



THE HOTEL EDIT

CENTURION® & PLATINUM DM'S



ROUTE 1: THE HOTEL EDIT EXPERIENCE

The Hotel Edit is designed to offer far more than an exceptional stay. Each property brings with it a distinct world of experiences, from immersive dining and wellness to nature, culture and quiet moments of discovery. The Card brings these experiences together in one layered visual, offering a glimpse of everything that awaits beyond the room.

Mechanism:

A small lever is attached to the card. Once pulled, layers unfurl revealing different experiences in front of the façade of a Hotel Edit property in the background.

Message:

So many unique experiences waiting to unfold.

Explore The Hotel Edit.

Get flat 25% off on bookings. Choose from 20+ exceptional properties in the country's most captivating locations.

REFERENCE



MOCK-UPS



MOCK-UPS



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ROUTE 2: THE PERFECT VIEW

Sometimes, the most memorable part of a secluded getaway is simply the view outside your window. The Hotel Edit brings together remarkable properties across the country, each offering its own perspective - from sweeping mountains and lush forests to tranquil waters and untouched landscapes. This Card lets recipients discover a selection of those views for themselves.

Mechanism:

The foreground features a couple relaxing/dining beside a hotel window. Behind it, a rotating wheel reveals a series of striking views from different Hotel Edit properties, allowing the recipient to move effortlessly from one destination to another.

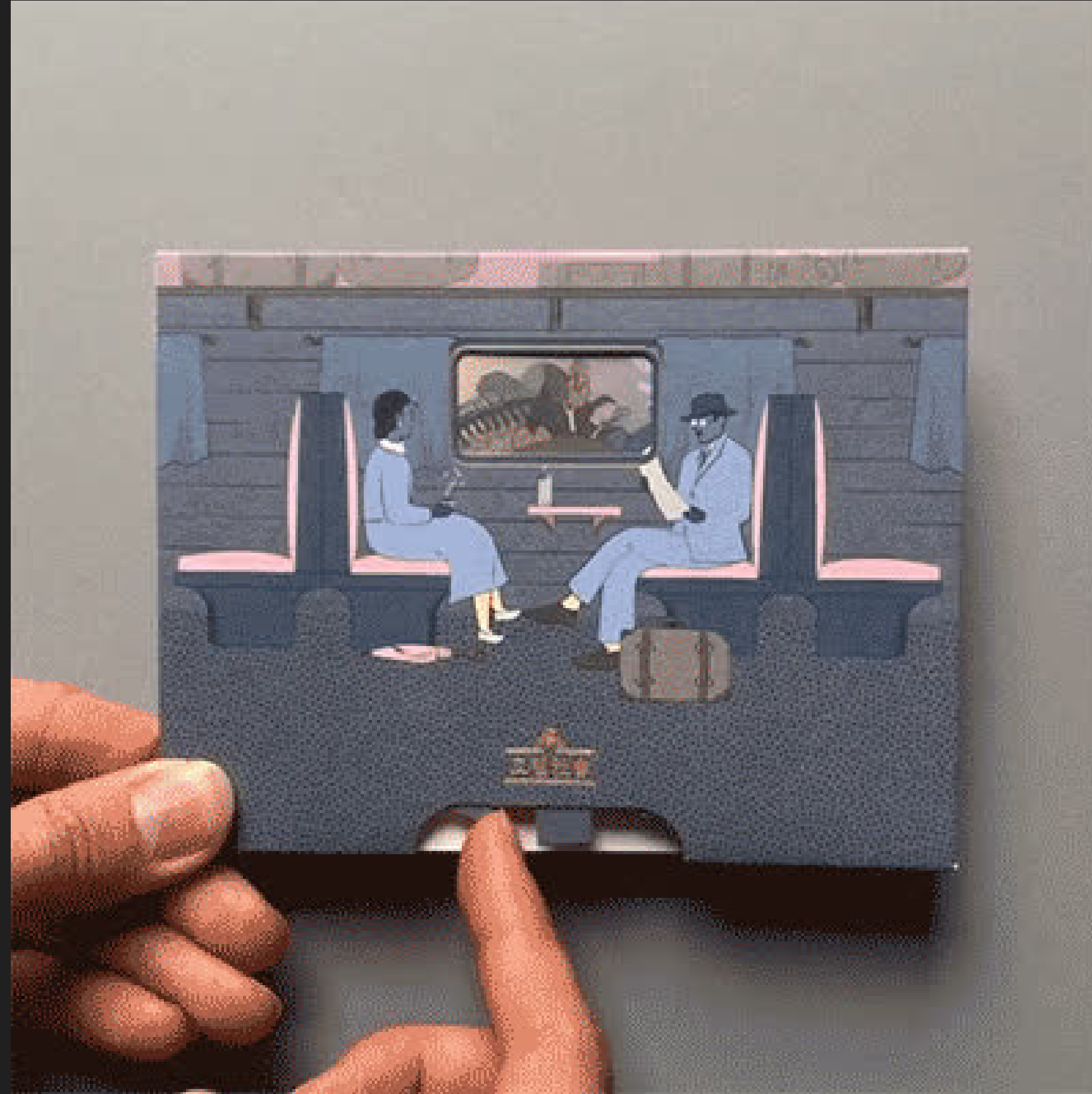
Message:

Wake up to views that feel like dreams.

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ROUTE 3: THE BEAUTIFUL REVEAL

Some of the most exceptional Hotel Edit properties feel almost hidden from the world — tucked away within forests, mountains, coastlines and other extraordinary natural settings. This Card captures that sense of discovery, gradually revealing the destination waiting beyond the landscape.

Mechanism:

The Card begins as a folded frame, layered with elements inspired by nature that partially conceal what lies within. As the recipient pulls the frame apart from both sides, the structure transforms to reveal a Hotel Edit property nestled seamlessly within its surroundings.

When folded:

Extend for something picture-perfect.

When unfolded:

Experience it today.

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AMERICAN EXPRESS

Extend for something
picture-perfect.

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AMERICAN EXPRESS



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THANK YOU
