

CASA DEL MAR BEACH, GOLF & SPA RESORT

(<http://www.casadelmargolfandspa.com/>)

Overview

An intimate hacienda-style luxury resort, Casa del Mar Beach Golf & Spa was positioned in the North America and Mexico market as the leading hotel for offering extraordinary value in the trendy Tourist Corridor of Cabo San Lucas. Through the execution of a strategic marketing and promotional program focusing on the key strengths and news of the resort, AMPR targeted A-list travel, lifestyle print broadcast and online media establishing momentum for editorial coverage, resulting in measurable increases in media exposure and sales volume.

Objectives

- Position Casa del Mar Beach, Golf & Spa Resort to the North American and Mexico markets as Mexico's 19th century Mexican hacienda style luxury resort renowned for offering its extraordinary value
- Create high-level exposure in major media which motivate consumer preference: magazines, newspapers, syndicated columns, broadcast outlets (television and radio) and the Internet
- Create strategic alliances and cooperative promotions with select 'like-minded' companies and online media various partners in order to increase overall awareness and promote need periods
- Emphasis on building awareness for Casa del Mar's weddings offerings via multimedia promotion and pitching top bridal outlets

Results

- A-list media placements in *Bridal Guide*, *TravelAge West*, *American Spa*, *US Airways*, *Wine Spectator*, *El Financiero*, *Cincinnati Enquirer*, *ForbesTraveler.com*, *Recommend*, *Gentry*, *ForbesTraveler.com Travel Agent*, *Meeting Focus*, *New York Times*, *Passport Magazine*, *Incentives & Meetings International*, *Central Coast Magazine*, *Woman's Day*, *Penticton Western News*, *Calgary Herald*
- Secured a promotional sweepstakes with Sony Pictures for the upcoming film release, **Basic Instinct 2** starring Sharon Stone and David Morrissey. Estimated impressions: 4.5 million; value: \$30,000; Opt-in Leads Database: 3,000 names
- Press Release and pitch efforts on "Summer Salida" promotion generated **1,200** room nights in 2005