



**Destination Promotion Campaign**  
**PPR Communications**  
**June 2004**



# PPR Communications



## Who We Are



- Miami-based travel PR firm since 1991
- Managed by partners Ginny Craven and Beth Nelson
- More than 30 years experience in the travel industry
- Seasoned hospitality industry veterans
- Offer full range of marketing communications services
- Known for professional counsel and highly personalized service





# Why PPR?



- Experience (tourism/branding)
- Contacts (media/partners)
- Knowledge of N. American market
- Knowledge of Jamaica
- Experts on Eco-Tourism
- Respect your priorities
- Responsiveness



# Who We Know

## **HOTELS & RESORTS:**

Eden Roc Renaissance Resort & Spa  
The Essex House Hotel & Suites, Miami  
Royal Oasis Golf Resort & Casino, GBI  
Holiday Inns of The Bahamas  
Round Hill Hotel & Villas, Jamaica  
The Calabash Hotel, Grenada  
Nisbet Plantation Beach Club, Nevis  
The Reefs, Bermuda  
Peter Island Resort, BVI  
Cobblers Cove, Barbados  
Atlantik Beach Resort, Grand Bahama Island  
Abaco Beach Resort & Boat Harbour  
Old Bahama Bay, Grand Bahama Island  
Jumby Bay Island, Antigua  
Grace Bay Club, Turks & Caicos  
Villa Nova, Barbados

## **ATTRACTIONS:**

Parrot Jungle Island  
Vizcaya Museum & Gardens  
Metrozoo

## **TOUR OPERATORS:**

Grand Bahama Vacations  
African Dream Vacations  
Island Destinations  
Costa Rica Expeditions  
Air Jamaica Vacations  
Far and Wide Travel

## **CRUISE LINES:**

Tempress Adventures, Costa Rica  
Imperial Majesty Cruise Line

## **HOSPITALITY COMPANIES:**

Carnival Hotels & Casinos  
Interval International (vacation exchange)  
Renaissance Hotels Florida  
The Ruffin Group  
Divi Resorts  
Pemberton Hotels  
Pineapple Beach Clubs  
Continental Plaza & Plaza Las Glorias  
Hotels





# Your Account Team



## **Ginny Craven**

- *Founding Partner*
- *20+ years of experience in Caribbean*
- *Expert on adventure and eco-travel, luxury/boutique hotels*
- *Branded Temptress Adventure Cruises, Costa Rica*

## **Beth Nelson, APR**

- *Managing Partner*
- *Former PR Director, Carnival Hotels & Casinos*
- *Branded Grand Bay Hotels/Registry Hotels & Resorts*
- *Marriott and Renaissance Hotels Florida*

## **Leean Bowman**

- *Vice President*
- *Handled The Bahamas account at PIR/Canada*
- *Expert at promoting niche market travel experiences*
- *Tour operator and hotel PR experience*
- *Strong product/promotional contacts*

## **Lindsay Dufresne**

- *Account Coordinator*
- *Currently assists with Biras Creek, Cobblers Cove, Eden Roc Resort & Spa*



# Case Studies



## **Eden Roc Renaissance Resort & Spa, Miami Beach, FL**

- \$24 Million renovation
- Reposition in the Four Star segment
- 1.5 Billion media impressions
- Increase in average rate from \$173 to \$188
- Increase average occupancy from 67% to 73%
- Attracted attention of Marriott – re-branded as a Renaissance in October 2000

Figures from July 1999 – July 2000





# Case Studies



## Tempress Adventure Cruises

- Fledgling eco-adventure cruise line in Costa Rica (1991)
- Established North American brand campaign over seven year relationship
- Expanded fleet of ships
- Added itineraries to Belize and Panama
- \$140 Million worth of exposure
- Acquired by Cruise West in 2002



# Results...Results...Results

**TRAVEL & LEISURE**

2001 **World's Best Awards**

Small Hotels

Advanced Search

Contact Us

http://www.travelandleisure.com/worldbestresults.cfm

**SOJOURNS AMERICANWAY**

Site Dreams On Grenada

DOUBLE YOUR FUN! ST. CROIX - ST. JOHN

TRAVEL & LIFE

Caribbean

12 Most Romantic Hotels

BRIDES

sand castle

CHICAGO Four Seasons Hotel

**Condé Nast Traveler**

The Best Places to Stay in the Whole World

1999

**GOLD LIST**

The 500 top hotels, resorts, spas, and cruise lines in Europe, Asia, the Americas, Australia, Africa, and the Pacific

**BRIDES**

sand castle

CHICAGO Four Seasons Hotel

**The New York Times Magazine**

**SOPHISTICATED TRAVELER**

PART 2 (NOVEMBER 2001)

THE WALKER TRUST JOURNAL, FRIDAY, MAY 2, 2002

**Barbados - British Class and Asian Style**

After all night, Conrad Lark, Barbados

Phoenix Activity now offers the best Barbados

**THE PROPERTY REPORT**

Ten Trophy Hotels: Real-Estate Pros Make the Call

**BOSTON Four Seasons Hotel**

**CHICAGO Four Seasons Hotel**

**ORLANDO, FLA. Disney's Grand Floridian Beach Resort**

PHOENIX The Phoenix





# Added Value



## Why PR?

- PR is many more times credible than advertising
- PR explains the whole story, not just a specific part
- PR is many times more cost-effective than advertising

Annual PR Fee \$72,000

1 full-page cover ad, one time only:

Conde Nast Traveler: \$90,655

Travel + Leisure: \$103,980

National Geographic Traveler: \$69,990



# Situation Analysis



# Situation Analysis

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## PERCEPTION

- Research
  - Marketing Research
  - Interviews (internal)
  - Interviews (external)

## REALITY

- Current Situation
  - EFJ Funding
    - Preventive Maintenance
    - Training Programs
    - Destination Promotion Campaign
  - Sustainable Development
    - EAST
    - Ridge to Reef
    - CWIP
    - Green Globe Certification
- Lack of additional support

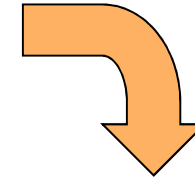


# Situation Analysis



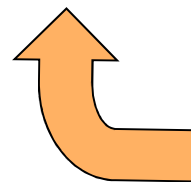
Sustainable  
tourism

Ltd. Funding  
Low Occupancy  
Low Avg. Rate

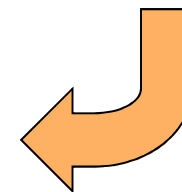


More lucrative  
markets/higher  
avg. rate

Destination  
promotion  
campaign



More Visitors = More  
Money for Capital  
Improvements





## Situation Analysis

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### **PERSPECTIVES**

- Competitive Outlook
  - Dominica
  - BVI
  - Costa Rica
  - Jamaica

### **OBJECTIVES**

- Business Objectives
  - To increase hotel occupancy from a current 20% to 40% over the one year period July 2004 – July 2005
  - To increase employment to correspond with increasing occupancies
  - Boost tourism to directly and indirectly improve the socio-economic well-being of Port Antonio



## Situation Analysis



- Communication Objectives
  - Create awareness of Port Antonio as an Eco-Adventure/Heritage and Culture tourist destination that is committed to sustainable tourism
  - Motivate target audiences and/or their travel industry partners to seek additional information about Port Antonio in vacation planning
  - Promote events, packages, and other special offers to assist in building soft/shoulder seasons and to maintain profile during peak season
  - Work with Solimar to keep website content current
  - Work with other industry partners to leverage Port Antonio





# Campaign Theme





## Campaign Theme



# Port Antonio "The Other Side of Jamaica"



## Campaign Theme Rationale

### WHY WE LIKE IT

- Succinct
- Catchy
- Differentiates Port Antonio
- Positioning – geographic & perception



***Port Antonio -- "The Other Side of Jamaica"***



# Campaign Strategy

***Port Antonio -- "The Other Side of Jamaica"***



## Campaign Strategy

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### TARGET AUDIENCE

- Travelers
- Tourism trade
  - Internal
  - External
- Internal government
- Port Antonio citizens (find source of pride)
- Investors/funding groups



***Port Antonio -- "The Other Side of Jamaica"***



## Campaign Strategy

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- Key Messages
  - Authentic Jamaica
  - Sustainable Tourism (Green Globe Destination)
  - Port and Marina
  - Romantic/Bridal/Honeymoon
  - Off The Beaten Path
  - Soft Adventure
  - Eco-Tourism (NEPA/Game Reserve)



***Port Antonio -- "The Other Side of Jamaica"***



## Campaign Strategy

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### SAMPLE TARGET MEDIA

- **Travel trades - U.S. & Canada:** Travel Weekly; Travel Agent; Recommend; Canadian Travel Press; TravelWeek Bulletin
- **Top ADI newspapers:** The New York Times; New York Post; Los Angeles Times; Miami Herald; Dallas Morning News; Chicago Tribune
- **Wire services:** Associated Press (AP); Reuters; United Press International (UPI), Canadian Press (CP)
- **Consumer travel magazines:** Travel+Leisure; Conde Nast Traveler; Caribbean Travel & Life
- **Bridal/honeymoon media:** Bride's; Modern Bride; The Knot.com; For The Bride
- **Broadcast outlets:** Travel Channel; CNN; NY1; NPR

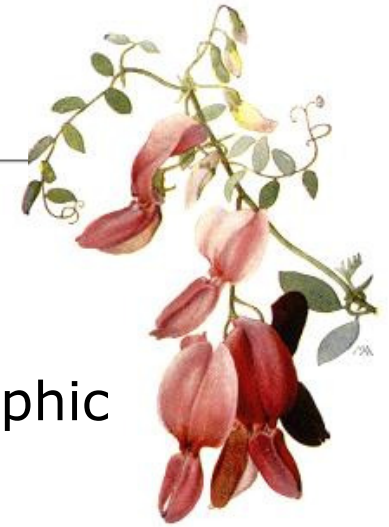


***Port Antonio -- "The Other Side of Jamaica"***



## Campaign Strategy

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### **SAMPLE TARGET MEDIA**

- **Nature/adventure publications:** Audubon Magazine; Outside Magazine; National Geographic Traveler
- **Other niche market publications:** diving; yachting; cruise trades; hiking; birdwatching; food & wine; culture
- **Key Internet sites:** CNN; PositiveTourism.com; eturbonews.com
- **Canadian consumer media:** Globe & Mail; Financial Times; Toronto Sun; National Post; Enroute, Montreal Gazette
- **Regional & city publications:** Coastal Living; Atlanta Magazine; New Jersey Savvy Living

***Port Antonio -- "The Other Side of Jamaica"***



## Campaign Strategy



What you can expect:



***Port Antonio -- "The Other Side of Jamaica"***





## Target Markets

***Port Antonio -- "The Other Side of Jamaica"***



## **Target Markets**

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- The PR program will primarily target the U.S. and Canada. If budget allows, we will also conduct limited activities in the U.K.
- Coverage will be obtained through national media venues, but activities will also target key feeder markets (a sampling follows):
  - New York
  - New Jersey
  - Washington, D.C.
  - Chicago
  - Atlanta
  - Philadelphia
  - Boston
  - Baltimore



***Port Antonio -- "The Other Side of Jamaica"***



## Target Markets

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- Continued....
  - Detroit
  - Minneapolis
  - Fort Lauderdale
  - Miami
  - Orlando
  - Los Angeles
  - Dallas/Ft. Worth
  - Houston
  - Memphis
  - Charlotte
  - Toronto
  - Montreal



***Port Antonio -- "The Other Side of Jamaica"***



## Strategies & Tactics

***Port Antonio -- "The Other Side of Jamaica"***



## Strategies

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- Build a solid foundation with the PR program
- Look to the future of Port Antonio
- Work hand-in-hand with JTB, Solimar Marketing, industry colleagues and on-island partners
- Develop additional opportunities for co-promotions and barter advertising



***Port Antonio -- "The Other Side of Jamaica"***



## Tactics

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- First Quarter (June/July/August):
  - Assist Solimar with web site development
  - Refine Port Antonio logo/develop stationery package
  - Develop targeted Port Antonio tag line
  - Prepare tailored media database
  - Conduct on-island strategy session/tour key sites
  - Refine promotional tactics (ongoing)
  - Represent Port Antonio at CTO media marketplace in NYC
  - Develop Port Antonio press kit
  - Explore barter advertising opportunities
  - Begin development of collateral materials
  - Establish Port Antonio News Bureau (U.S./Canada)
  - Refine and implement Media Relations program/press releases
  - Establish Port Antonio Feedback Forum
  - Initiate Industry/Partner Relations
  - Create color sales fact sheet



***Port Antonio -- "The Other Side of Jamaica"***



## Tactics

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- Second Quarter (September/October/November):
  - Disseminate Press Kit and announce News Bureau
  - Create photo library
  - Disseminate press releases to support shoulder season/ lead-in to peak season
  - Media Relations program (ongoing)
  - Industry/Partner Relations (ongoing)
  - Plan and host first on-island press trip
  - Begin pursuing/hosting individual press visits
  - Initiate e-marketing program to target niche market groups and industry/trade
  - Secure optional barter advertising/create media plan/ initiate placements

***Port Antonio -- "The Other Side of Jamaica"***



## **Tactics**

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- Third Quarter (December/January/February):
  - Disseminate press releases to support peak season
  - Plan and host second on-island press trip
  - Continue pursuing/hosting individual press trips
  - E-marketing (ongoing)
  - Disseminate DVD/CD-Rom to key media
  - Maintain Port Antonio News Bureau (ongoing)
  - Media Relations program (ongoing)
  - CHA Marketplace – January, Montego Bay
  - Industry/Partner Relations (ongoing)
  - Optional barter media buys continue



***Port Antonio -- "The Other Side of Jamaica"***





## **Tactics**

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- Fourth Quarter (March/April/May):
  - Disseminate press releases to support fade of peak season/upcoming shoulder season
  - Plan and host third on-island press trip
  - Continue pursuing/hosting individual press trips
  - Host NYC Media Mission with Port Antonio reps
  - B-roll photo shoot
  - E-marketing (ongoing)
  - Maintain Port Antonio News Bureau (ongoing)
  - Media Relations program (ongoing)
  - Industry/Partner Relations (ongoing)
  - Optional barter media buys continue
  - Implement program review/2nd year planning



***Port Antonio -- "It Comes Naturally"***



## Timeline

***Port Antonio -- "The Other Side of Jamaica"***

# Timeline

Port Antonio PR Program	June 2004	July 2004	Aug. 2004	Sept. 2004	Oct. 2004	Nov. 2004	Dec. 2005	Jan. 2005	Feb. 2005	March 2005	April 2005	May 2005
Web Site	Dev/pt. Site live		Ongoing Updates									
Barter Advertising	Explore Opportunities			Potential Print Advertising								
Media Relations												
Special Projects	CTO/NY									NYC Media Mission		
Media Database	Development				Updates							
Press Kit	Development					Distribution						
					Potential articles to be published							
Press Releases	Jerk Fest./CTO Release			Others TBD...								
	Potential articles to be published											
Port Antonio News Bureau	Establish			Announcement			Ongoing Maintenance					
Media Relations	Ongoing		Potential articles/publicity to be published/aired									
Group Press Trips	Trip					Trip					Trip	
						Potential articles to be published						
Individual Press Trips	Begin Coordination			Potential articles to be published								
Feedback Forum	Establish											
Collateral Materials	Create Color Fact Sheet			Create Photo Library			Disseminate CD-ROM			B-roll Photo Shoot		
									Potential articles/publicity published/aired			
Industry Partner Relations	Ongoing											
E-Marketing	Ongoing											

***Port Antonio -- "The Other Side of Jamaica"***



## What This Means To You

***Port Antonio -- "The Other Side of Jamaica"***



## What This Means To You

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- Increased employment
- Increased occupancy and average rate
- Increased revenues
- Empower local community through economic spin-off
- Raise the profile of Port Antonio with potential investors
- Improve the image of Port Antonio, particularly within the travel and tourism sectors



***Port Antonio -- "The Other Side of Jamaica"***



## How You Can Help

***Port Antonio -- "The Other Side of Jamaica"***



## **How You Can Help**

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- Be open to new ideas
- Participate in the program through both in-kind and financial support
- Keep PPR Informed (Feedback Forum)
- Invest in your product (training and capital improvements)
- Include the website in all promotional materials



***Port Antonio -- "The Other Side of Jamaica"***



# Budget

***Port Antonio -- "The Other Side of Jamaica"***





# Budget



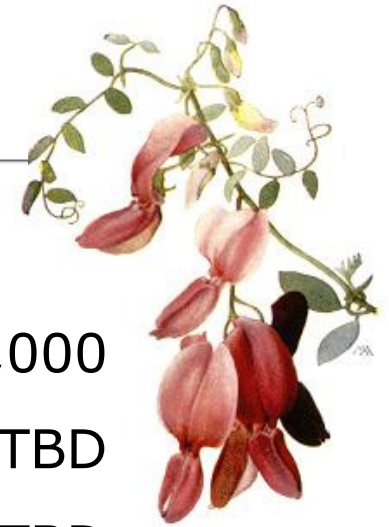
## Core Program:

Logo Re-design	completed
Stationery package design/printing	1,550
Press kit folders design/printing	4,000
Feature Wire distributions (\$700 x 10)	7,000
Group Press trips (3) hosting fee	3,000
-- airfare allocation	10,000
Individual press visits (6 x \$500)	3,000
E-Marketing	TBD
Out-of-pocket expenses	12,000
Contingency	10,000
<b>Total:</b>	<b>\$50,550+</b>

***Port Antonio -- "The Other Side of Jamaica"***



# Budget



## Optional Programs:

Advertising Media Buy	100,000
(does not include design/prod. fees)	TBD
NYC Media Mission	TBD
Video shoot (B-Roll)	5,000
<b>Total:</b>	<b>\$105,000+</b>

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