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 cancelation 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:

CleanComplete VERIFICATION™

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

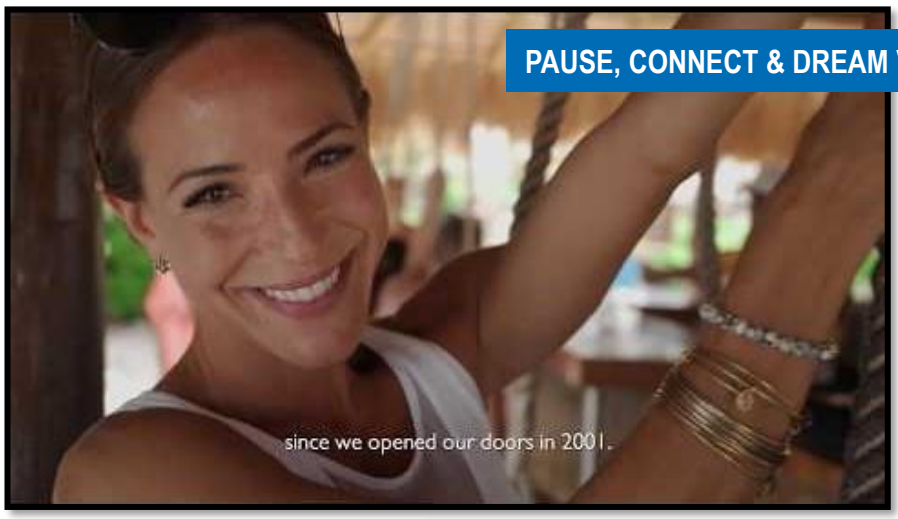
PHASE 3: CASES DECLINED; RESORTS REOPEN

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

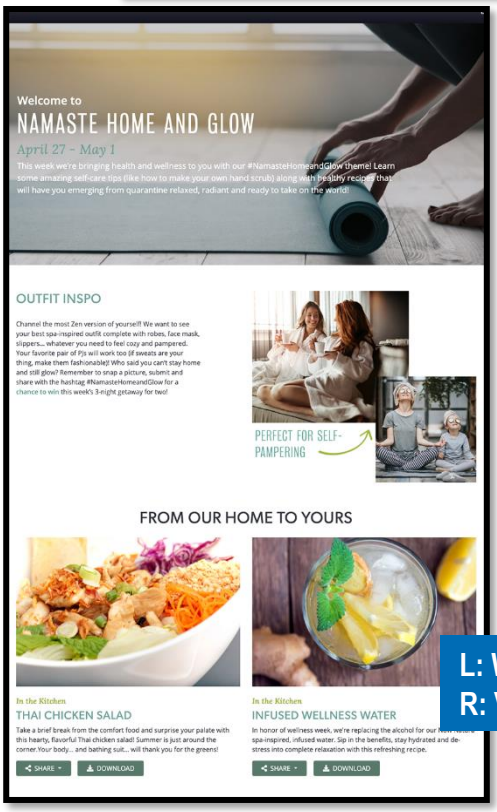
Implementation:

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



PAUSE, CONNECT & DREAM VIDEO



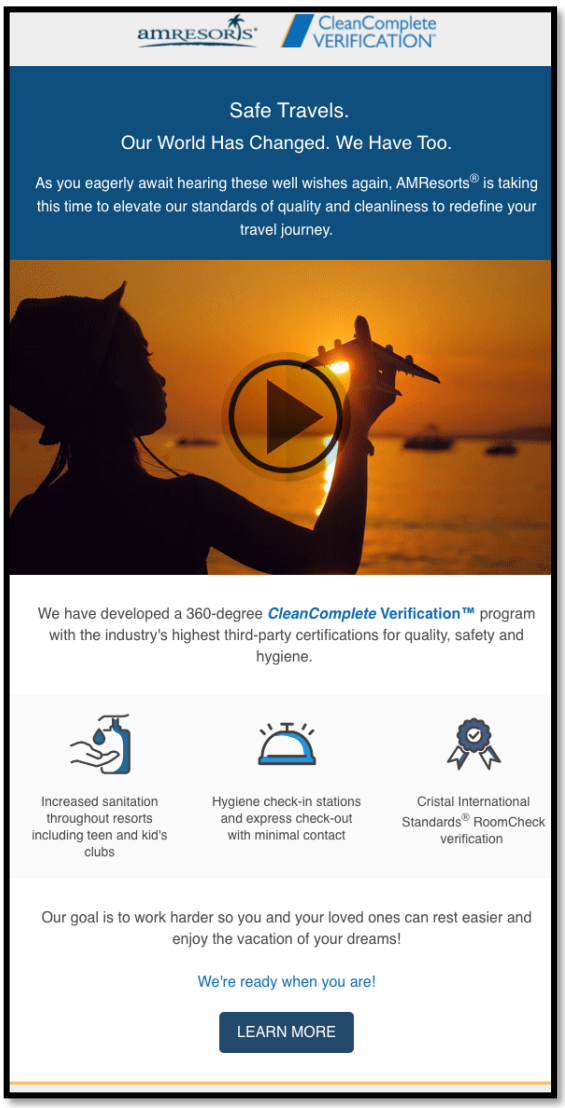
L: WEEKLY VIRTUAL VACATIONS EMAIL
R: VIRTUAL VACATIONS CONTENT SERIES

Implementation:

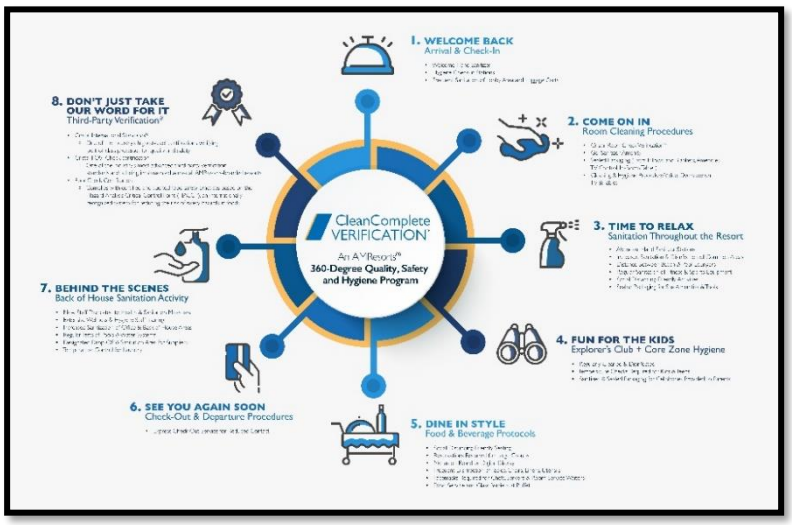
PHASE 2 (TRAVEL BANS LIFT; PLANNING RAMP UP)

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



CLEANCOMPLETE VERIFICATION INFOGRAPHIC



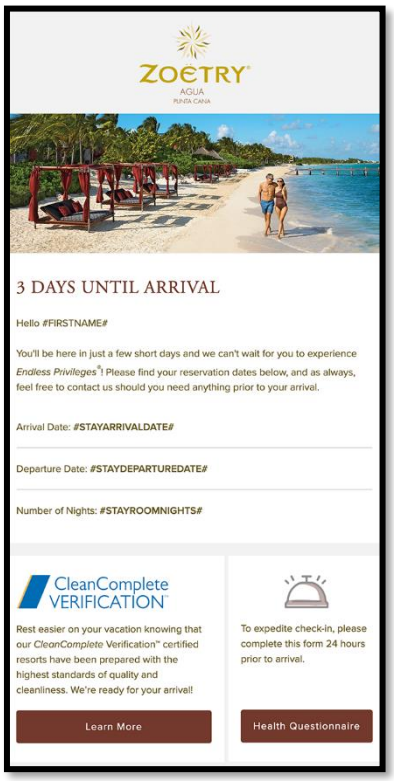
PROTOCOLS VIDEO

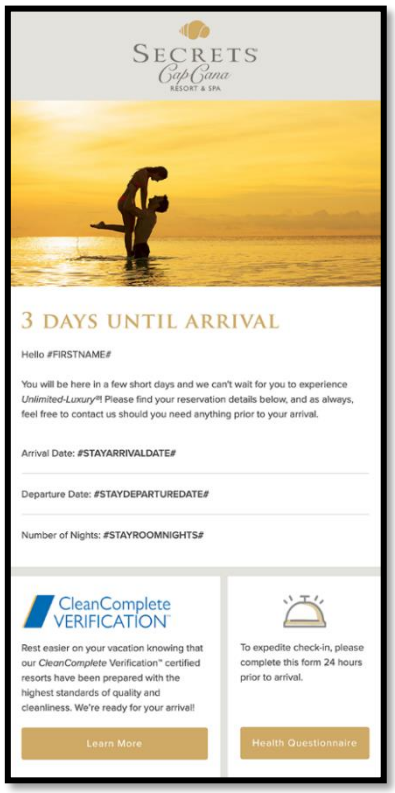
Implementation:

PHASE 3 (CASES DECLINED; RESORTS REOPENED)

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

PRE-TRIP EMAIL SERIES





LIMITED-TIME SPECIAL PROMOS

Results:

CleanComplete VERIFICATION™

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	222	23.4K	829K	34%
Video impressions	Original Content Pieces	Total Social Engagements	Opened Emails	Click-thru rate; 70% above avg.

Results:

CleanComplete VERIFICATION™

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

msn | Skift | BUSINESS INSIDER

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, Zoëtry, 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	23.8M	54K
Total Media Placements	Total Social Impressions	Total Social Engagements

Results:

CleanComplete VERIFICATION™

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	23%	24K	3M	26K	1%	3.6K
Total Emails Delivered	Open Rate	Landing Page Visits	Total Social Media Imp.	Total Social Media Eng.	Click-Thru Rate	Website Clicks