



TEN

Concierge
innovations
and trends:
2020 and beyond

“Where were you when I needed you?”

It's in a crisis that customers decide who they will be loyal to.

Behind the leading brands that we support, Ten Lifestyle Group has continued to prove the impact of helping customers in their hour of need with relevant, highly valued services. We have **helped more individual customers** since February 2020 than in any nine-month period since we first established in 1998.

That may surprise people who think that Ten's concierge services are limited to fine dining, live entertainment and travel. The partners who know us, know that we have developed – and continue to develop – new aspects of our service, including virtual events, staycations and premium content. We're always quick to diversify when we know we can help members.

What can Ten concierge do for you?

Our innovation has helped the corporates we support to achieve higher engagement, extraordinary service levels, and gratitude and appreciation from their customers, which lead to measurable improvements in your targets. These include:

- Customer acquisition
- Retention
- Service and value metrics, e.g. card spend, NPS

Concierge users are **3 times more likely to be retained as customers and more likely to be advocates – driving acquisition** and, for financial clients, concierge users have a **6% higher average card spend**.

We will continue to adapt and meet the needs of your customers and commercial objectives as the world changes. It's what we do best.

Contact us to discover how you can improve your key customer metrics through concierge.

A year in Dining

In March, our focus shifted to how we could assist members at home. **We supported members with tailored food and grocery deliveries during lockdown, and hosted virtual cooking and cocktail making masterclasses with top chefs.**

We launched DINE, our e-zine published every two months packed with expert interviews, in-depth trend analysis and Michelin-starred recipes, complementing a huge range of inspirational guides.

As restaurants reopened, we saw a remarkable number of members return to their favorite eateries to support local businesses and remind themselves of what great service is all about.

But we continue to adapt and react to the ever-changing hospitality landscape, evolving to ensure that we can help our members make well-informed decisions on where to dine out in the months to come.

Ten also works globally with restaurants, including **Alo in Toronto** and **Hide Above in London**, to run takeovers, providing members the opportunity to experience exclusive menus.



Restaurant-quality food direct to members' doorsteps

From **San Francisco** and **London** to **Beijing** and **Sydney**, chefs and restaurants adapted to delivering dishes and ingredients directly to homes – and we followed suit. Across the globe, Ten produced localized guides highlighting the best options for our members in their local areas.

Because of our scope and partnerships, in many cases we were able to offer exclusive discounts, added extras and priority booking slots, too. These guides were gratefully received, as described by members in **Hong Kong** and **London**:

“

“Your recent offers on food delivery proved very useful. Especially the offer from Mandarin Oriental Hotel and the Farmers’ Market. I have placed orders and I must say, the food quality and service are of a very high standard!”

“Wonderful choices! I ordered from Sabor, looking forward to it!”

Even in regions where restrictions are easing, we continue to see a demand from our members for restaurant-quality food delivered to their homes and predict it’s a trend that’s here to stay.



Our members dine with confidence as the world adapts

We now have more than 10,000 top restaurants listed on the digital platform. Our specialists are trained to explain all the safety measures at individual dining spots, from temperature checks on arrival to improved air filtration and limited capacity.

Restaurant reservations are becoming essential and regulations change overnight so **our direct relationships with restaurateurs, chefs and maitre d's are more useful than ever.**



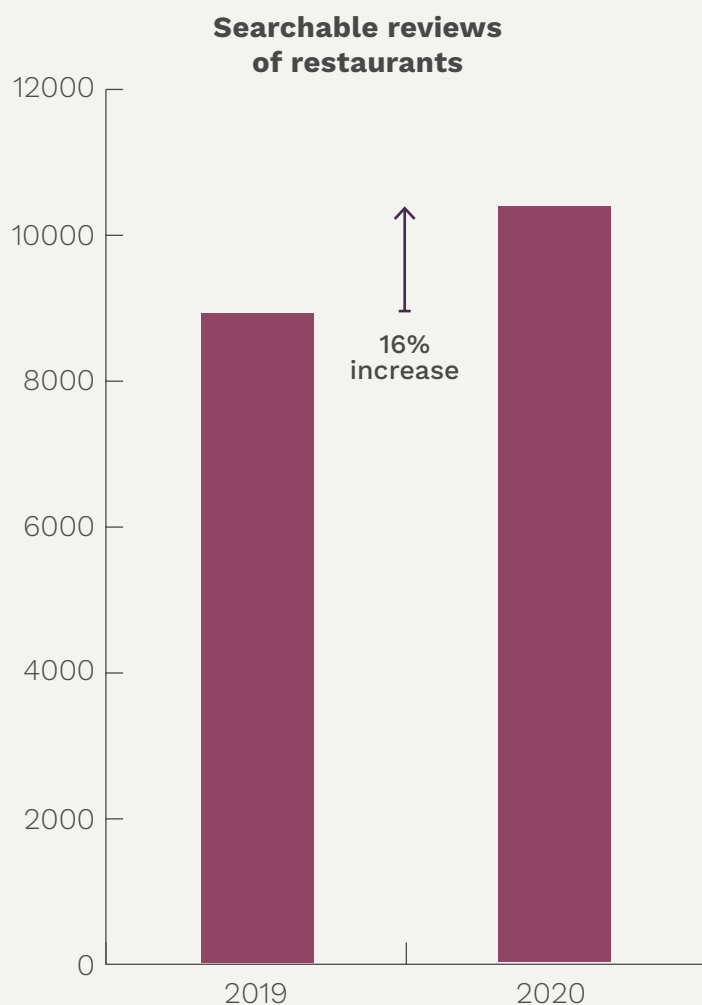
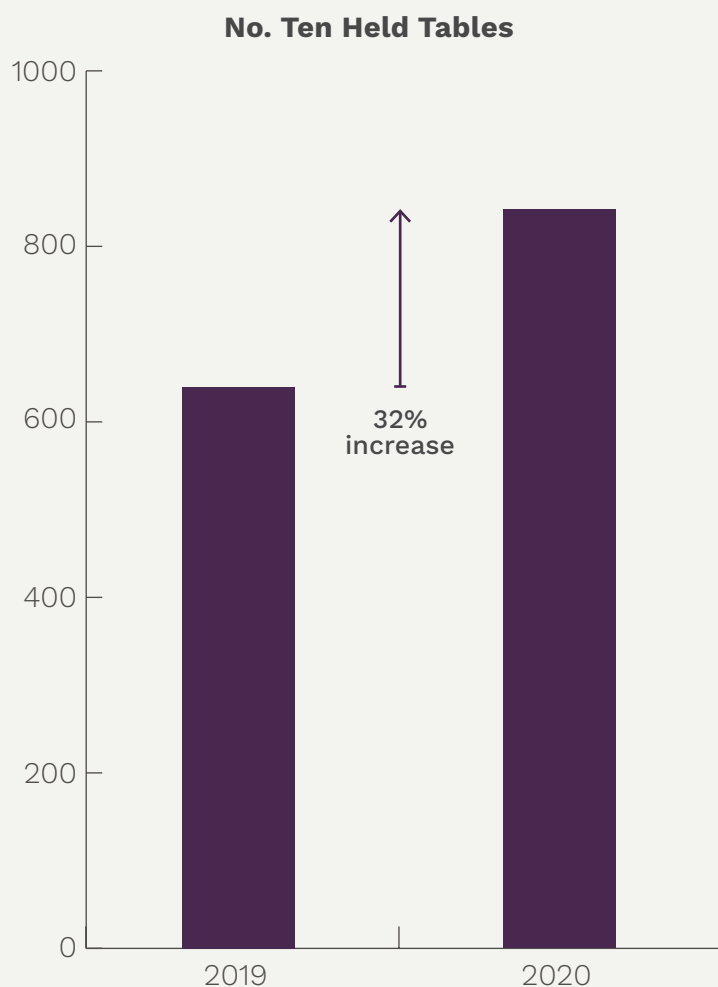
Held Tables: how Ten secures the best bookings

As restaurants restrict capacity in line with social distancing measures, reservations have become more essential. Our **Held Tables** program is proving vital for members who want to dine at their favorite – and most in-demand – spots. Over the past 12 months, the collection of restaurants has continued to expand:

- In 2019, the Held Tables program included 600 of our members' most popular restaurants across 25 major cities. In 2020, **we grew the collection to include 1,000 top dining spots**

across 50 cities worldwide, including Moscow, Toronto, Hong Kong, Chicago, and London.

- **On average, 500 Held Tables bookings are made globally by members each month**, a figure that has doubled since 2019.
- Our Held Tables are now available at sought-after restaurants, including **Zuma in Bangkok and Miami, Amazonico in Dubai, Sexy Fish in London**, and **Per Se and Daniel in New York**.



Regional expertise and peer-to-peer recommendations are now crucial

As the demand for local dining grows, our expertise now covers every corner of the world and we have specialist teams based in 22 global offices. Over the past 12 months, we also asked thousands of members for their local dining recommendations to increase our knowledge and contacts in the areas that matter most.

In the member's mind, this newly increased access is a direct result of their concierge provider, further driving loyalty.



DINE e-zine: insider access to the world's best chefs and restaurants

In June, we launched the first issue of DINE – our new online magazine packed with insight from across the restaurant industry. In each edition, we interview world-class chefs (including **Mauro Colagreco**, multi-Michelin-starred **Jason Atherton**, **Nobu Matsuhisa** and **Heston Blumenthal**); spotlight some of our members' favorite restaurants; and feature exclusive recipes. Issues are available in English (GB and US), Spanish and Portuguese, with other languages available based on member demand.

We've received positive feedback and an **NPS score of +76**, plus rewarding reviews from long-term members:



“I would like to congratulate you on the new magazine DINE. It is a superb contribution to the restaurant scene. During this time of lockdown, when we are unable to visit our favorite restaurants, it is a great time to produce it. Sadly, at 86, my years of Michelin dining are nearly over, but I shall continue to read cookbooks and menus, as well as trying new recipes from the great chefs of our day. In the meantime, I shall look forward to your next issue.”



What's next for the world of dining?

As restaurants reopen for business, we're seeing more demand than ever and members are calling on our expertise to ensure venues are COVID secure.

We will continue to adapt our services to meet our members' needs on a local level and we're excited to see how the wider industry reacts, with more chefs offering at-home cooking services and virtual masterclasses, while dining spaces and services also adapt to the new world.

Travel turned upside down

Following the grounding of airlines and global closure of hotels, we immediately introduced new phases of communication and inspiration to adjust to the fast-changing travel landscape. And, throughout all the challenges, our members' wanderlust didn't abate.

In fact, many members still wanted to travel and many more requested travel content to inspire trips in 2021. Now, some luxury train and cruise operators have so many rebookings for 2021, space in some of the most popular areas will be limited. Luckily, we can help our members with that.

We provide practical assistance

We've also been instrumental in helping our members to obtain refunds on cancelled bookings. And, where borders have begun to reopen, have shifted focus to helping members navigate their new travel experiences.

Our services have included sharing updates on country and state restrictions, providing updates for key airports and airline partners, and highlighting adjustments and precautions that our hotel partners have implemented.



Key communications delivered during lockdown

Reacting without delay, we managed to quickly pivot and tailor our communications to the ever-changing – and often very confusing – restrictions. Across every region, we tailored our strategy to suit the circumstances and with an average newsletter **open-rate of 43%** and click-to-open

rates of 9.76%, we were engaging with our members with targeted content at the right time.

Here is an example of how our Travel comms strategy evolved for our markets across the globe as the restrictions changed:

First phase Travel from your sofa

Beautiful Travel Views

We knew it was important to keep members inspired and positive for future adventures during lockdown. In the UK, for example, we sent a weekly mailer featuring inspirational virtual tours of the world's most beautiful travel destinations, iconic galleries, and natural wonders.

We ran **Beautiful Travel Views** - a global travel photography competition - across our digital platforms and social feeds. There were more than **500 entries by 100 members**. It helped to build a powerful emotional bond with members and clients.

The NPS score for people who received communication on the competition rose from **+61** to **+77** and monthly requests for this group rose by **14%**.



Second phase**Staycation guides**

Once members could plan holidays on home soil again, we began creating insider **staycation guides** to regions we know our members love – providing insider knowledge on the best places to visit away from the crowds, the top restaurants that had reopened, plus places to stay that would welcome our members with VIP treatment and exclusive benefits.

Third phase**A focus on short haul**

As travel corridors opened, we updated members on the destinations that were safe to travel to; the hotels and resorts our experts knew would be safe to stay in; and continued to send our staycation-focused mailers for members not planning international travel.

Fourth phase**Going global**

As the confidence in international tourism builds and more long-haul destinations become viable, we are now looking to **inspire members traveling in 2021** and beyond. We know how important it is to have a trip to look forward to and we're seeing great engagement with members who are dreaming of taking a much-needed break.

A new dawn: travel trends for 2021 and beyond

While each region still faces ongoing challenges, we have identified key global trends shaping our members' travel habits in the coming 12 months.

People's perception of what travel means has shifted fundamentally. Many members now want to travel at a slower pace, with social distancing, wellness and sustainable travel taking center stage – and our Global Hotel Collection is coming into its own here. Secluded regions and self-catering

holidays in cottages, villas and chalets are also high on the wish list, and we have seen a marked increase in private jet bookings.

At the same time, there's a new need for flexibility. Plans can change within hours now, so we are supporting travelers looking for trips they're able to cancel, change or access refunds on if necessary. We will continue to look at what to expect in each region as we move into 2021.

Current travel trends – EMEA

The overall mood among members has remained positively cautious: they still want to travel, but only if they can do so safely. Thanks to our expert knowledge and advice, we have continued to receive bookings for 2020 and well into 2021.

Alongside the spike in staycations, members have started to book long-distance bucket-list holidays,

too. Longer stays at hotels and resorts further afield has replaced the trend to book several short trips throughout the year, and destinations that offer ample space for isolation are also proving particularly popular. Sun-soaked islands, including **Antigua, Bermuda, the Canary Islands and Crete**, are currently high on members' wish lists, as are luxury cruises.





Current travel trends – Americas

Recently, members have been focused on domestic travel (with a particular fondness for RV road trips) but many are forward-planning international travel for 2021. September saw the highest volume of flight sales since the end of March.

We have also seen a shift to private transportation and homestays for that added element of

seclusion and privacy. Thanks to our partnerships, many homestays have removed or reduced their minimum stays, allowing our members more flexibility.

We anticipate members will continue to travel domestically in 2020 and start planning global adventures in January 2021.

Current travel trends – APAC

Like other regions, following the pandemic, our members in APAC are focusing on domestic travel and we've seen a marked increase in Global Hotel Collection bookings, with **Shanghai, Sanya, Beijing, Hong Kong, Singapore and Tokyo** leading the pack.

That said, as we see travel bubbles emerging, where people can travel between destinations without the need for quarantining, we are helping our members navigate the requirements in order to take advantage of these opportunities as things return to normal.

Expanding the travel horizons

Greater access to a range of hotels

The past year has seen us enter an exciting new phase as far as hotel access is concerned. In fact, it constitutes the biggest update to our global travel proposition in more than a decade.

The size of our collection has grown from **250,000 to 650,000** hotels thanks to the expansion of our **Essential Hotel Collection** to include the incorporation of hotels from our new partner Agoda – an online travel agent and largest supplier of hotels in APAC and CEMEA.

Partnering with them has allowed us to significantly expand our proposition in those markets, and we now have access to nearly every country in the world, as well as all primary and secondary cities.

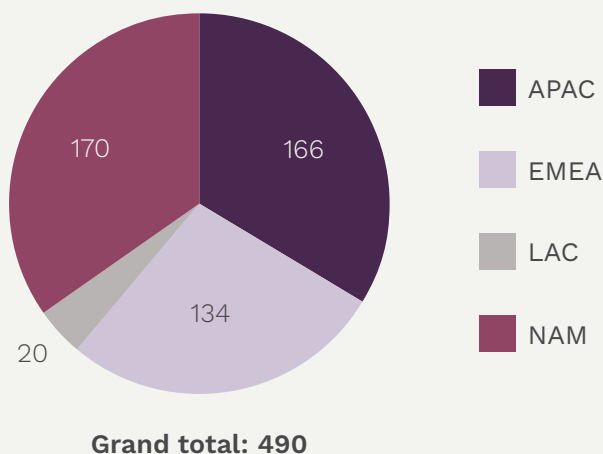
Expansion of Ten's Global Hotel Collection

Our portfolio of five-star luxury, boutique and lifestyle hotels, plus premium four-star hotels with complimentary breakfast or free room upgrades has grown from 2,400 to more than **2,500** properties.

We have increased the selection of hotels within our partner brands, such as **IHG** and **Marriott** (72+ hotels across various nations), and now have a new partner, the **Design Hotels group** (70+ hotels).

We're also able to deliver additional offers for Global Hotel Collection stays. For example, Ten members enjoy three-night stays for the price of two at global **Hyatt** properties and **Waldorf Astoria Hotels & Resorts** in EMEA. Guaranteed upgrades and complimentary activities are often also available upon request.

Number of new offers available in the past six months



Increasing choice with the Essential Hotel Collection

Introducing the Essential Hotel Collection at the end of last year allowed us to expand our properties from **250,000 to 650,000**. For the money-conscious member, these hotels are selected to be some of the most competitively priced rooms available anywhere.

Using the digital platform, members can now compare options, pricing and benefits across all the major hotel suppliers, including **Expedia, Hotelbeds, Agoda** and **booking.com**, as well as local market providers integrated into the platform (such as **PriceTravel** in **Mexico**), and hotels where Ten has negotiated direct contracts.

We are confident that this improved proposition will:

- Present your customers with a clear advantage when browsing and booking online through their concierge service versus spending time searching for the most competitive price on multiple public travel sites.
- Be relevant to your entire customer base – this is a global benefit that we can roll out to your customers easily and at scale.
- Drive increased digital adoption and engagement through a more compelling online hotel proposition.

The **Essential Hotel Collection** is key to the strategic development of Ten's hotel proposition. It focuses on a range of choice and price, complementing our **Global Hotel Collection**.

By giving your customers an informed choice, we're saving them time and ensuring we provide hotels that fit their needs, from stopover business travel to once-in-a-lifetime holidays.



Flights: how we can increase value for members, clients and partners

We continue to strengthen partnerships with the world's major airlines to secure great fares for our members. In **Brazil**, for example, we partnered with **BA/Iberia** to offer each adult traveling in Premium Economy the chance to add another adult for **30% off** the ticket price, or **add a child for just \$1** (USD) extra.

Available on flights leaving from São Paulo to all BA/Iberia destinations, this offer delivered superb value for members and clients, increasing spend on credit cards and awareness of service.

In total, it was activated by almost **1,000 first-time users**. We will be expanding our offering of similar promotions in 2021.

In August, we also obtained our **IATA** license for **Hong Kong**, which authorizes Ten to sell and issue international airline tickets. The value for members is that we get access to great pricing and customer service because we're liaising directly with the airline, not via a third-party agent.

Therefore, refunds and flexible bookings also become easier to navigate. In essence, we can become completely responsible for taking care of our members.

Car hire companies

In 2019 we had agreements with five car-hire companies including **Avis, Hertz, Sixt, Enterprise** and **National**, as well as consolidators, and offered up to a 20% discount.

This year, it increased to seven companies, including Budget and Alamo, and we can now offer up to a **30% discount**.

Pay by installments

This year, we enabled our members in **Mexico** and **Brazil** to book online and pay via installments. This deferred payment offering is now available on the digital platform, with real-time availability and reservations on flights, hotel, car-hire bookings, as well as when members book via our lifestyle managers.

Offers and benefits: readjusting to members' needs

As with all areas of the business, adaptation became key for our Offers and Benefits team this year.

In 2020 alone, our offers expanded from 250 to 450, with sought-after brands like **Apple, Dyson, KitchenAid, Bloomingdale's, diptyque, Moët Hennessy** and **Range Rover** providing members with some of the highest levels of discounts. Naturally this year, the demand for travel and VIP in-store shopping experiences was replaced by savings, discounts and close-to-home pursuits. We successfully pivoted to fulfill this demand.

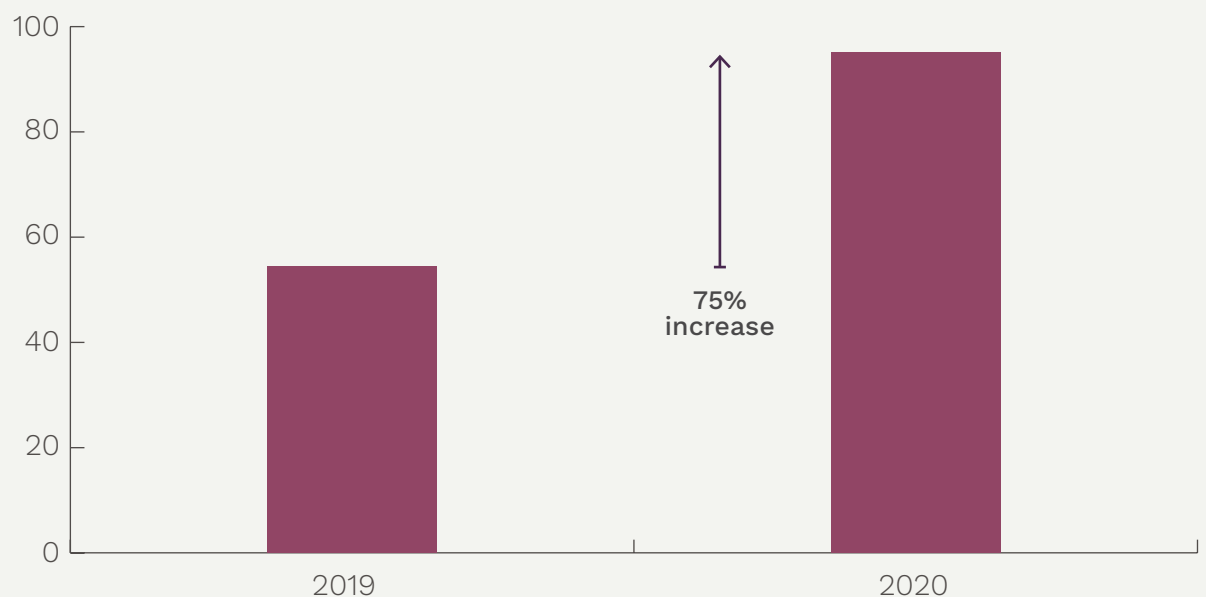
We are already seeing members booking travel at scale for the latter half of 2021. Travel and in-store shopping experiences will almost certainly reclaim their position as the most popular items by the middle of 2021. What will remain is new key verticals like home and interiors, wine and golf.





As members were unable to gather with loved ones, gifts for family and friends around seasonal occasions, such as **Mother's Day** and **Father's Day**, also became a top priority globally. As a result, our gift and offer guides were downloaded by almost 20,000 global members.

Offers on the platform



2019

The most popular offers and benefits themes revolved around physical experiences including VIP shopping, travel-related offers, gym memberships, private members' club access, and Christmas markets.



2020

The most popular offers and benefits themes focused on family and home: meal kits, food and wine delivery boxes, online shopping, gifting including flowers and chocolates, and wellness and home improvements/home products including **Sonos**, **KitchenAid** and **Dyson**.



SONOS

KitchenAid®

dyson

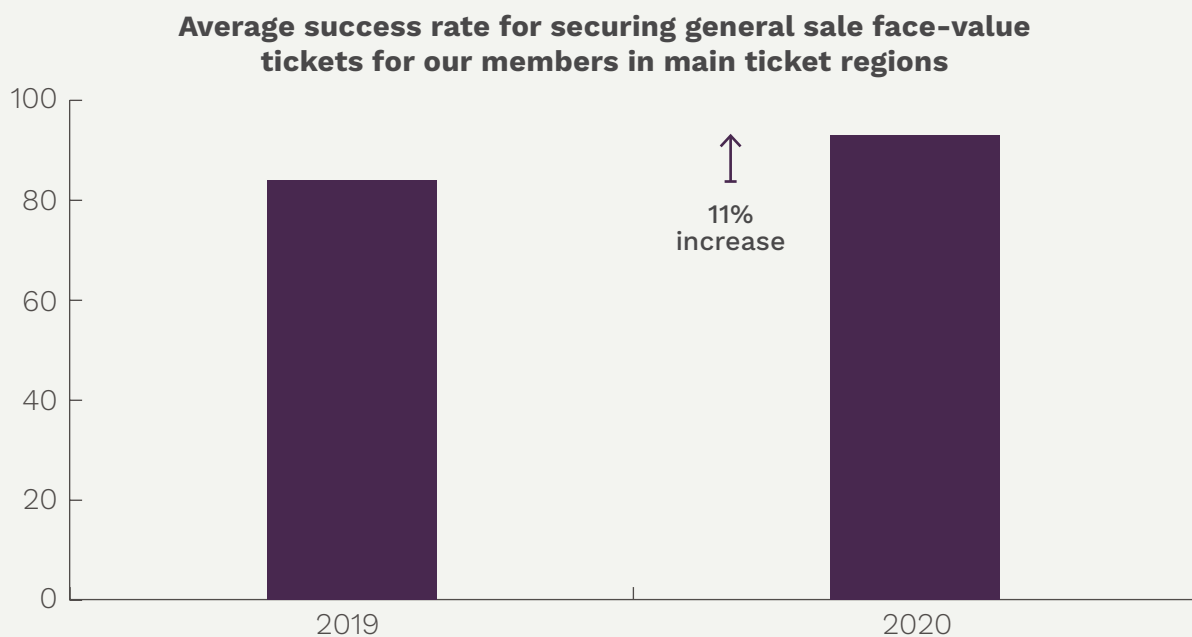
Entertainment: the show must go on

The relationships and access we've built up over 20 years in the global fields of music, theatre and sporting events are the envy of the industry. As a result, the first two months of the year were record-breaking: we bagged face-value seats and hospitality tickets for key events including the **Olympics, Euro2020, Wimbledon, Glastonbury** and **Coachella**. Members were able to get preferential rates on tickets to major hits on **Broadway** and the **West End**, too.

Now, as we emerge from COVID, we are reactivating our relationships and satisfying members in the same unique way. As things slowly return to normal, 2021 looks likely to be our biggest year in events yet, with tours by **Billie Eilish, Eric Clapton** and **Elton John** planned.



Getting more members the tickets they want



Ticketing partnerships expand

We continue to expand our ticketing partnerships worldwide to ensure members are at the front of the queue for the biggest entertainment events in the calendar. In the past 12 months, we've teamed up with:



ticketmaster



Member events thrive

Our member events have always been extremely popular. The year started with a packed calendar, including Champagne tasting in the **Moët Hennessy** headquarters, a takeover at **Le Gavroche** with chef **Michel Roux Jr**, plus an engaging watchmaking discussion with **Vacheron Constantin**.



We also curated more than 40 exclusive virtual events this year, including masterclasses in wine tasting, a Q&A with the Broadway cast of **Hamilton**, a dance workshop with the cast of **Aladdin**, plus access to a series of gigs and theater shows hosted by our partnered streaming platforms.

Case study

The Book Club: exclusive author talks hit the mark

We've received an enthusiastic response from members since launching The Book Club – a monthly series in the UK delivering intimate, interactive author discussions.

Our selection of award-winning, diverse writers give members the opportunity to discover the inspiration, themes and process behind their favorite novels.

Particularly popular events have included **Bernardine Evaristo** talking about her Booker Prize-winning title, **Girl, Woman, Other**, and a

discussion with **Sunday Times bestselling author Jessie Burton** about her latest novel, **The Confession**, and debut **The Miniaturist**.

These virtual events are complimentary for our members, who are also encouraged to invite guests – introducing a new, low-cost acquisition channel for our banking clients.

Overall, the UK launch has enjoyed post-event NPS results of **+73** and we've seen an engagement rate **5 times** the average.

“

Very well run and totally different to anything I've done before.

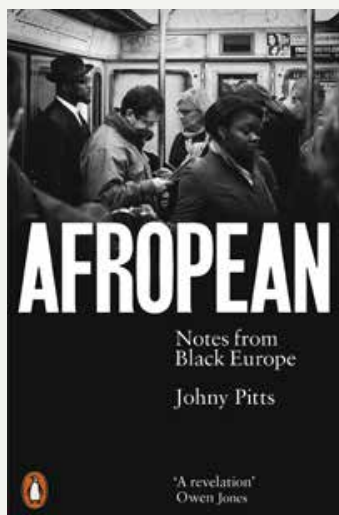
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A brilliant idea for these times.

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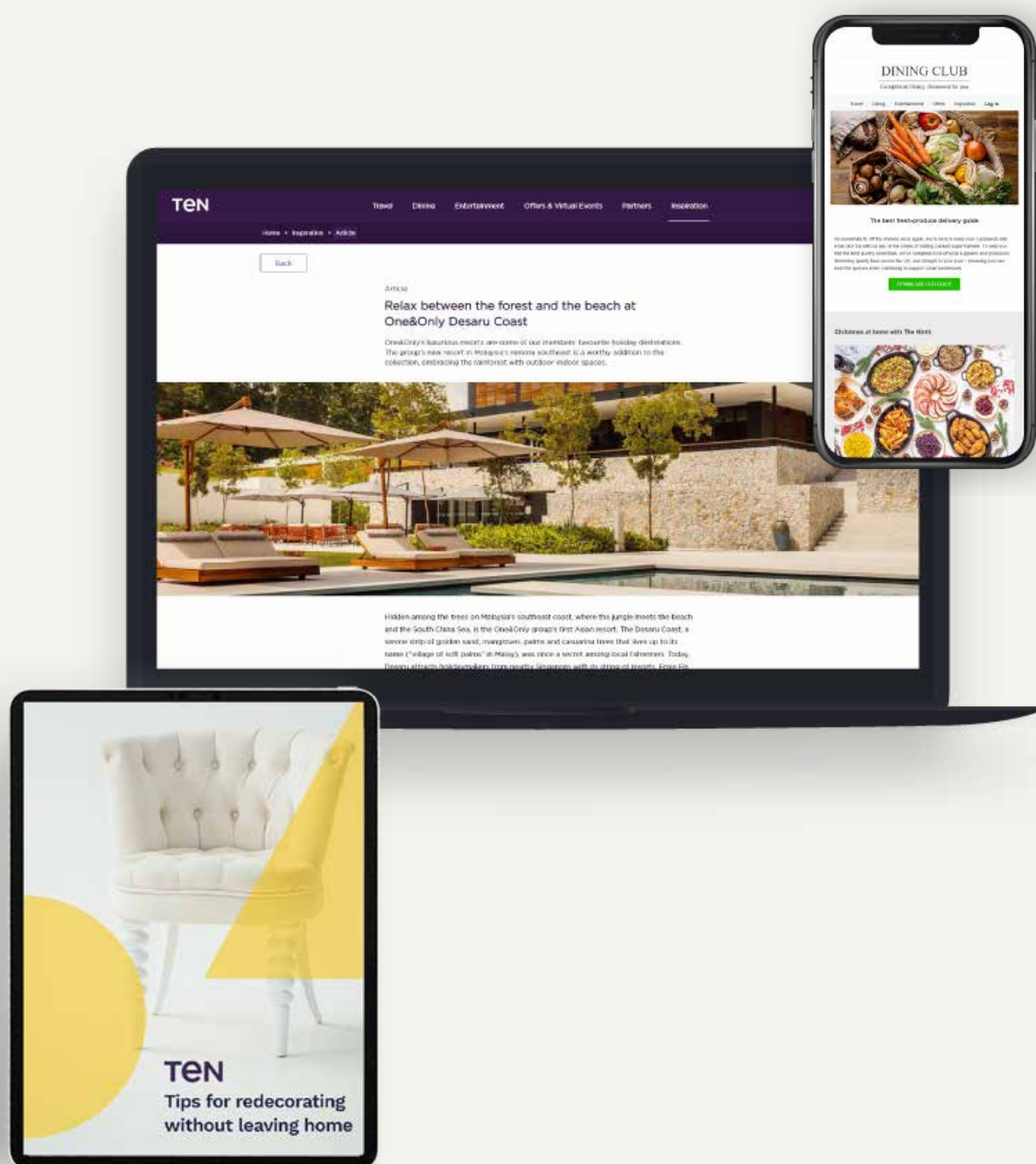
Thank you for an interesting and insightful discussion by the author (Bernadine Evaristo).

We are rolling out The Book Club across the globe in 2021.



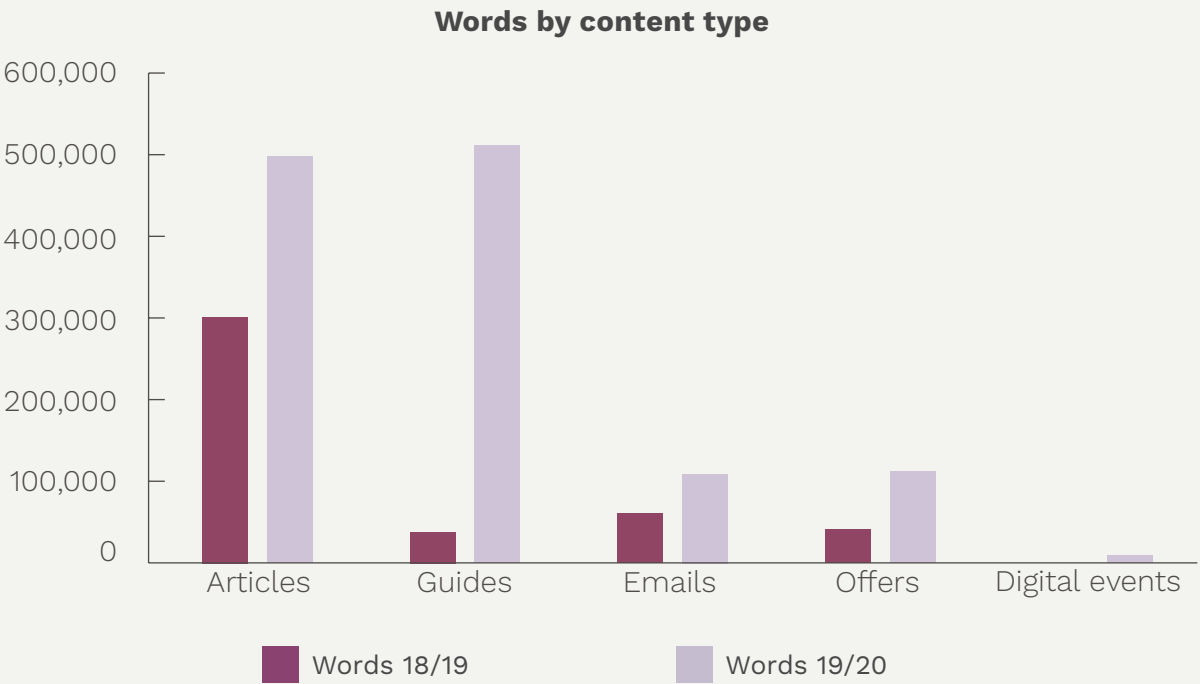
Engaging and inspiring members through content

Key to the continued success in 2020 and beyond is our Content team. Working on the values of right message; right person; right time has ensured that we remain relevant to members. In 2021, we are increasing our commitment to content and our mission remains to engage, inform and inspire.



In 2020, we invested in guides to help members in all aspects of their lives from travel and dining to lifestyle and interiors. In fact, we produced more than 200 guides in 2020. These were lapped up by members hungry for inspiration, and were translated into English, Spanish, Portuguese, Mandarin, Cantonese and Japanese. In our survey, **94% of people said Ten’s guides were very good or excellent, with 72% of people saying they read most or all of the guides.**

In total we created more than **1.4m words** that engaged, informed and inspired members.

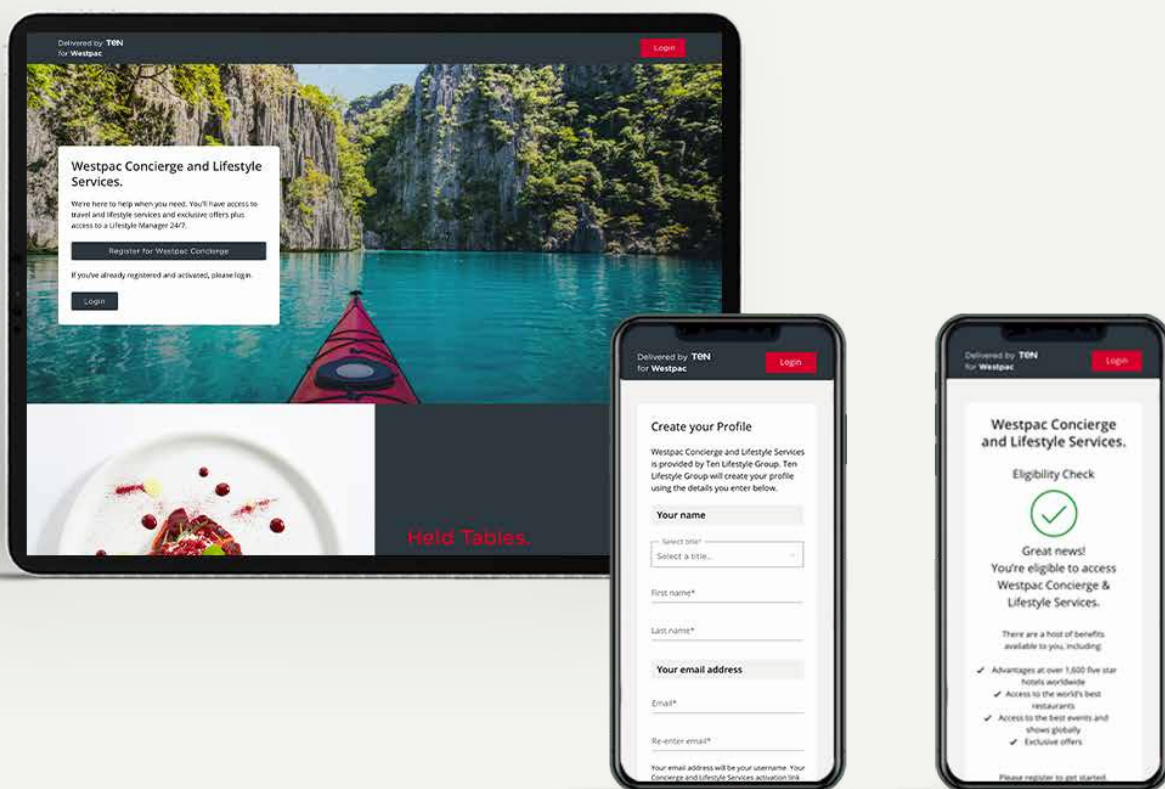


2020-21 Focus: accelerating personalization

We piloted a major new program of personalization in **Canada**, allowing new members to tailor their concierge service to make it more effective. Members of the schemes who have opted in will receive a more personalized service including:

- Access to our gifting and event specialists, who can help organize special anniversaries and birthdays. From booking romantic meals and blowout family vacations for a milestone occasion, to finding the perfect gift, they've got our clients covered.
- More targeted recommendations based on key client locations, including their home, work and places they frequently visit.
- Recommendations around specific leisure interests, such as tech, golf, fashion, food and wine.

This program is so popular that we've speeded up its roll-out. We're adding more clients in the UK and LAC this year, with a full global launch to follow in 2021. The program itself will be expanded so that members can personalize around specific propositions including dining and travel.



We've worked hard here at Ten, adapting quickly to clients' and members' needs and continuing to innovate so that we build on our position as the world's leading concierge company.

We supply not only what our members want and need today, but anticipate what they might want and need tomorrow. This adds value and grows loyalty to your brand. This, in turn, drives customer acquisition and retention in a world that thrives on change.

Contact Ten today to discover how you can improve your key customer metrics through our concierge services.