ALL this data will require a robust marketing calendar which enables us to get the most out it. We will focus on ensuring our strategy is targeted to

- ☆ Communicate with guests online, on mobile, by email and through social media platforms (specifically using re-marketing opportunities) when they're considering booking
- property

 Delivering targeted and personalised marketing

Catering to guests while they're in residence at a

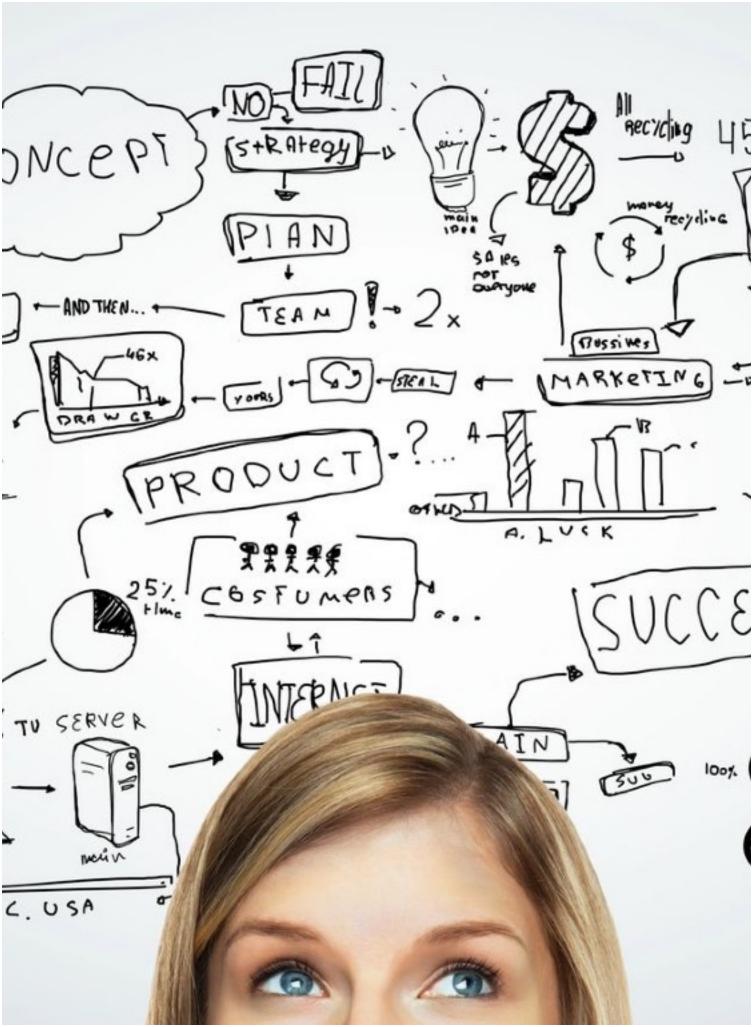
- Encouraging guests to book again using post stay communication tools and incentives
- Ensure data privacy across all mediums

campaigns

varied, including but not limited to, Monthly Eblasts, Membership offers, social media influencer campaigns and in App promotions to ensure a truly cross channel campaign. An example of our

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OPERATIONS

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