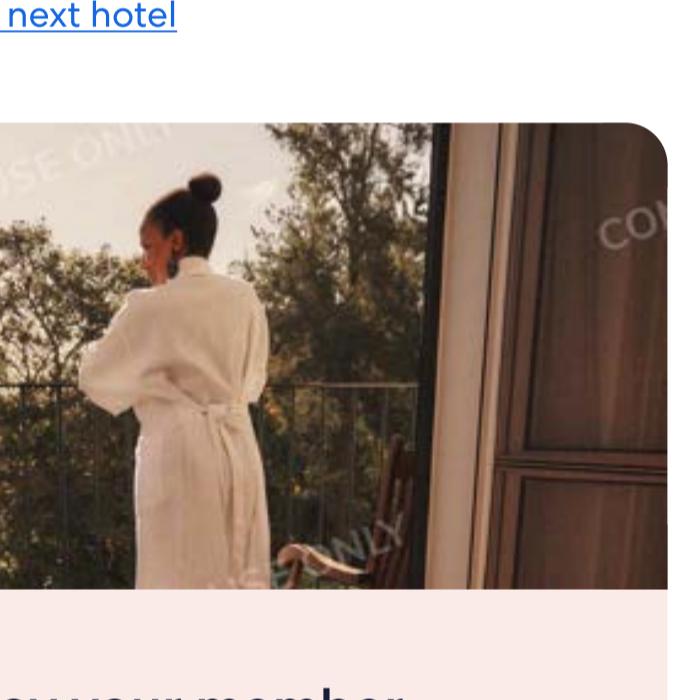


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Where to next?

Your year with One Key

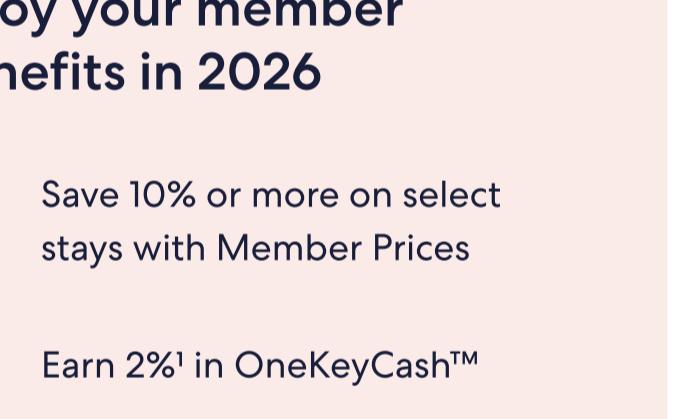
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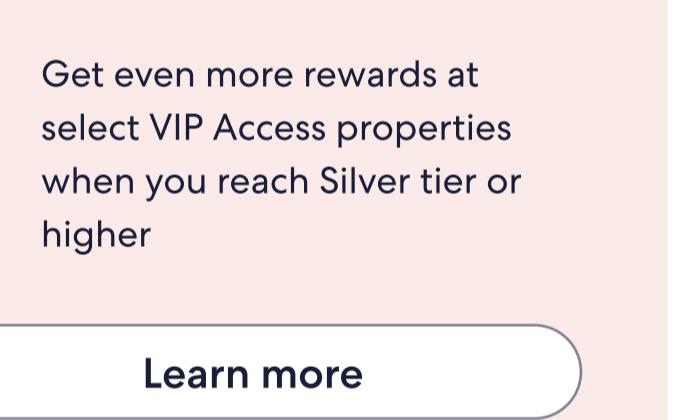
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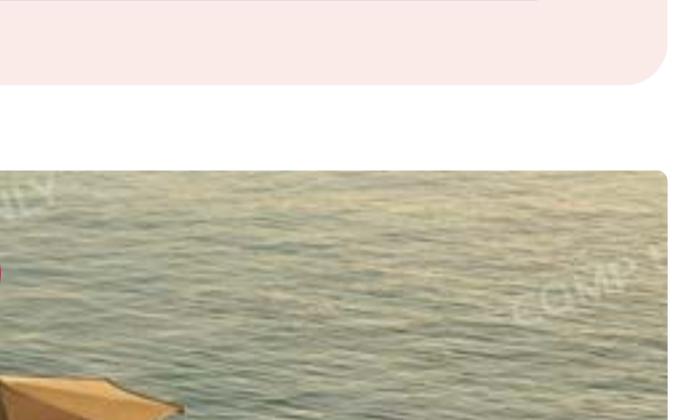
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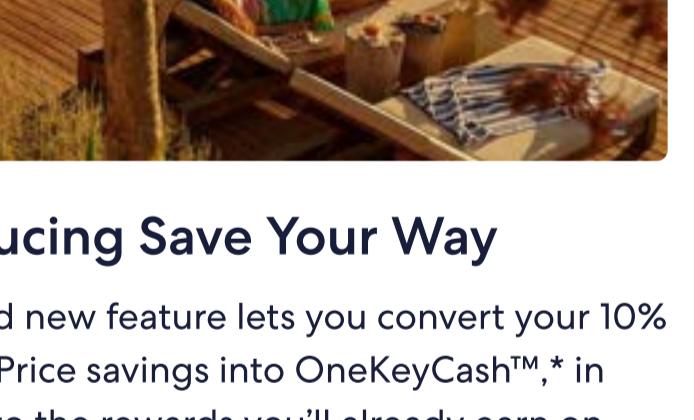
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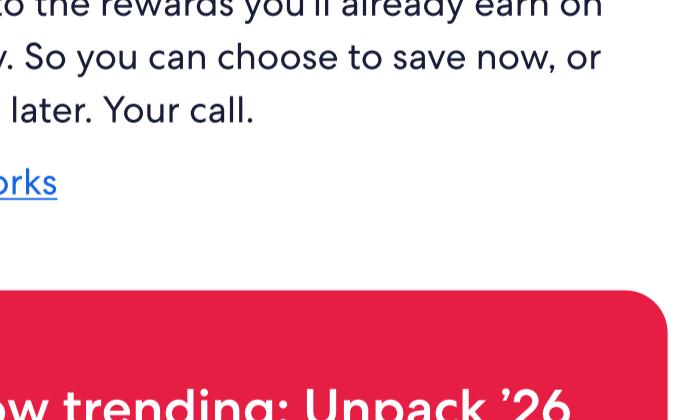
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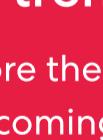
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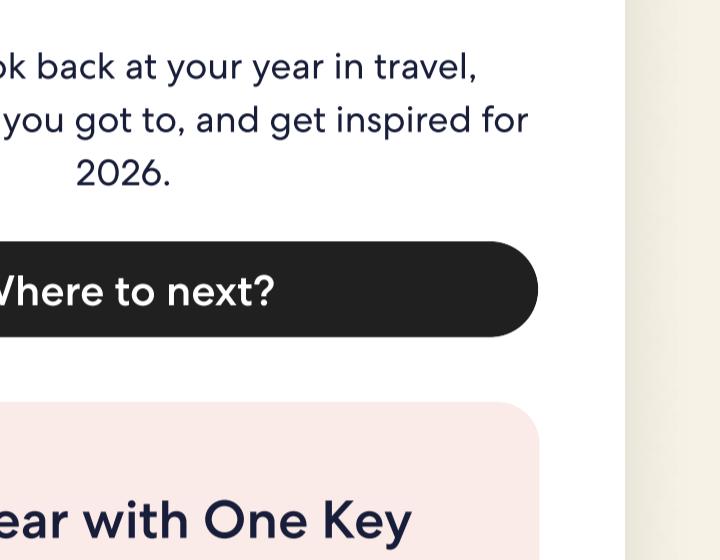
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Look where you explored in

2025



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Where to next?

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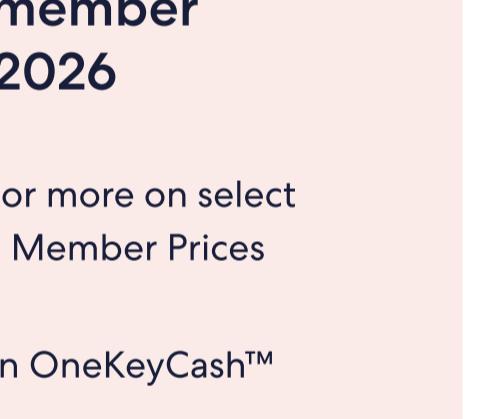
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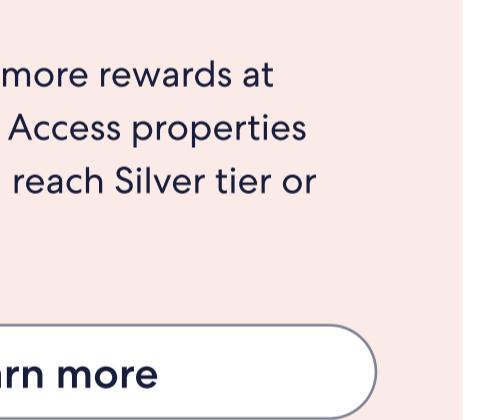
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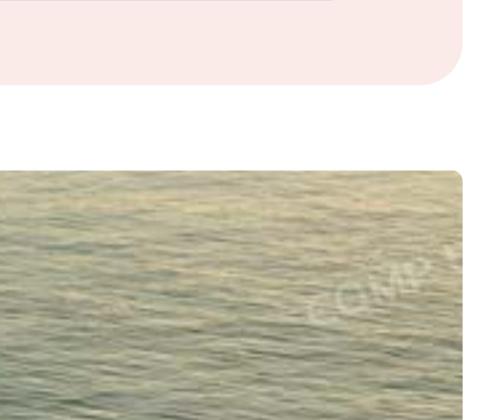
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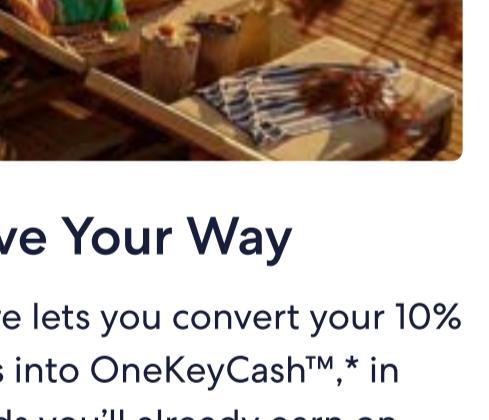
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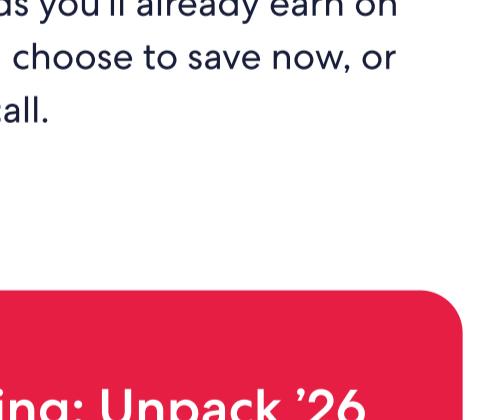
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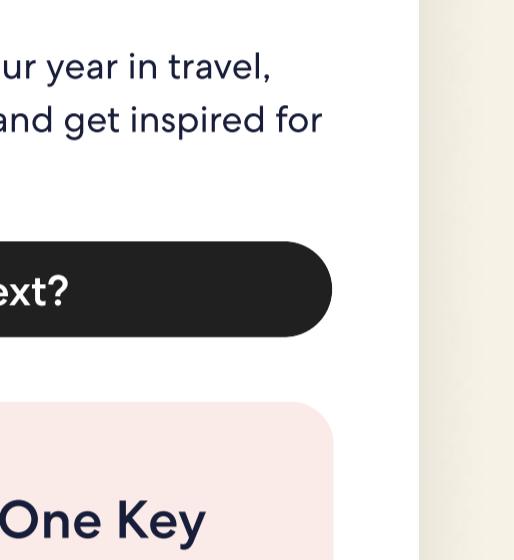
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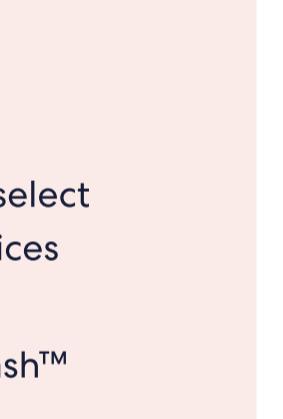
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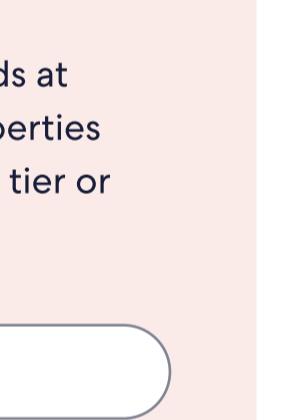
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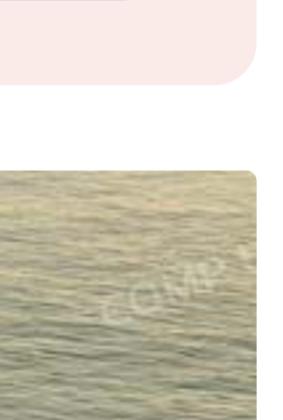
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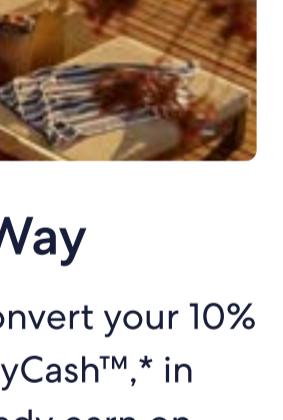
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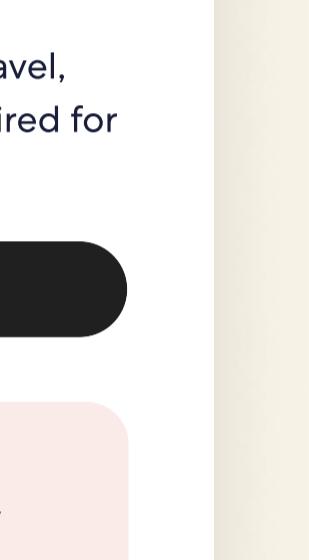
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Look where you explored in

2025

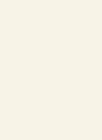


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Route 2

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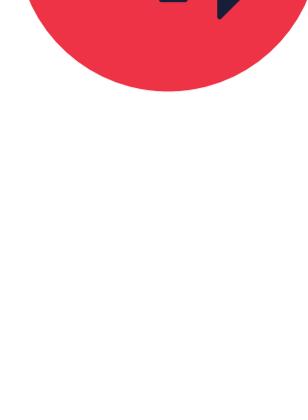
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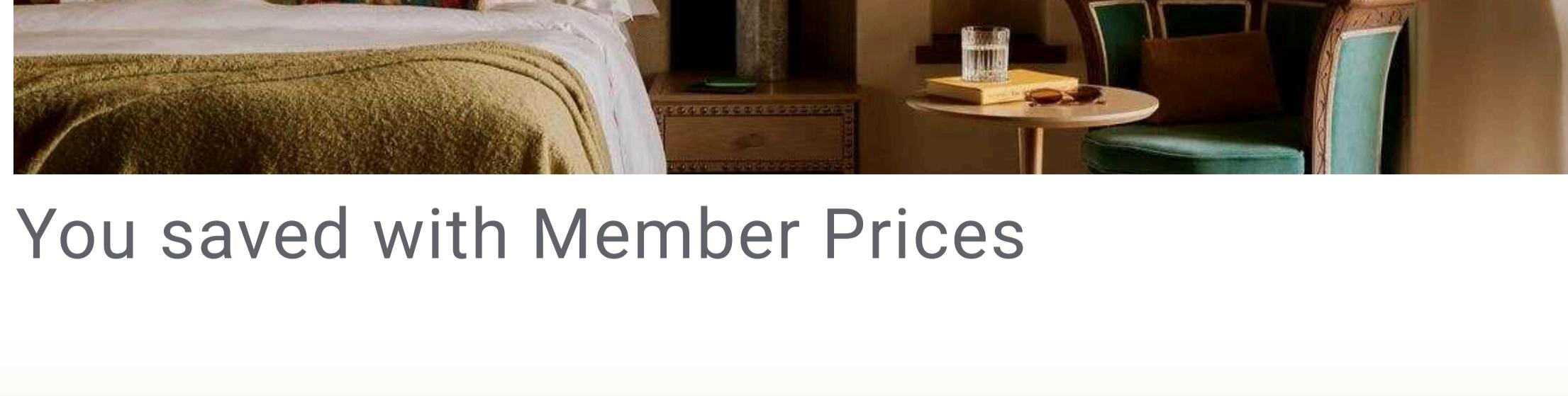
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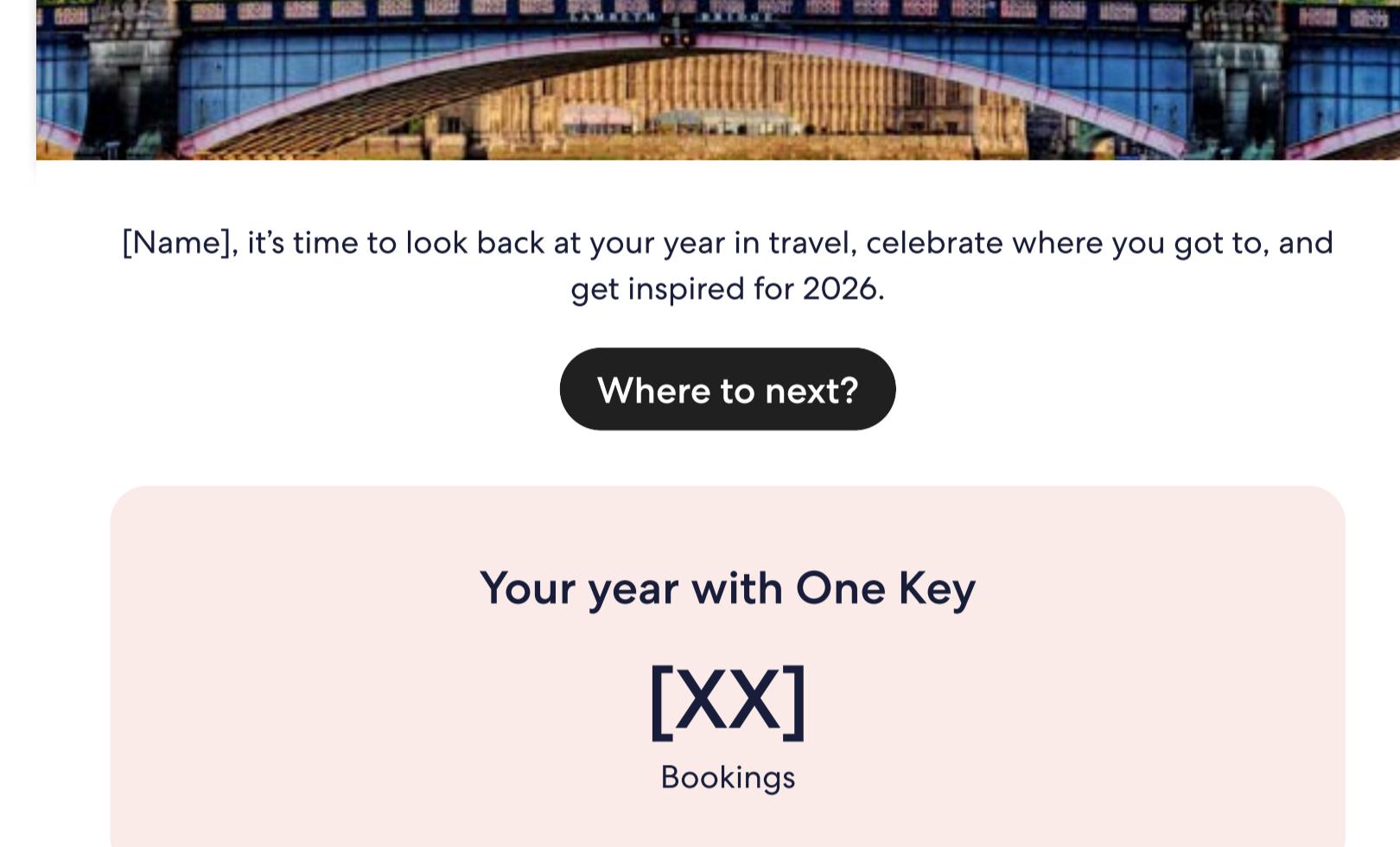
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[Name], this was the year you explored

LONDON

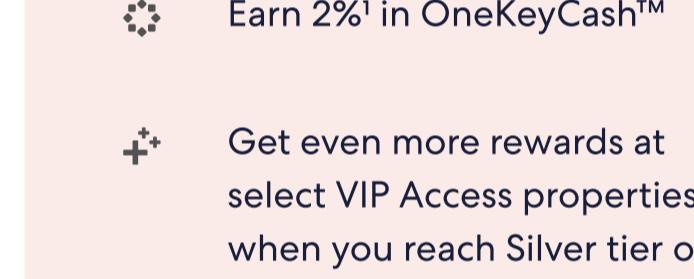


[Name], it's time to look back at your year in travel, celebrate where you got to, and get inspired for 2026.

Where to next?

Your year with One Key

[XX]
Bookings

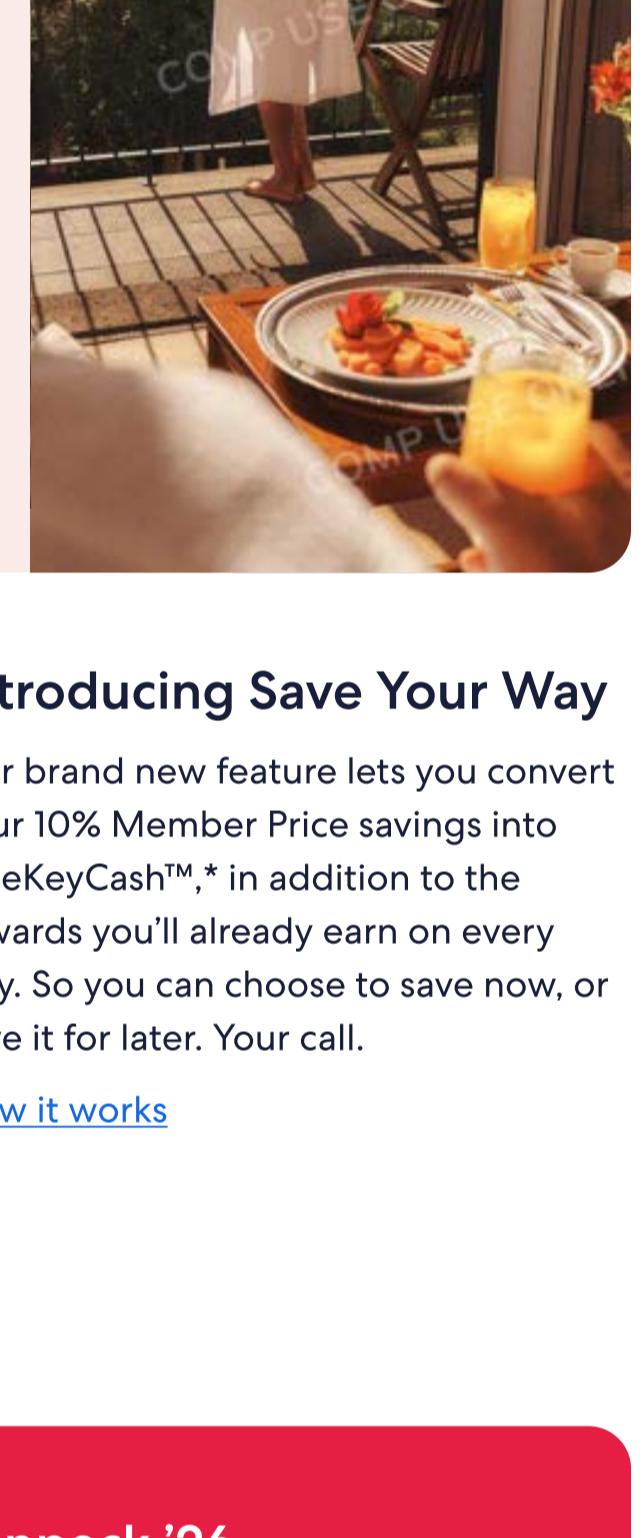


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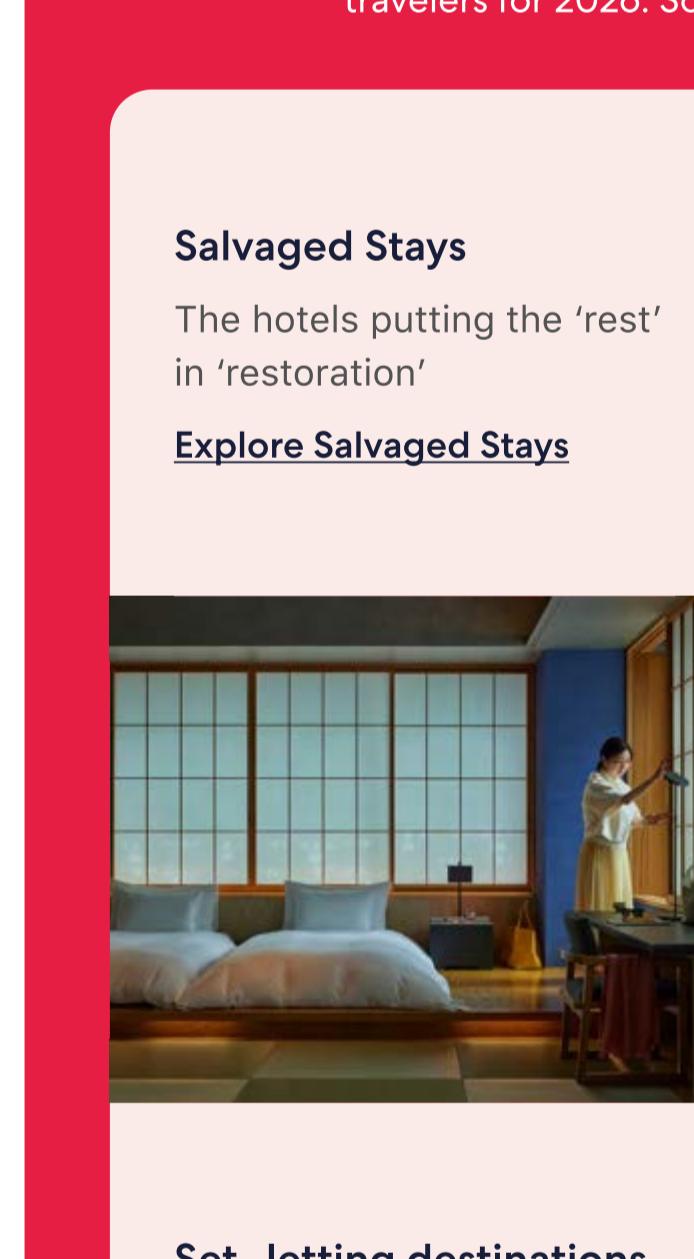
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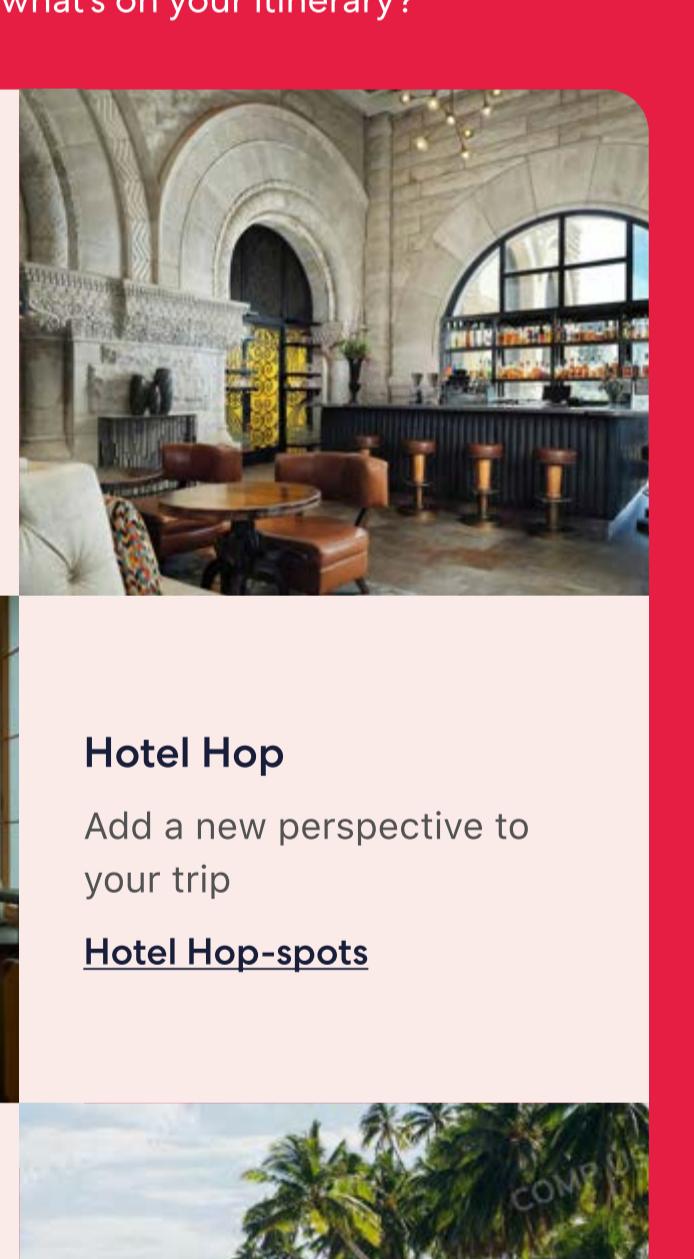


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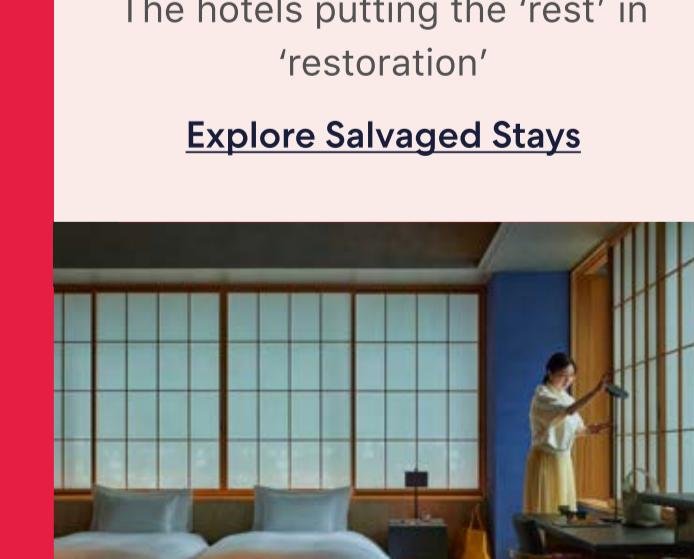
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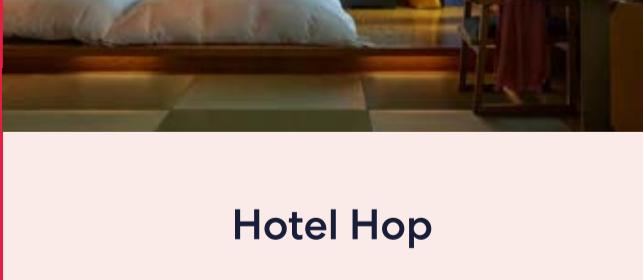
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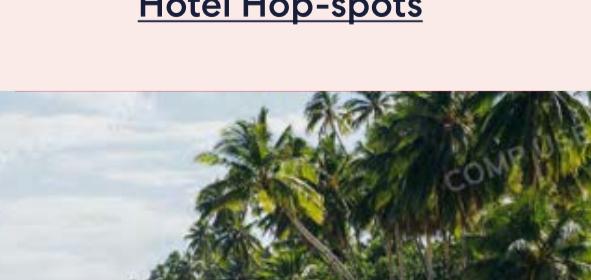
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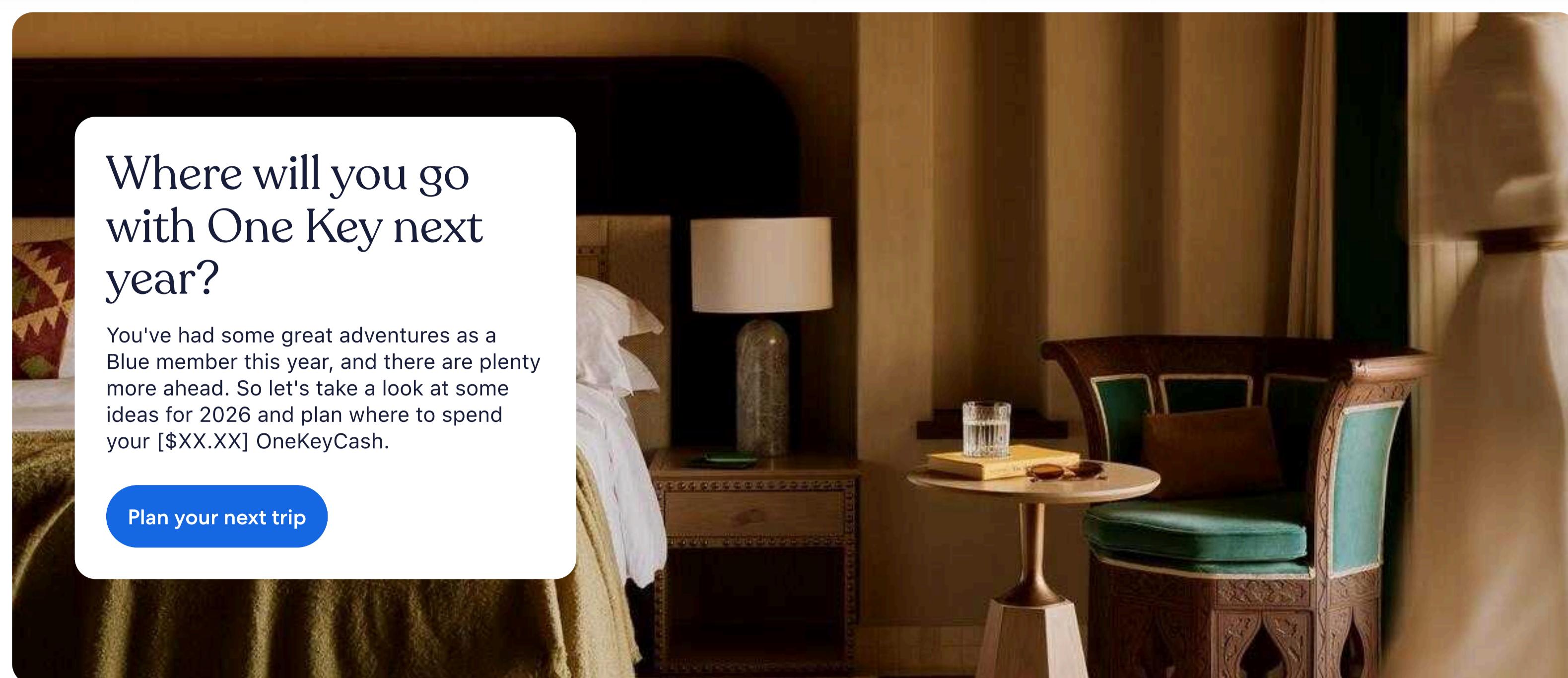
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Where will you go with One Key next year?

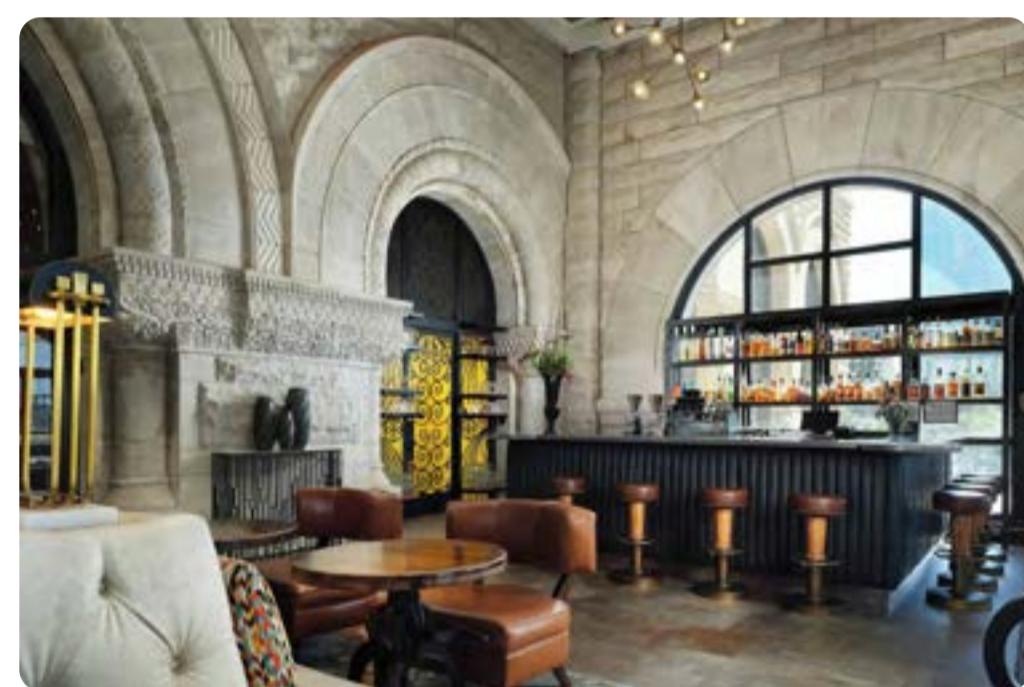
You've had some great adventures as a Blue member this year, and there are plenty more ahead. So let's take a look at some ideas for 2026 and plan where to spend your [\$XX.XX] OneKeyCash.

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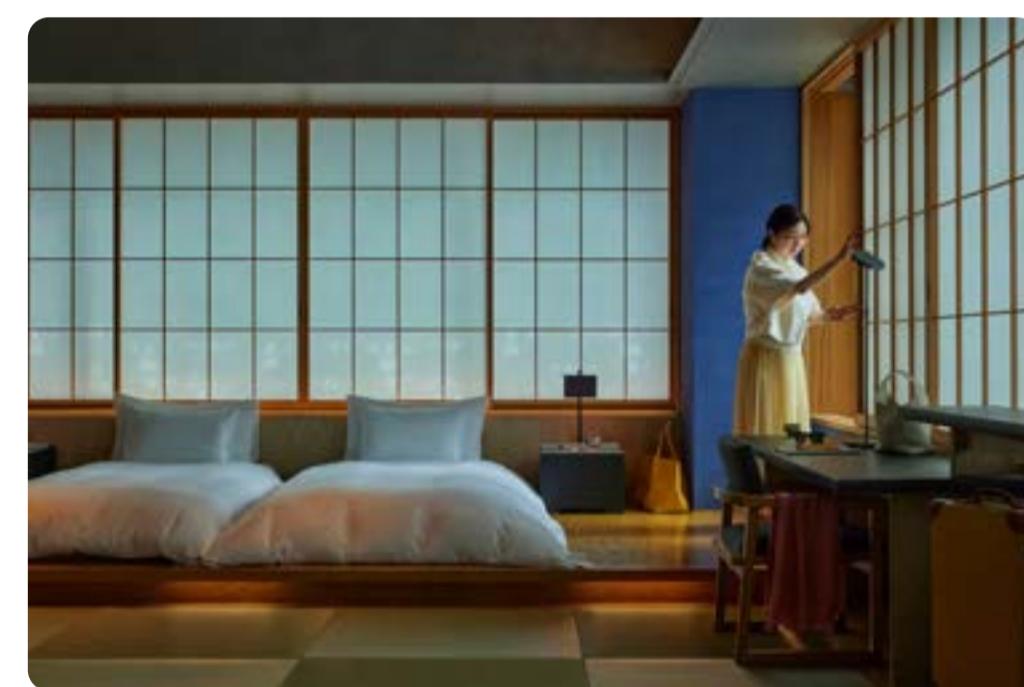
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Top-rated stays

Explore the guest-favorites we think you'll love

Showing deals for: [Date] - [Date]



4.7/5 Very Good (1,003 reviews)

The Hotel Name

City, State

\$346 \$525

per night
\$1,045 total
includes taxes & fees

[Member Price 15% off](#)



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Discover the deals curated for you

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Route 1

Fallback copy. Gif hero image

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Your 2025 travel highlights have landed ✈️

PREHEADER

Revisit the trips that defined your year

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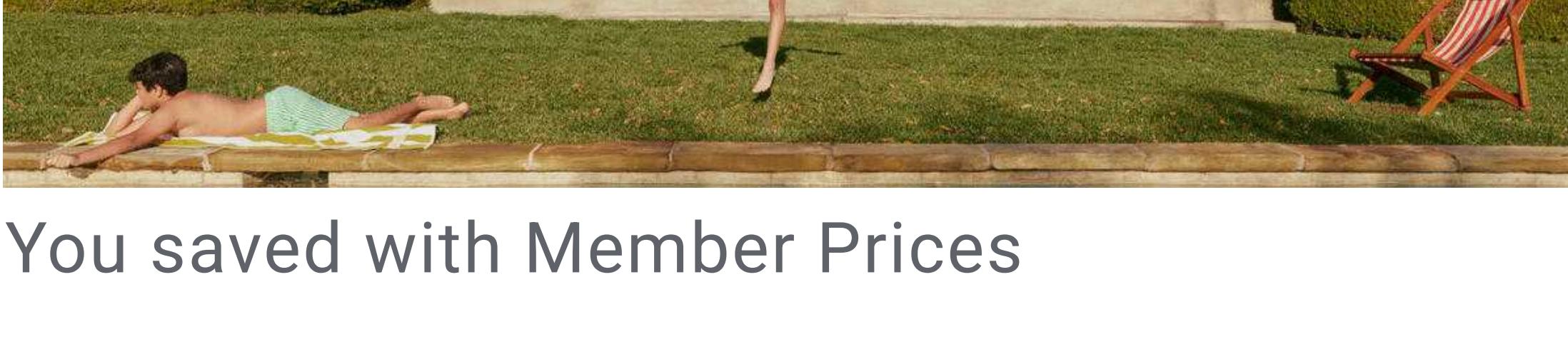
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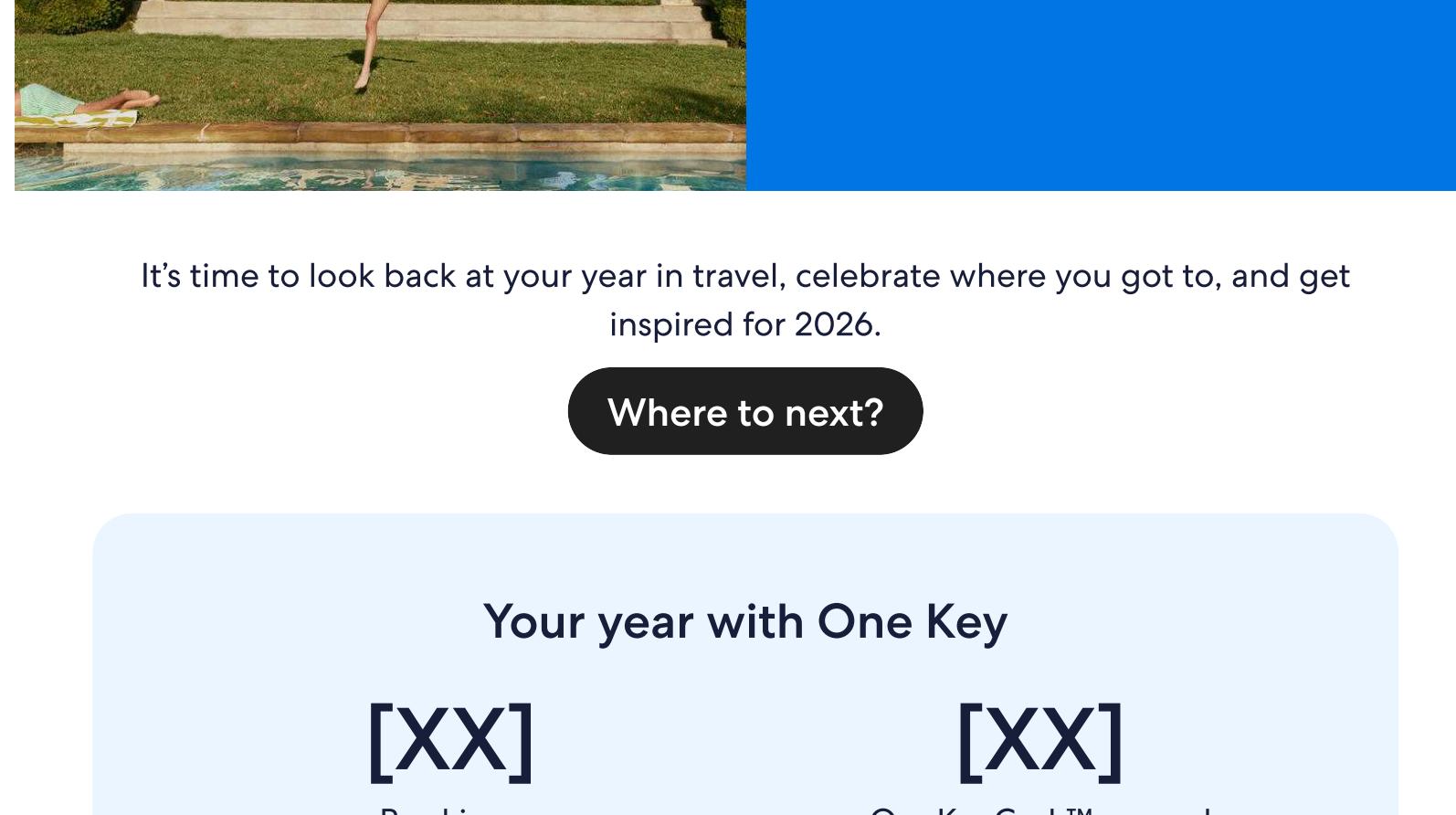
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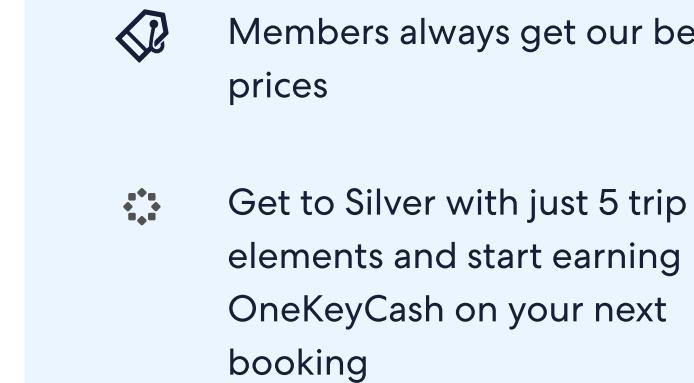
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[XX] Bookings [XX] OneKeyCash™ earned

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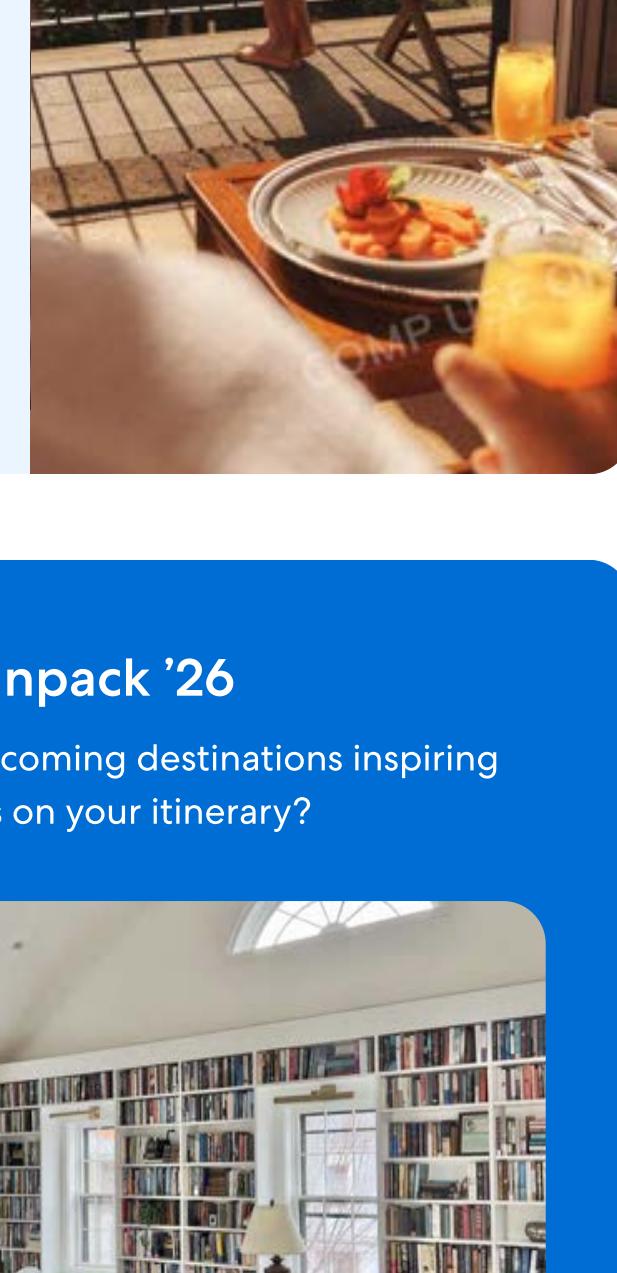
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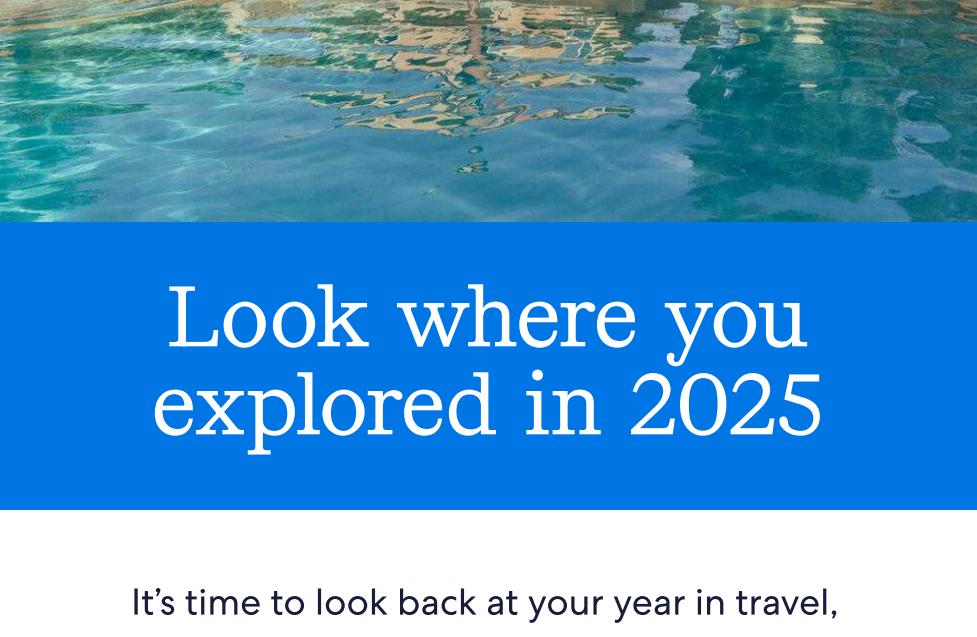
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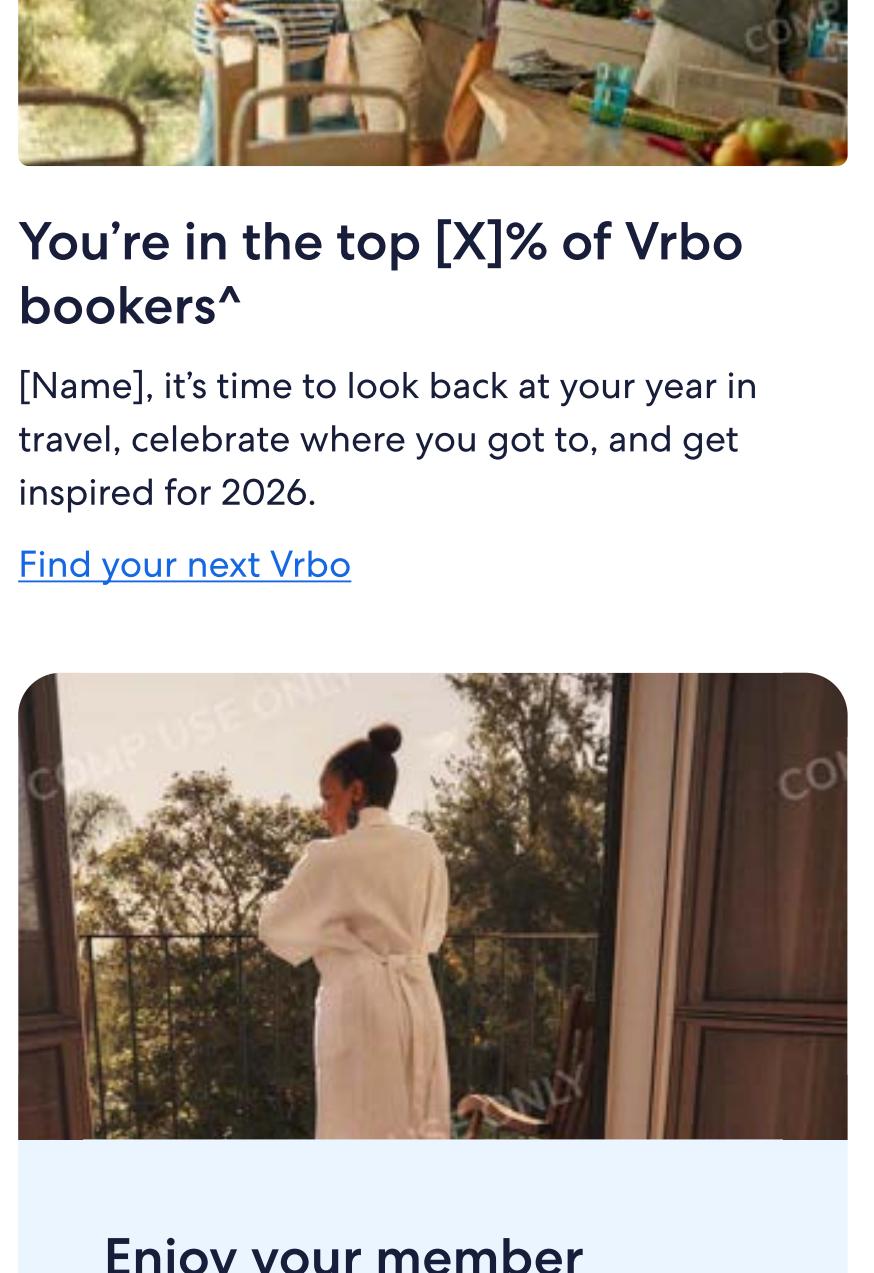
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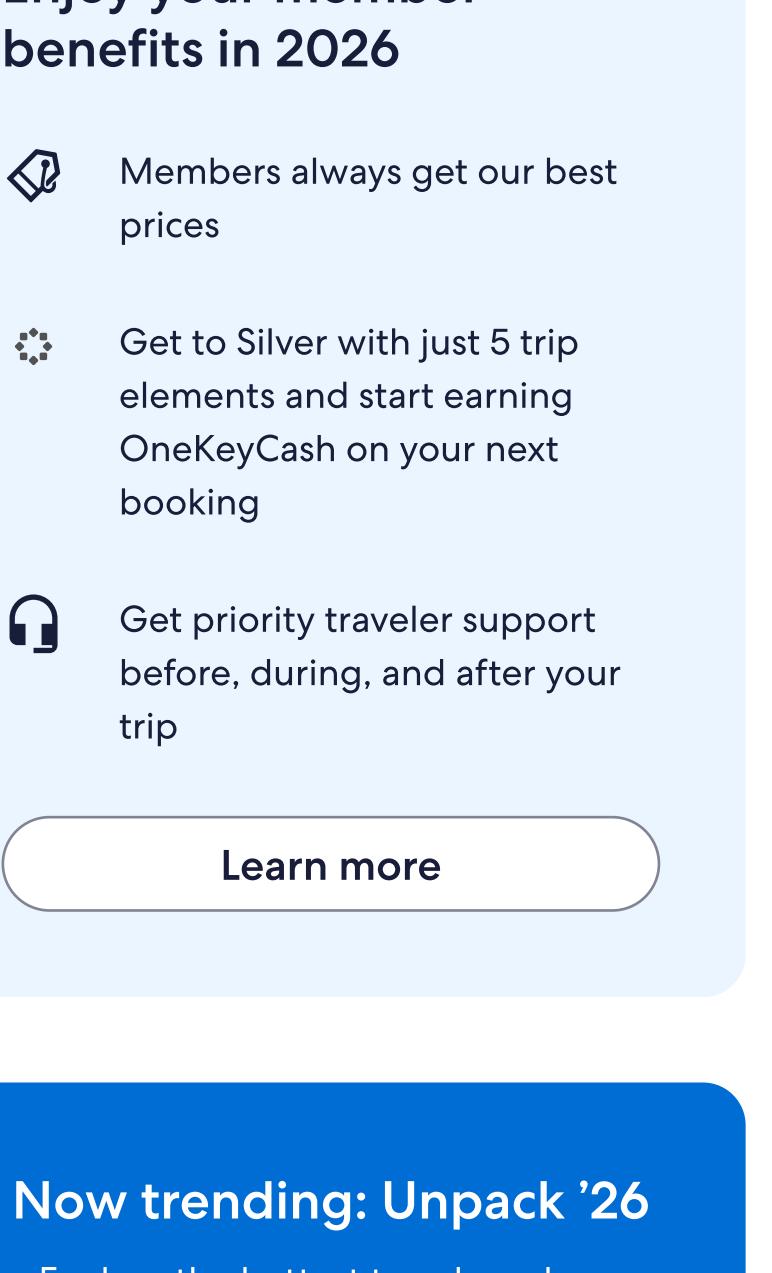
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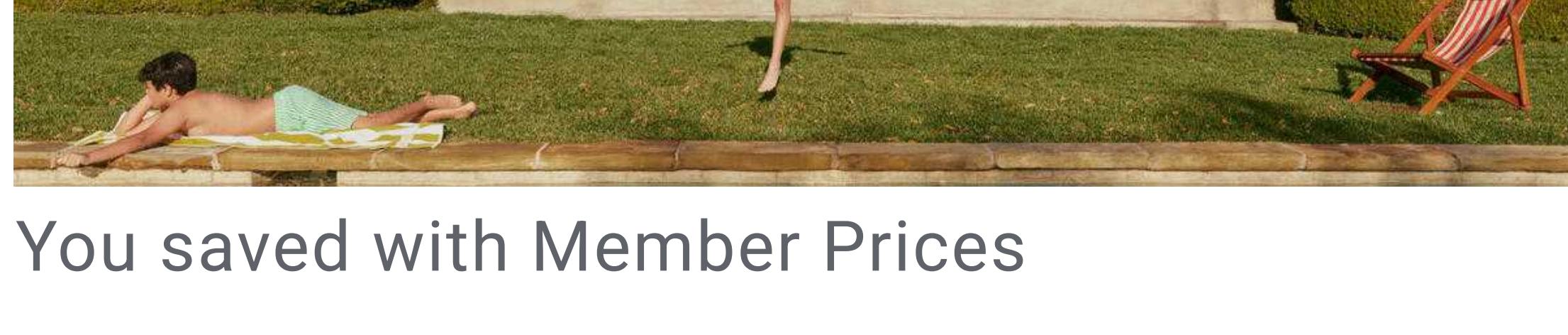
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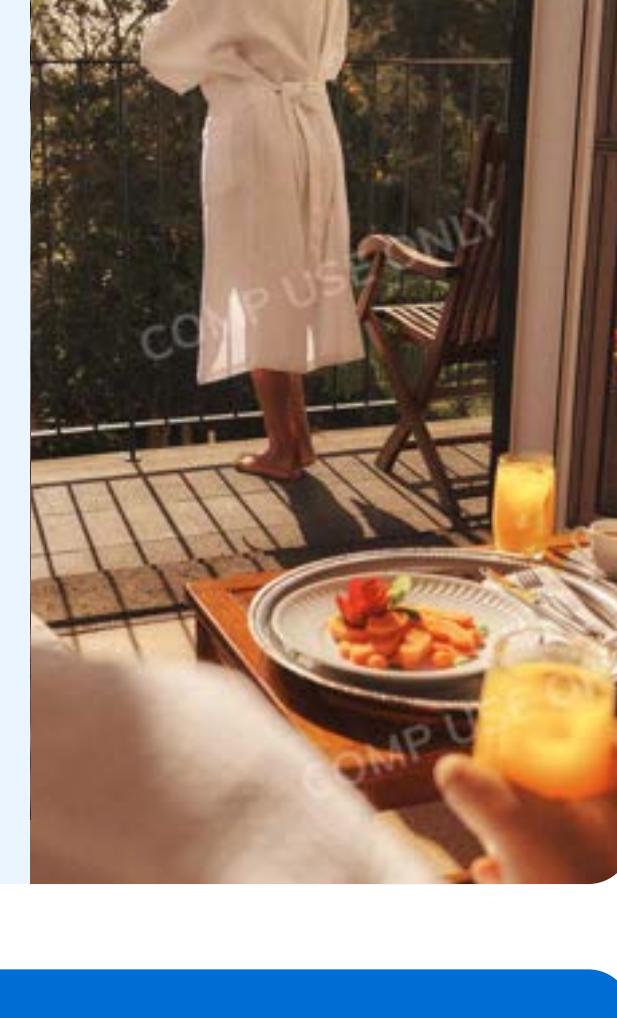
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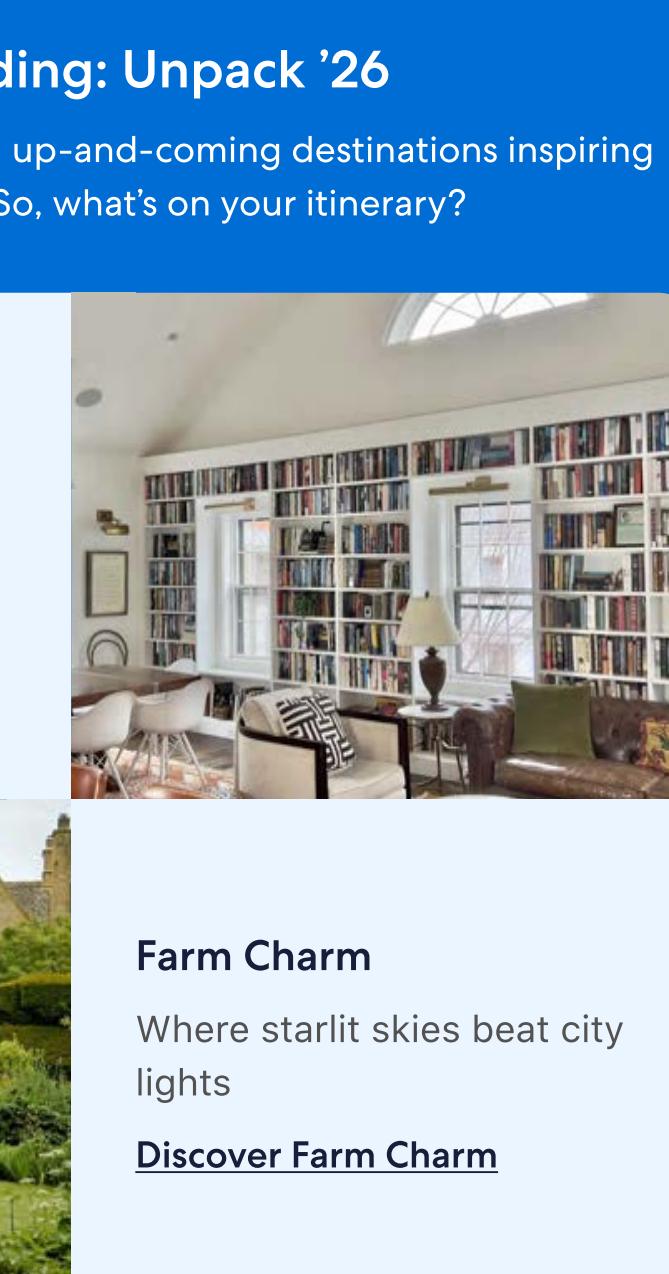
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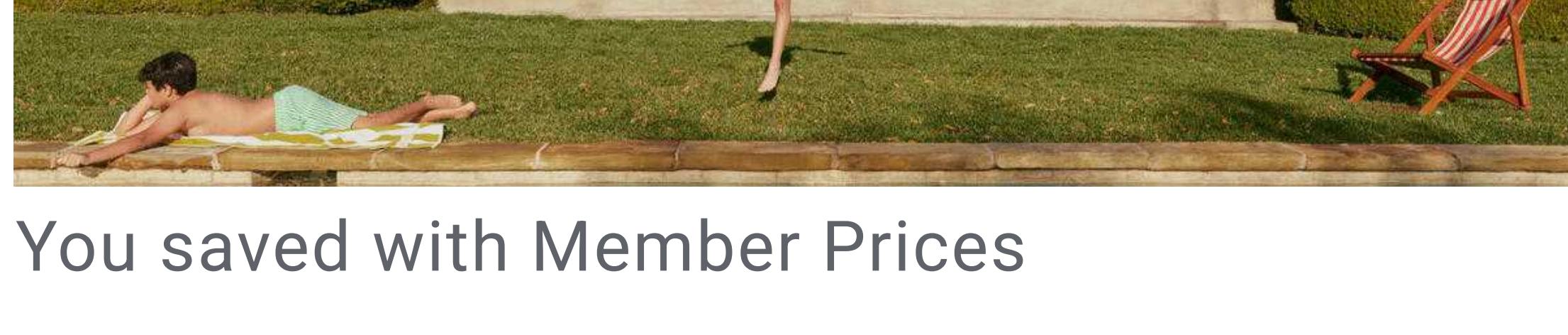
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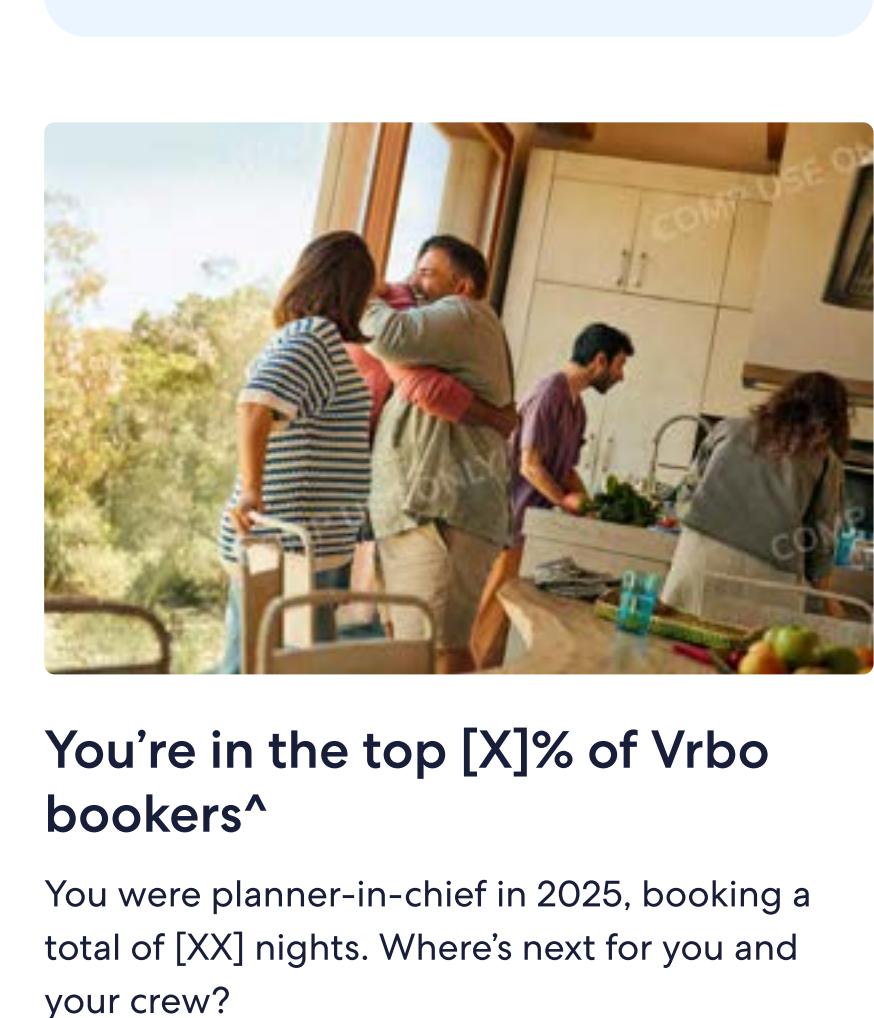
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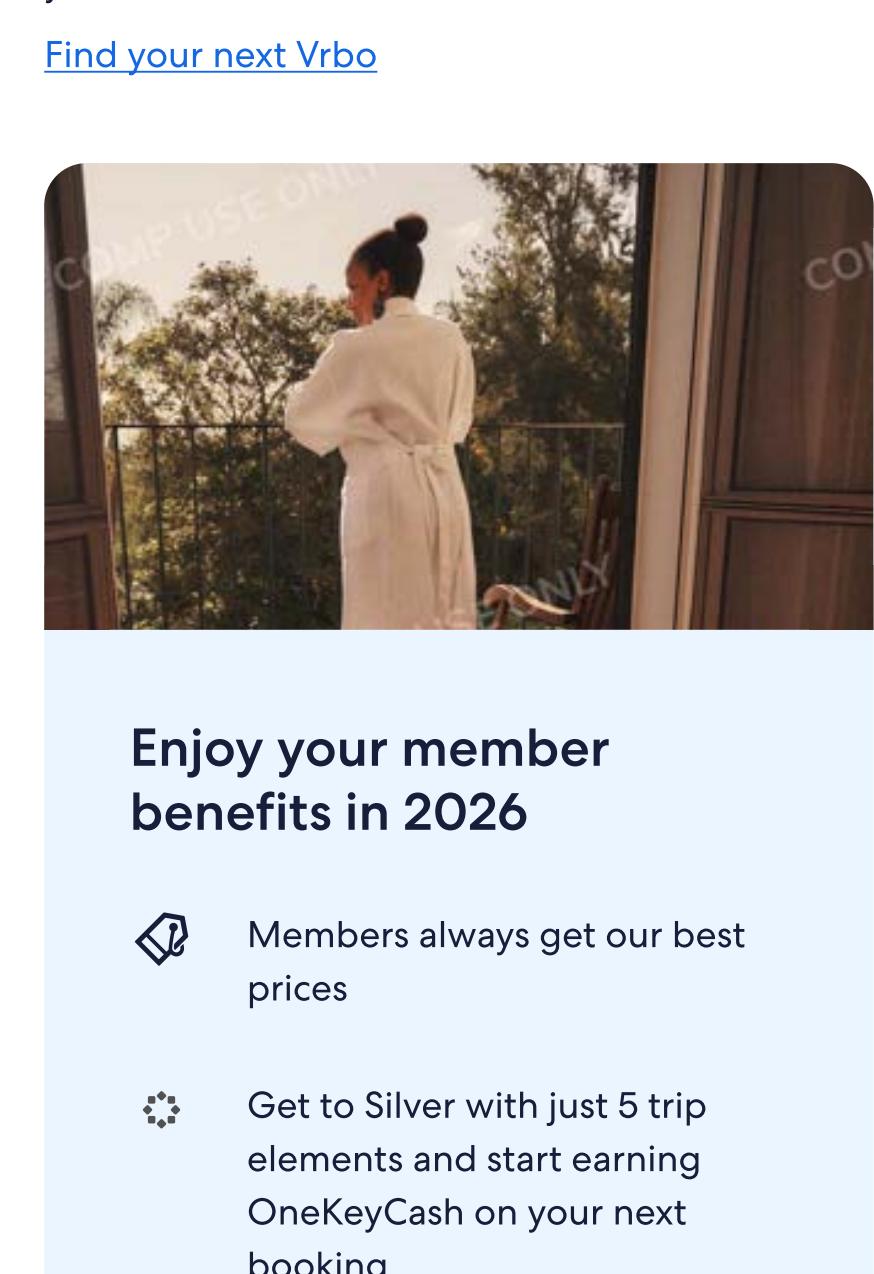
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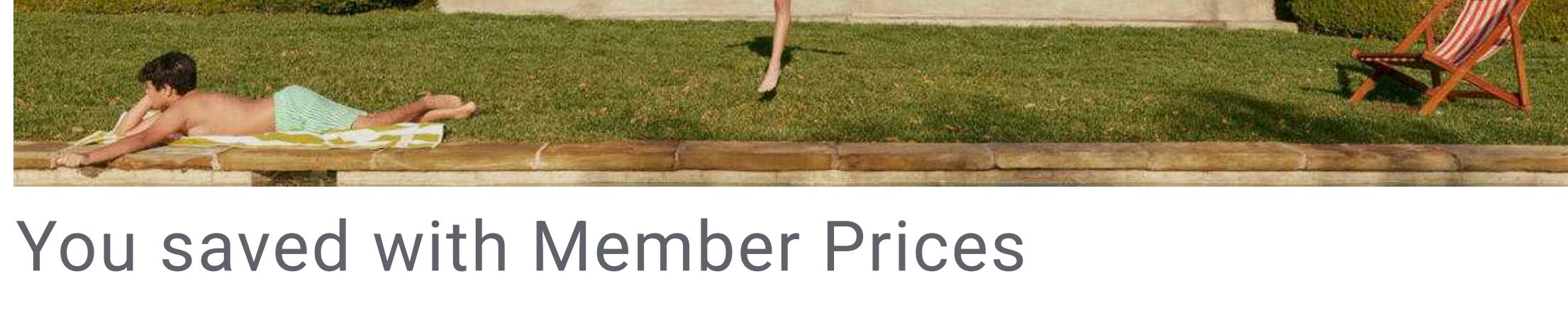
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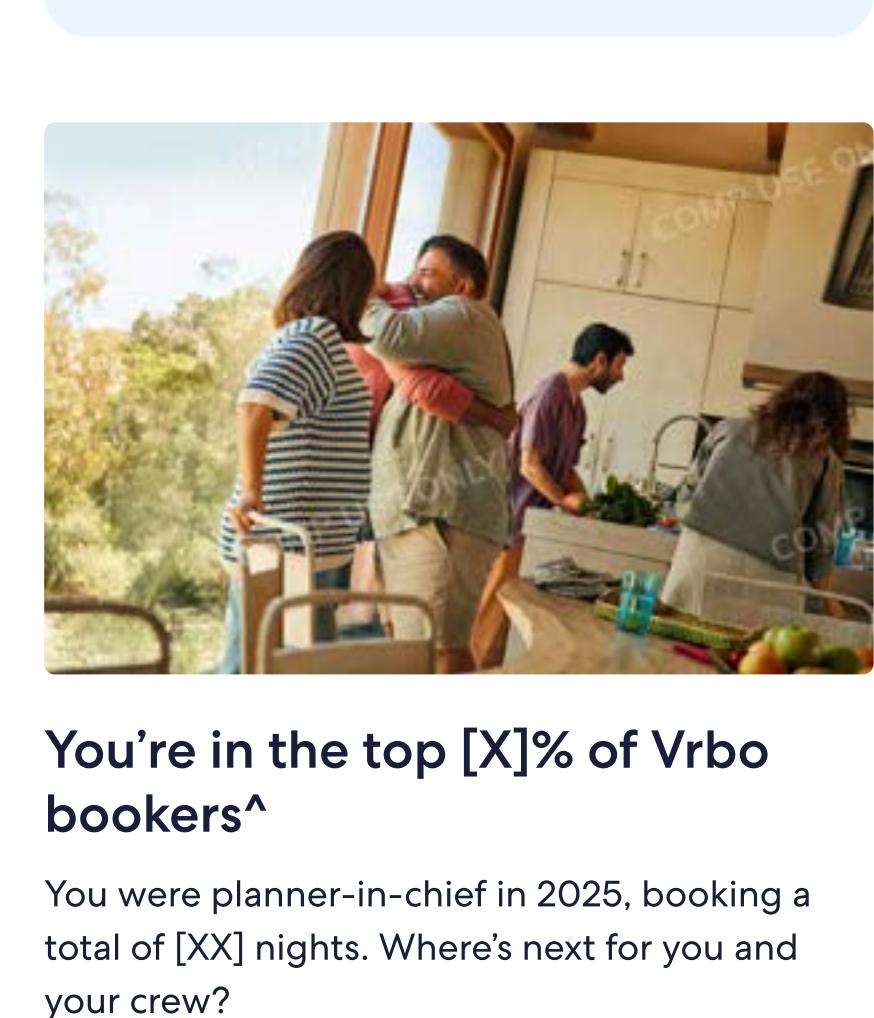
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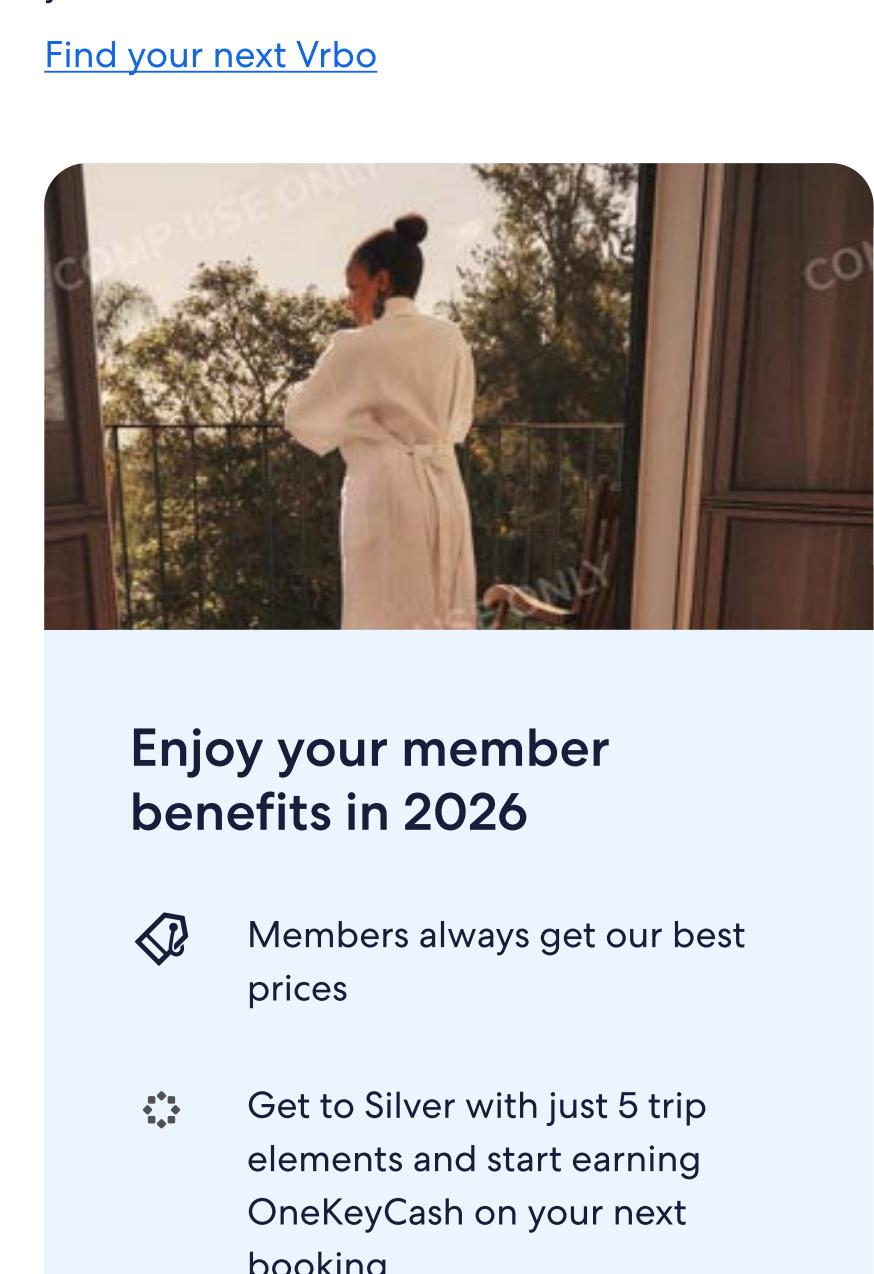
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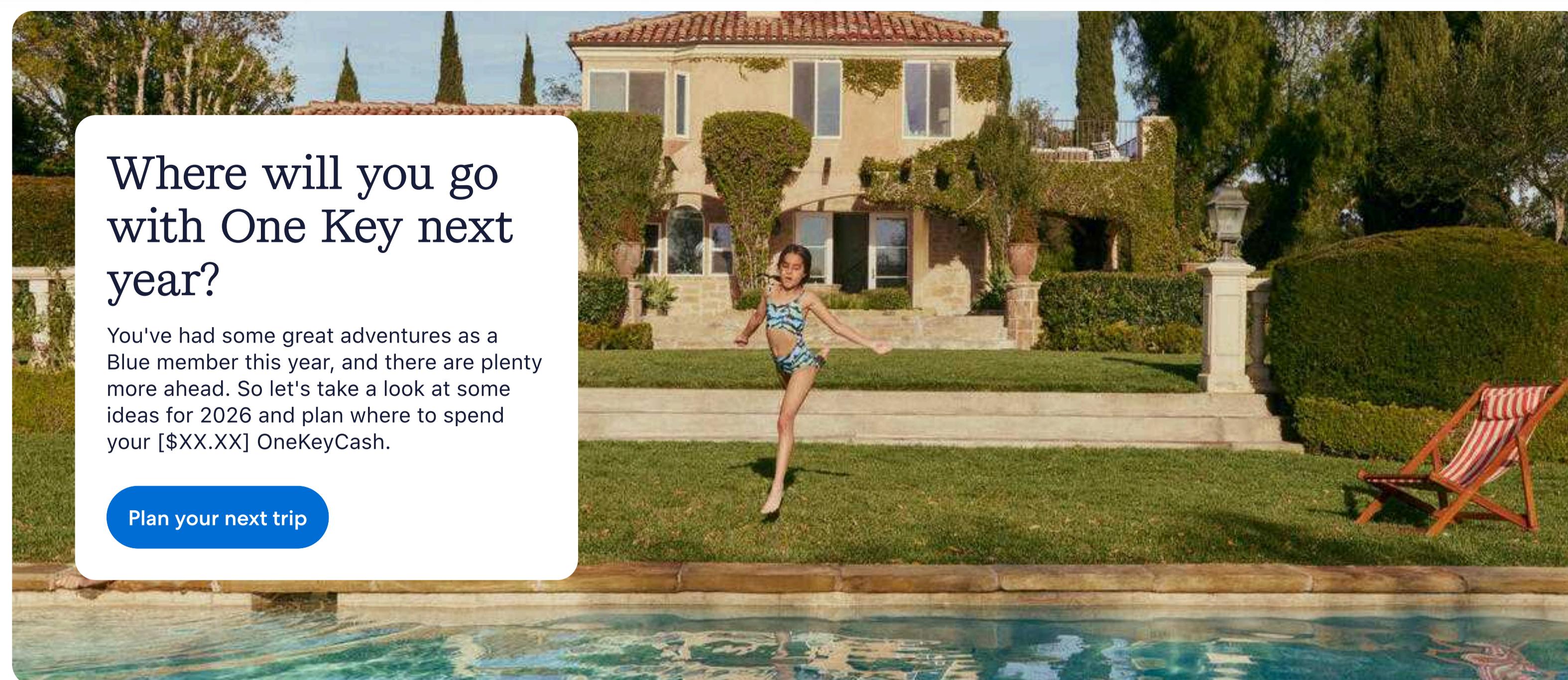
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Where will you go with One Key next year?

You've had some great adventures as a Blue member this year, and there are plenty more ahead. So let's take a look at some ideas for 2026 and plan where to spend your [\$XX.XX] OneKeyCash.

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4.7/5 Very Good (1,003 reviews)

The Hotel Name

City, State

\$346 \$525 ⓘ

per night
\$1,045 total
includes taxes & fees

[Member Price 15% off](#)

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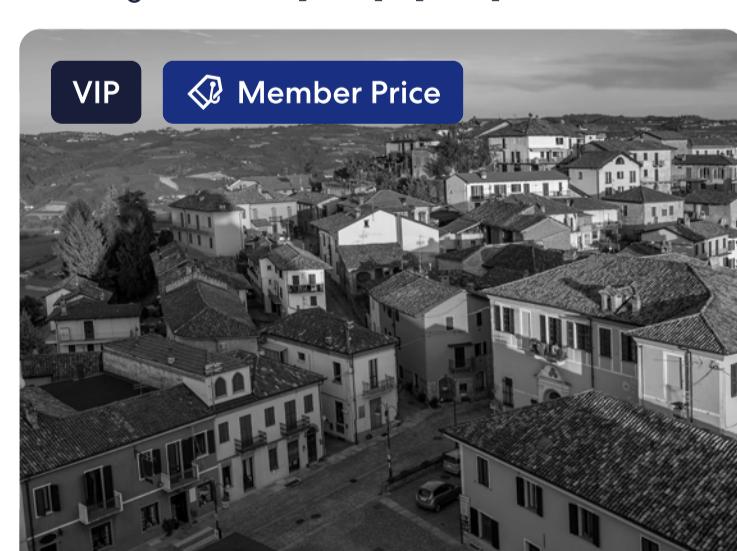
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Members-only deals

Discover the deals curated for you

Showing deals for: [Date] - [Date]



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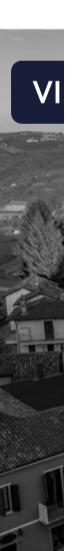
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