



AMResorts Doubles Down on ‘Travel with Confidence’ Promise

**AMRESORTS AND
RBB COMMUNICATIONS**

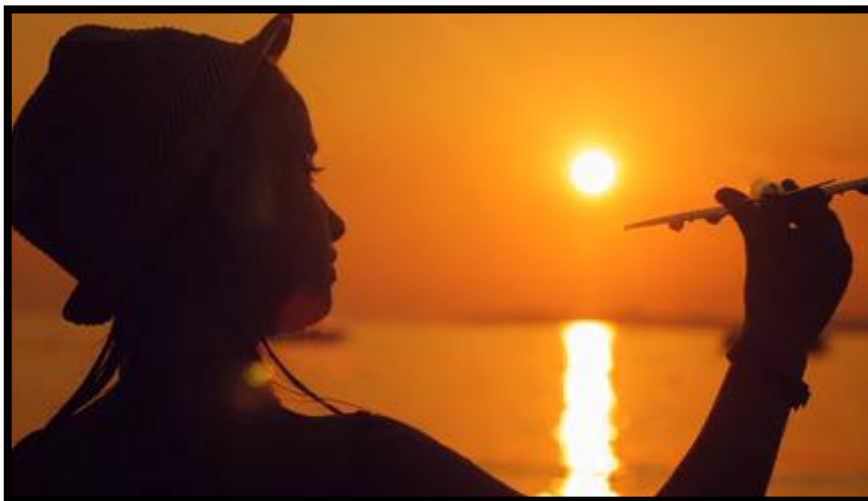
Situation:

REDEFINING THE TRAVEL JOURNEY TO CONNECT AND INSPIRE

Travel withdrawal and anxiety reached new heights during the pandemic and continued even as COVID-19 travel bans slowly lifted. Amid information overload, changing restrictions and new safety protocols issued in the travel industry, a narrative of uncertainty unfolded among consumers and most vacations were put on hold indefinitely.

Beyond enhancing its operations and cancellation policies to offer guests peace of mind and flexibility during this time, AMResorts® branded properties needed to break through the real barriers people were feeling at every step of the travel journey to truly connect and add value, which would ultimately translate to bookings when the time was right.

SAFE TRAVELS VIDEO



Overview:

RECOVERY PHASES & PROGRAM GOALS

To further strengthen its connections with guests and commitment to their wellbeing, AMResorts® launched a timely, three-phased recovery campaign focused on building touchpoints and emotional connections to ease anxiety



PHASE 1: PEAK QUARANTINE

Goal: Reach 20MM potential travelers during Phase 1 to keep AMResorts® top of mind and drive deeper connections during quarantine



PHASE 2: TRAVEL BANS LIFT; PLANNING RAMP UP

Goal: Increase awareness of new safety protocols with at least 500MM impressions during Phase 2 as travel bans lifted



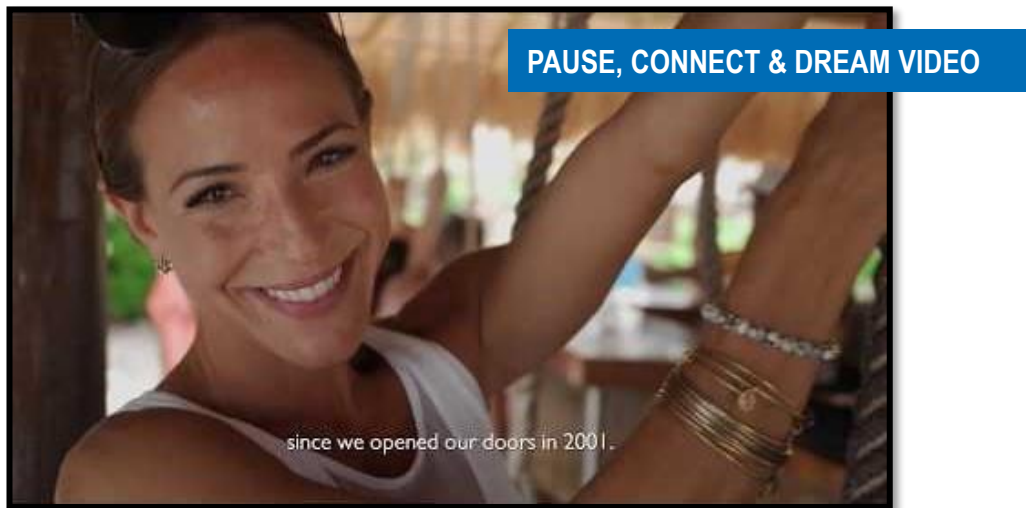
PHASE 3: CASES DECLINED; RESORTS REOPEN

Goal: Achieve \$50MM in direct bookings in Phase 3 by mid-summer

Implementation:

Phase 1 (Peak Quarantine)

Paused direct selling and launched Virtual Vacation Series to provide hope for future travel dreaming/planning via weekly themed vacation giveaways and online events, a “Pause, Connect & Dream” video, social and email campaign



Welcome to
NAMASTE HOME AND GLOW
April 27 - May 1

This week we're bringing health and wellness to you with our #NamasteHomeandGlow theme! Learn some amazing self-care tips like how to make your own hand scrubs along with healthy recipes that will have you emerging from quarantine relaxed, radiant and ready to take on the world!

OUTFIT INSPO

Channel the most Zen version of yourself! We want to see your best spa-inspired outfit complete with robes, face mask, slippers... whatever you need to feel cozy and pampered. Your favorite pair of PJ's will work too! (Sweats are your thing, make them fashionable!) Who said you can't stay home and still glow? Remember to snap a picture, submit and share with the hashtag #NamasteHomeandGlow for a chance to win this week's 3-night getaway for two!

PERFECT FOR SELF-PAMPERING

FROM OUR HOME TO YOURS

THAI CHICKEN SALAD
In the Kitchen
Take a brief break from the comfort food and surprise your palate with this hearty, flavorful Thai chicken salad! Summer is just around the corner. Your body... and bathing suit... will thank you for the greens!

INFUSED WELLNESS WATER
In the Kitchen
In honor of wellness week, we're replacing the alcohol for our wellness-inspired, infused water. Sip on the benefits, stay hydrated and de-stress into complete relaxation with this refreshing recipe.

SHARE | DOWNLOAD

amRESORTS

#DestinationDateNight
April 20-24

VIRTUAL VACATION SERIES
From Staycation to Luxury Vacation

Enter to WIN a 3-night stay!

Dreaming of a vacation escape?

While we can't be together at this time, we can bring the vacation to you - with our exclusive Virtual Vacation Series! With a fun new theme each week, we'll share a touch of the tropics including resort-inspired recipes and activities leading to a LIVE virtual event every Friday.

LEARN MORE

L: WEEKLY VIRTUAL VACATIONS EMAIL
R: VIRTUAL VACATIONS CONTENT SERIES

Implementation:

PHASE 2 (TRAVEL BANS

LIFT; PLANNING RAMP UP)

Launched enhanced 360-degree safety and hygiene program [CleanComplete Verification](#)™ with a dedicated PR and communications program (including creative assets, infographic, “Travel with Confidence” article series, and a “Safe Travels” video) to help rebuild confidence and consideration

SAFE TRAVELS VIDEO & EMAIL

Safe Travels.

Our World Has Changed. We Have Too.

As you eagerly await hearing these well wishes again, AMResorts® is taking this time to elevate our standards of quality and cleanliness to redefine your travel journey.

We have developed a 360-degree [CleanComplete Verification](#)™ program with the industry's highest third-party certifications for quality, safety and hygiene.

Increased sanitation throughout resorts including teen and kid's clubs

Hygiene check-in stations and express check-out with minimal contact

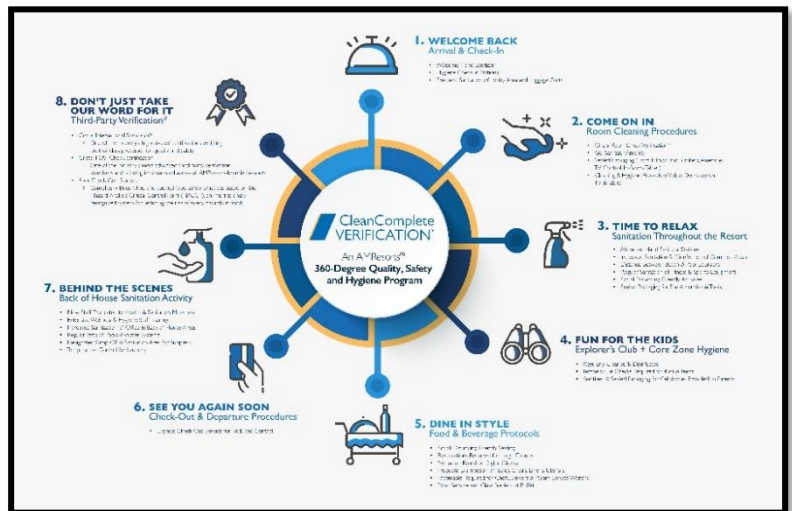
Cristal International Standards® RoomCheck verification

Our goal is to work harder so you and your loved ones can rest easier and enjoy the vacation of your dreams!

We're ready when you are!

[LEARN MORE](#)

CLEANCOMPLETE VERIFICATION INFOGRAPHIC



PROTOCOLS VIDEO

Implementation:

PHASE 3 (CASES DECLINED; RESORTS REOPENED)

Aggressive sales outreach around special offers and resort reopenings to secure new bookings

PRE-TRIP EMAIL SERIES

ZOËTRY
AGUA RIVA CAY

3 DAYS UNTIL ARRIVAL

Hello #FIRSTNAME#

You'll be here in just a few short days and we can't wait for you to experience *Endless Privileges*! Please find your reservation dates below, and as always, feel free to contact us should you need anything prior to your arrival.

Arrival Date: #STAYARRIVALDATE#

Departure Date: #STAYDEPARTUREDATE#

Number of Nights: #STAYROOMNIGHTS#

Rest easier on your vacation knowing that our CleanComplete Verification™ certified resorts have been prepared with the highest standards of quality and cleanliness. We're ready for your arrival!

[Learn More](#)

To expedite check-in, please complete this form 24 hours prior to arrival.

[Health Questionnaire](#)

SECRETS
Cap Sana
RESORT & SPA

3 DAYS UNTIL ARRIVAL

Hello #FIRSTNAME#

You will be here in a few short days and we can't wait for you to experience *Unlimited-Luxury*! Please find your reservation details below, and as always, feel free to contact us should you need anything prior to your arrival.

Arrival Date: #STAYARRIVALDATE#

Departure Date: #STAYDEPARTUREDATE#

Number of Nights: #STAYROOMNIGHTS#

Rest easier on your vacation knowing that our CleanComplete Verification™ certified resorts have been prepared with the highest standards of quality and cleanliness. We're ready for your arrival!

[Learn More](#)

To expedite check-in, please complete this form 24 hours prior to arrival.

[Health Questionnaire](#)

LIMITED-TIME SPECIAL PROMOS

**FREE NIGHT
FREE TIME**

ENJOY AN EXTRA NIGHT ON US

Book a meeting or event of 3+ nights by August 31, 2020, and receive an extra night free. Now you can add that extra time to your agenda to connect in paradise without the cost.

Book by: August 31, 2020
Travel by: December 20, 2021

[BOOK MY FREE NIGHT](#)

**TRAVEL
Freely**

WORRY-FREE EXPERIENCE
FREE CANCELLATIONS
FREE NIGHTS, FREE KIDS
& FREE UPGRADES

Book by:
July 9 –
September 30, 2020

Travel:
Hotel Reopening –
Dec 22, 2021

COVID-19 | Recovery Marketing Strategy

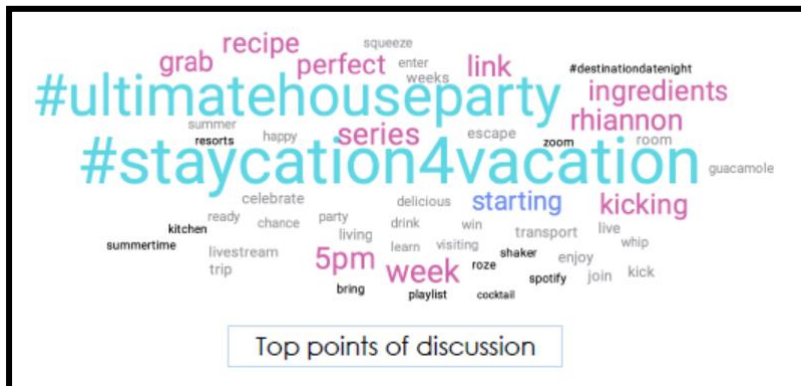
Results:

PHASE 1 (PEAK QUARANTINE)



Goal: Reach 20MM potential travelers during Phase 1 to keep AMResorts® top of mind and drive deeper connections during quarantine

Results: **39MM** impressions secured for the Virtual Vacation Series, **exceeding goal by 95%**



830K

Video impressions

222

Original Content Pieces

23.4K

Total Social Engagements

829K

Opened Emails

34%

Click-thru rate; 70% above avg.

Results:

PHASE 2 (TRAVEL BANS LIFT; PLANNING RAMP UP)



Goal: Increase awareness of new safety protocols with at least 500MM impressions during Phase 2 as travel bans lifted

Results: **700MM+** total impressions secured from the PR & Communications program, **exceeding goal by 40%**

SAMPLE EARNED MEDIA PLACEMENTS



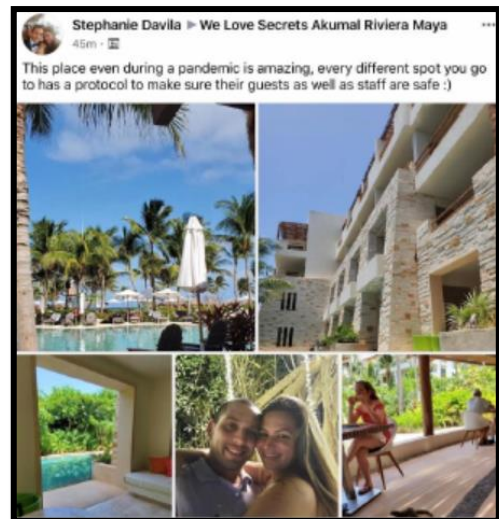
AMResorts Launches 360-Degree Resort Safety and Sanitation Program

In preparation for the reopening of its 58 beautiful, luxurious, all-inclusive, beachfront properties, which can be found throughout Mexico, the Caribbean, Costa Rica and Panama, [AMResorts](#) is introducing its new [CleanComplete Verification](#) program. This comprehensive, 360-degree quality, safety and hygiene system is backed by one of the industry's highest-level, third-party certifications for quality and safety—[Cristal International Standards](#).

The fresh, targeted health and safety initiative will work to further elevate existing standards of quality and cleanliness universally across AMResorts' portfolio of brands: [Secrets](#), [Breathless](#), [Dreams](#), [Zoetry](#), [Now](#), [Reflect](#), [Sunscape](#), and Alua Hotels & Resorts.

Additionally, every property is implementing Cristal's 'Prevention of the Spread of Infection' (POSI) audit protocol, one of the industry's most advanced third-party verification standards, and AMResorts is among the first companies to employ these standards specifically to satisfy the demands of a post-COVID-19 world.

SAMPLE SOCIAL MEDIA POST



176

Total Media Placements

23.8M

Total Social Impressions

54K

Total Social Engagements

Results:

PHASE 3 (CASES DECLINED; RESORTS REOPENED)



Goal: Aggressive sales outreach around special offers and resort reopenings to secure new bookings

Results: **\$68MM** in total bookings generated from sales offer and email campaign, **exceeding goal by 36%**



SAMPLE SALES PROMOS



SAMPLE EARNED MEDIA PLACEMENT

781

Total Emails
Delivered

23%

Open
Rate

24K

Landing
Page Visits

3M

Total Social
Media Imp.

26K

Total Social
Media Eng.

1%

Click-Thru
Rate

3.6K

Website
Clicks