



Breathless Resorts & Spas owns the 'Celebration Vacation' to reset brand image

AMRESORTS AND RBB
COMMUNICATIONS

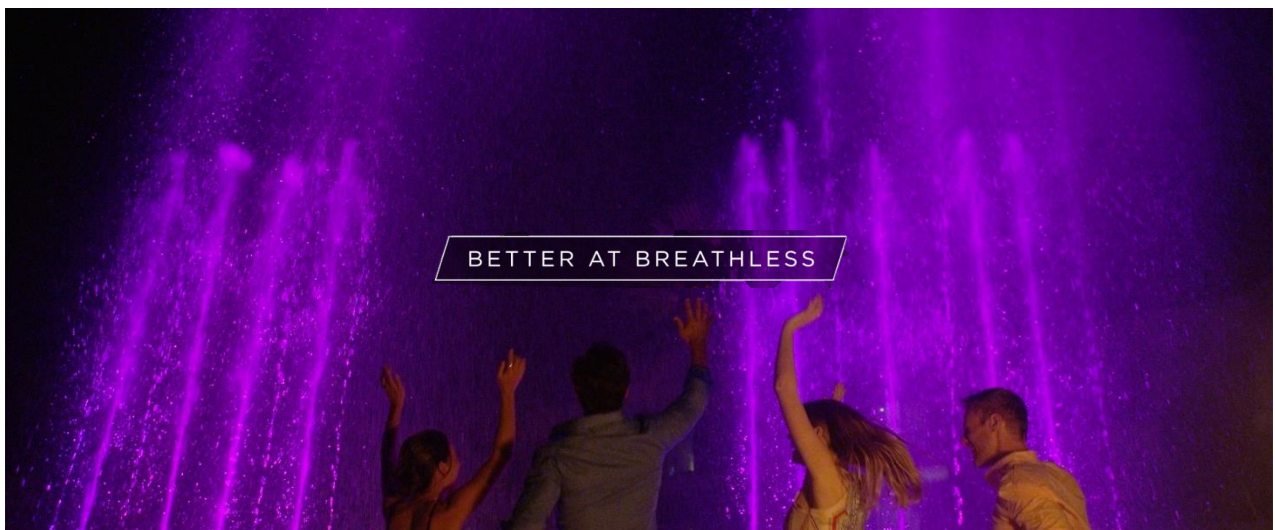
Situation:

FROM IDENTITY CRISIS TO SOPHISTICATED PLAYGROUND

Breathless Resorts & Spas was created as a luxury, adults-only brand. Five years later, reviews and editorial revealed the brand was misunderstood. The lingerie and foam parties on its website made Breathless seem more racy than classy - turning off travelers and hurting sales.

Growing competition and negative perception of travel to Mexico and Dominican Republic complicated matters, requiring a dramatic makeover.

Enter the 'Better at Breathless' campaign.



Research:

CARVING OUT A NICHE FOR BREATHLESS

Trends informed the marketing strategy:

- Rising group and occasion-based travel:
 - **34%** of travelers taking more weekend trips with friends to celebrate¹
 - **20%** of Gen Xers travel for a milestone²
 - More bachelor/bachelorette parties are now 3-day luxury getaways³
- Best tools to reach audience:
 - Influencers: **87%** of shoppers were inspired by influencers to buy⁴
 - Celebrities: **45%** believe celebrity endorsements are positive⁵
 - Social: **40%** prioritize 'Instagrammability' when choosing a vacation⁶ and **52%** of Facebook users are inspired to travel by photos⁷



Sources:

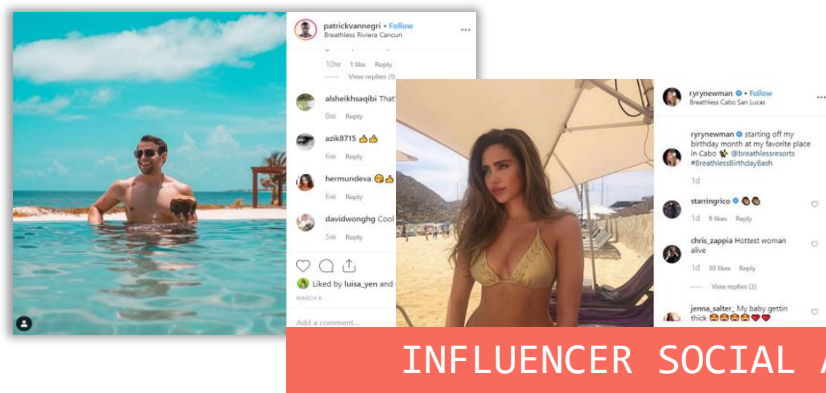
1. [Travel + Leisure](#); 2. [Vrbo](#); 3. [Bloomberg](#); 4. [Keyhole](#);
5. [Marketing Ideas 101](#); 6. [Forbes](#); 7. [MDG Advertising](#)

Strategic Message:

EVERY DAY AND EVERY
CELEBRATION IS BETTER
BREATHLESS

How We're Different: Breathless Resorts & Spas was designed for groups to mix and mingle on idyllic beachfronts. Because life is #BetterAtBreathless, guests can break the routine with activities for every mood. Amenities and extras like bottle service, help travelers celebrate life milestones, from birthdays to bachelorettes.

What Makes the Campaign Different: By owning 'celebration vacations,' the 'Better at Breathless' campaign successfully positioned the brand as a sophisticated playground for adults to escape routine, and a destination for memorable celebrations. Celebrity influencers validated the brand persona, quickly changing the social and media narrative, where travelers look to be inspired.



INFLUENCER SOCIAL AMPLIFICATION

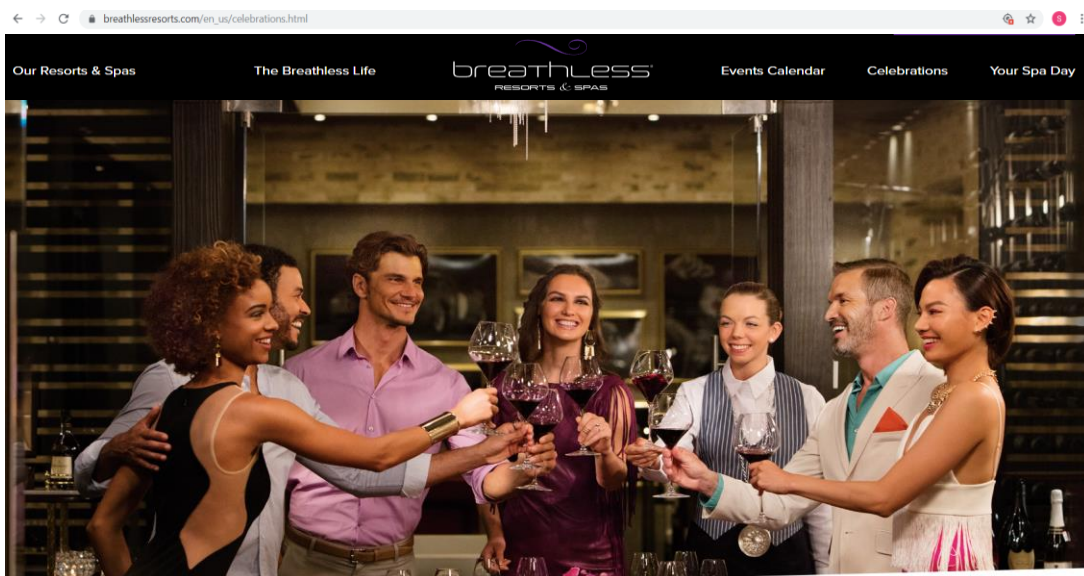
Results:

Objective 1: Increase brand visibility with strategic mix of mass-reaching influencer/celebrity partnerships and digital marketing.

Goals by tactic: At least 100M impressions, 1M video views, 100K engagements, 15% email open rate and 50K web sessions within 90 days of the relaunch to affect spring/summer bookings.

Result:

- 193M impressions across all media
- 1.75M video views and 473K engagements
- Emails saw a 45% open rate (26% above average)
- Website traffic saw a 1.3% lift with +53K sessions following the relaunch



CELEBRATIONS

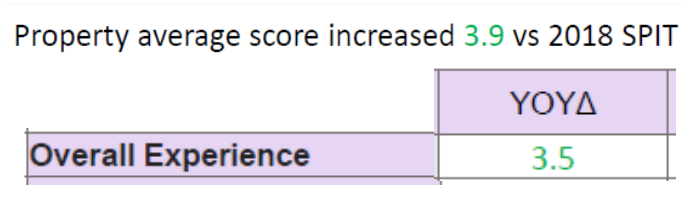
Destination celebrations are our specialty at Breathless! Whether you're celebrating a honeymoon, bachelor or bachelorette party, we've got the perfect setting for your unforgettable.

WEBSITE REFRESH

Results:

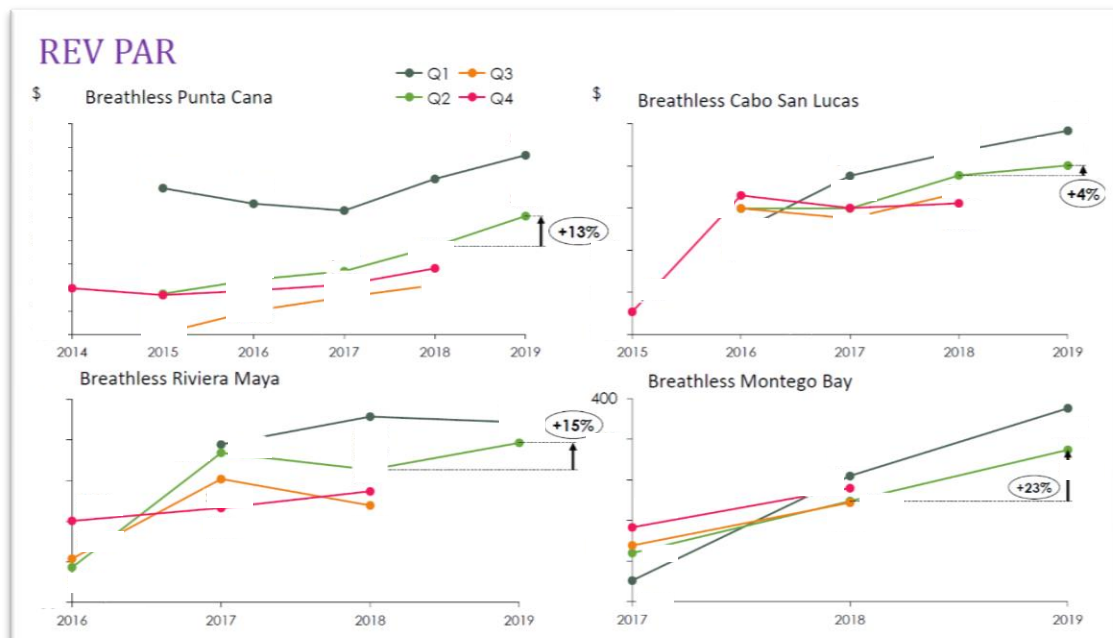
Objective 2: Improve guest satisfaction score for property experience. Goal: Increase by at least 3 points compared to 2018.

Result: Increase of 3.9 in average guest satisfaction scores, some properties seeing a jump as high as 6.7; the experience category increased by 3.5.



Objective 3: Solidify repositioning as luxury resort by impacting room rates. Goal: Command increase in RevPAR by at least 10% compared to 2018.

Result: Increase of up to 23% in RevPAR in Q2 2019.

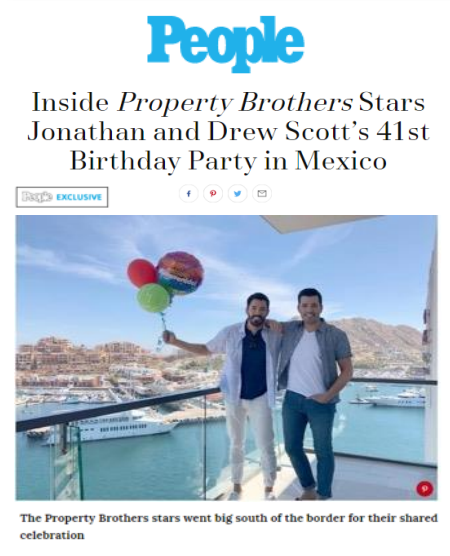


Results Snapshot:

INFLUENCERS AND CELEBS ELEVATE THE BRAND

At the heart of the campaign were influencers and celebrities to validate the luxury offering and show fans that vacationing is #BetterAtBreathless.

Hosting influencers such as actress Ryan Newman and HGTV's **Property Brothers** Jonathan and Drew Scott for birthday trips with family and friends solidified the brand repositioning as the destination for celebration vacations, and provided powerful media exposure.



Results Snapshot:

WEBSITE REFRESH AND CELEBRATIONS PAGE



CELEBRATIONS

Destination celebrations are our specialty at Breathless! Whether you're celebrating a wedding, birthday, honeymoon, bachelor or bachelorette party, we've got the perfect package to make every milestone unforgettable.

THE LAST FLING BEFORE THE RING BACHELORETTE PACKAGE




Ladies, you got the ring, set the date, selected your dream venue (and wedding hashtag) ... time to choose the perfect destination for your final festal! Be a Breathless bachelorette and elevate your party to celeb-status with our Last Fling package.

A welcome bottle of bubbly and customized banner on the bride-to-be's door are just the beginning of your bash party perfect! Reserved tables at the nightclub with bottle service will be waiting when you're ready to step out with the crew. Then, switch on relaxation mode and get pampered with manic, pedis and massages. All of this included and more!

\$135 USD (2019/2020) per person, per stay

[Learn More](#)

LAST CALL BACHELOR PACKAGE




Fellas, you've snagged the girl of your dreams and now the fun is just getting started! Looking for the bachelor party of a lifetime? Breathless Resorts & Spas has you covered. We've taken care of all the details with our Last Call package ... all you have to do is enjoy your final ride with the guys.

- Welcome bottle of liquor or sparkling wine
- Pre-arranged group dinners
- Reserved tables with bottle service at the nightclub
- Cigar roller or hookah party
- Late night in-room party

\$135 USD (2019/2020) per person, per stay

[Learn More](#)

BREATHLESS BIRTHDAY BASH



Birthday celebrations are better at Breathless! Live agelessly and take your party to the next level with our Birthday Bash package. Be greeted by a birthday banner on your door and a surprise gift in your suite. Relax at your reserved spot on the beach with a cooler filled with your favorite beer. Birthday dinner and a personalized cake? Of course!

Plus, other special touches like reserved tables and bottle service, group photo shoots, complimentary massages and more!

\$599 per group, per stay (max 10 guests)

[Learn More](#)

Results Snapshot:

BRAND VIDEO SERIES

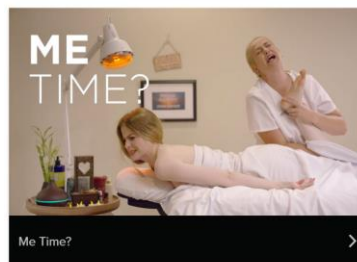
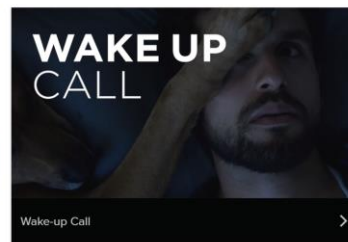
← → ↻ breathlessresorts.com/en_us/better-at-breathless.html 🔍 ☆ 5 ⋮



EVERYTHING IS BETTER AT BREATHLESS

Luxury accommodations with VIP service. Mouthwatering meals worthy of an #instafood post. Trendsetting day and night events. And, opportunities to reenergize and reconnect with your best self.

Don't believe us? Catch a glimpse for yourself.



Results Snapshot:

CUSTOM BRAND ARTICLES

THE BREATHLESS LIFESTYLE

Check out our tips and tricks to maintain your Breathless state of mind. Enhance your life skills, turn up your music and take your flairtending to the next level. We've got it all!



Making Vacation Friends 101



Do It for The 'Gram: How to Use Instagram Like a Social ...



Easy Ways to Liven Up Boring Meal Prep



How to Overcome a Workout Rut



[VIEW ALL ARTICLES](#)

Results Snapshot:

PUREWOW CONTENT PARTNERSHIP

PureWow.

