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BY THE SEA

LAUNCHING THE CARIBBEAN'S FIRST LITERARY-INSPIRED BAR

Public Relations/Communications – New Opening/Launch

KIMPTON
seafire
RESORT + SPA
SEVEN MILE BEACH
GRAND CAYMAN

BACKGROUND

Cocktails and Grand Cayman go together like sun and sand. To further that association, Kimpton Seafire Resort + Spa, introduced a unique upscale bar concept to the island with the opening of Library by the Sea (LBTS) in December 2022. The resort's extraordinary new cocktail lounge is the first of its kind on Grand Cayman, offering guests an immersive experience via award-winning cocktails inspired by literary works and authors in a stylish and design-forward space.

Diligently crafted by a world-renowned team of bar industry veterans from award-winning venues, LBTS quickly became a strong contender to be recognized as one of the best new bars in the world.



OBJECTIVES:

As the resort's agency of record since its grand opening in 2016, TURNER was in charge of executing a large-scale PR launch campaign, as well as an ongoing promotional strategy post-opening. **Our overarching objectives included:**

- Introduce LBTS as the Caribbean's premier cocktail bar, as well as establish its notoriety on a global scale to drive bookings from a new audience of beverage-obsessed travelers to the resort.
- Build awareness for the opening by engaging the resort's core consumer audiences and new beverage-focused segment with frequent, consistent messaging in the outlets they read and via curated in-market activations.

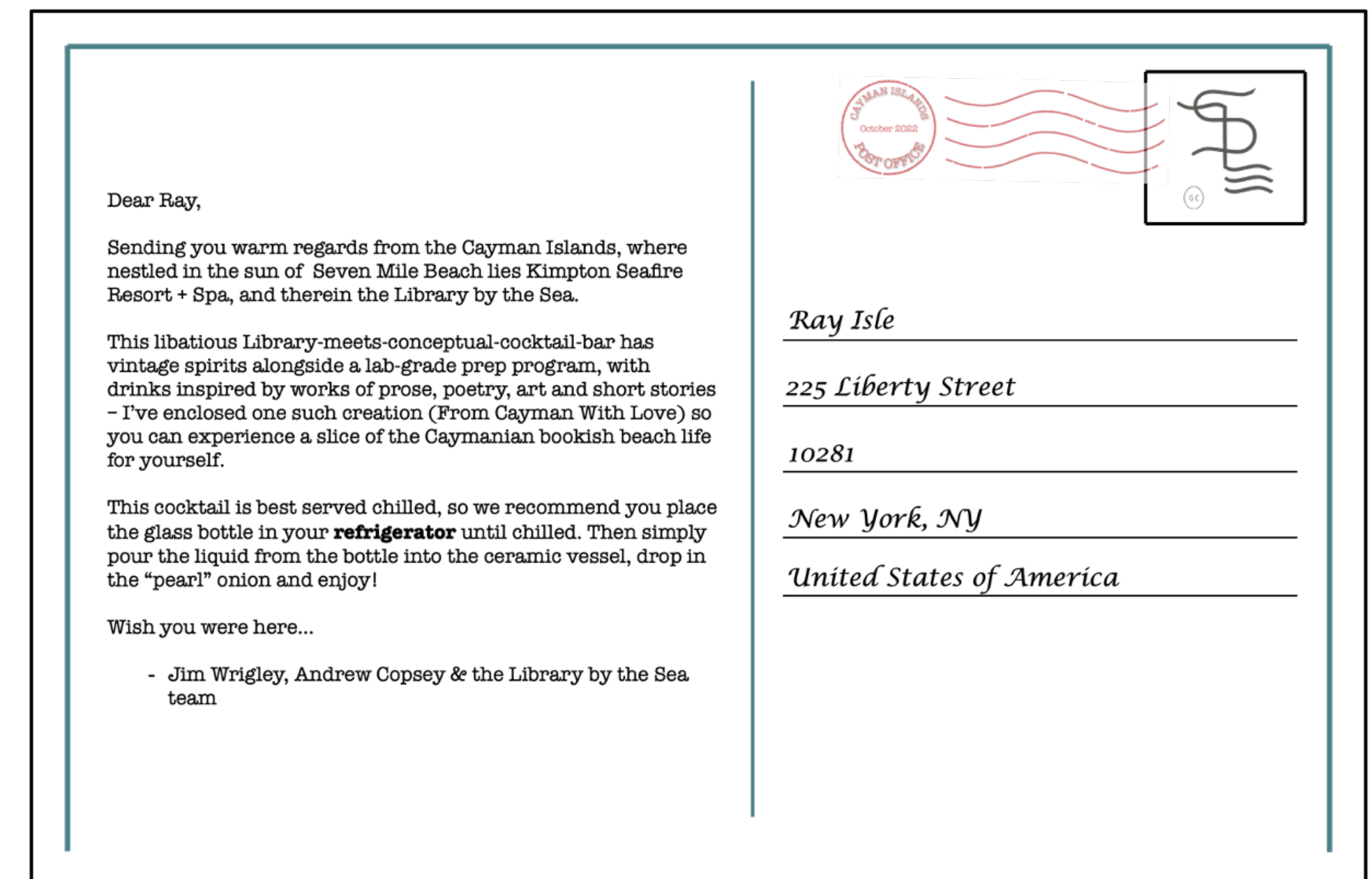
GOALS:

1. Target top-tier writers to bolster pre-opening excitement via a curated media mailer offering a sneak preview of LBTS's offerings. Convert 50% of engagements to editorial coverage or media visits.
2. Secure 10 feature placements in publications on Kimpton Seafire's target media list that highlight LBTS with a combined readership of 3,000,000.
3. Execute one LBTS grand-opening press trip hosting 2-3 writers to experience the bar.
4. Execute one media activation in NYC to introduce LBTS to top-tier editors and consumers.
5. Secure one bar-focused award recognition in a top industry publication.

RESULT #1

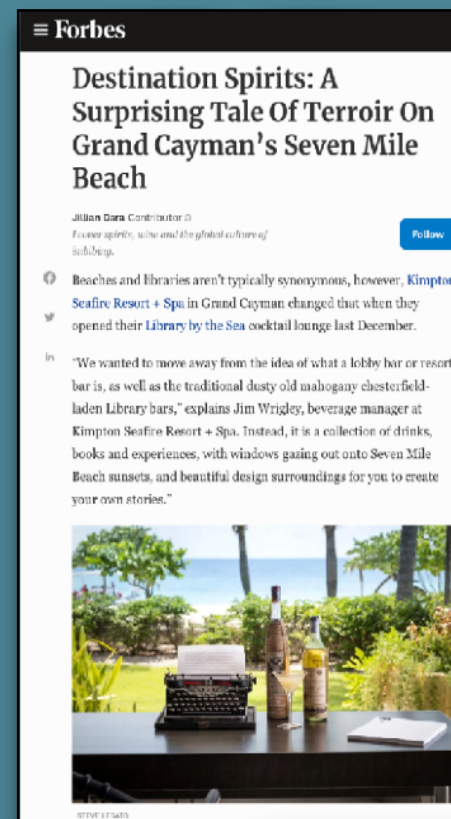
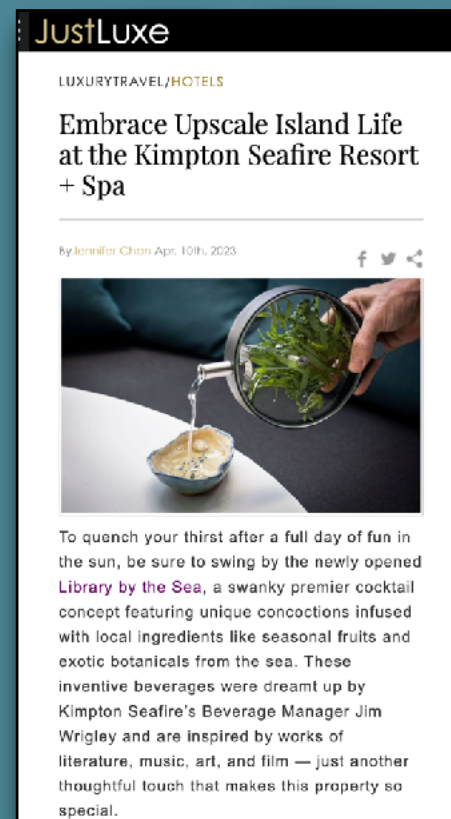
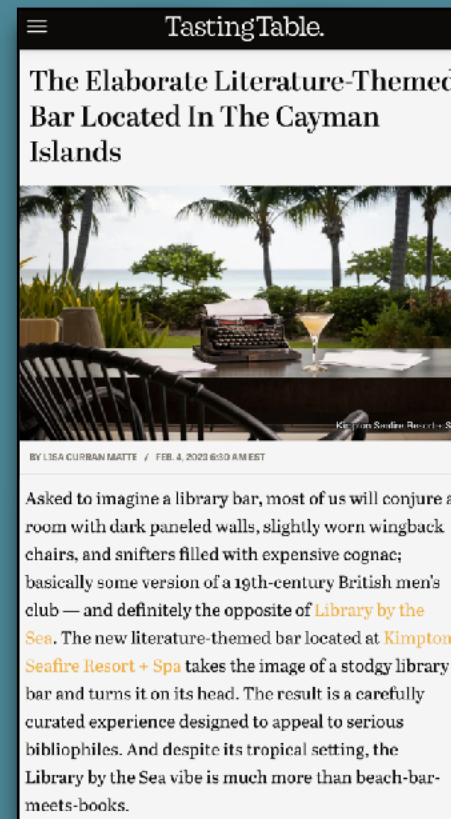
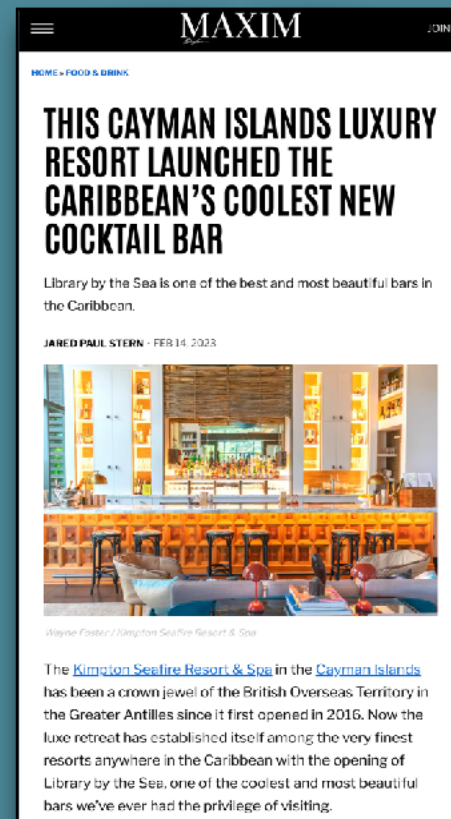
Sent out pre-opening media mailers inclusive of a deconstructed kit to create LBTS’s signature cocktail, “From Cayman With Love,” and a branded postcard to **nine writers**. This initiative resulted in two media visits and three feature stories, yielding a **56% conversion**.

Journalist	Outlet
Jeremy Repanich	Robb Report
Caroline Hatchett	Plate
Kara Newman	Liquor.com
Aaron Goldfarb	New York Times
Austa Somvichian-Clausen	Men’s Journal
Ray Isle	Food & Wine
Tim McKirdy	VinePair
Jared Paul Stern	Maxim
Caroline Eubanks	The Washington Post



RESULT #2

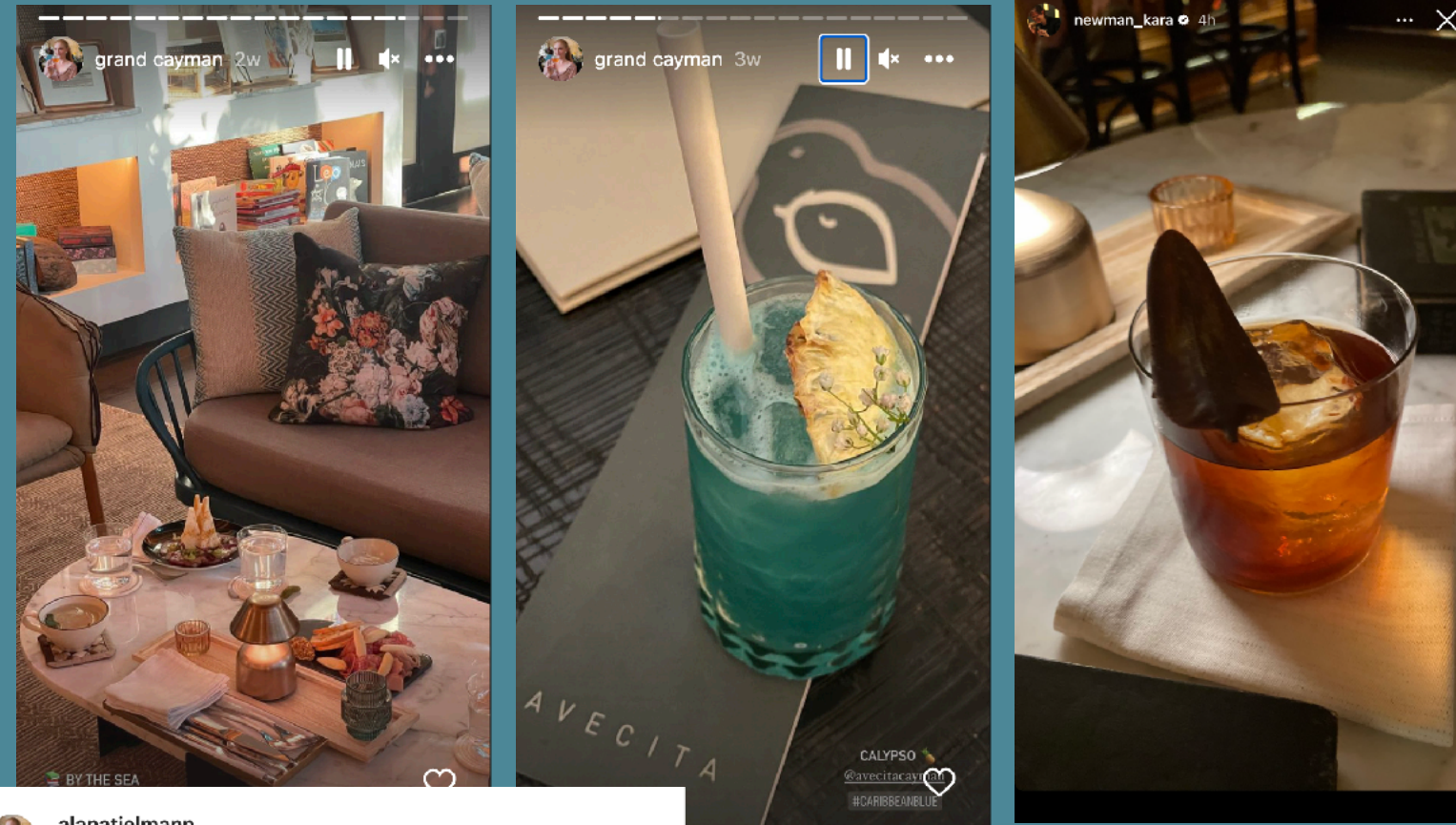
Secured 14 feature placements of LBTS publications on Kimpton Seafire’s target media list, with a combined reach of 484,239,405. Coverage highlights included placements on Liquor.com, Forbes, Robb Report, Tasting Table, and Maxim.



Outlet	Article
Trazeé Travel	KIMPTON SEAFIRE RESORT + SPA LAUNCHES NEW COCKTAIL LIBRARY BAR
Liquor.com	3 Drinks That Show Library by the Sea's New Standard for Cayman Cocktails
Tasting Table	The Elaborate Literature-Themed Bar Located In The Cayman Islands
MSN	The Elaborate Literature-Themed Bar Located In The Cayman Islands
MAXIM	This Cayman Islands Luxury Resort Launched The Caribbean's Coolest New Cocktail Bar
JustLuxe	Embrace Upscale Island Life at the Kimpton Seafire Resort + Spa
Forbes	Destination Spirits: A Surprising Tale Of Terroir On Grand Cayman's Seven Mile Beach
Robb Report (Online)	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
Yahoo! Canada	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
Yahoo! Movies Canada	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
Yahoo! Singapore	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
Yahoo! Lifestyle Canada	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
MSN	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
Robb Report (Print)	It's a Fine Martini, but Do You Have Anything... Older?

RESULT #3

Timed to the grand opening of LBTS, we hosted **three journalists** to experience the brand-new bar. Media attendees included Jared Paul Stern (Maxim), Alana Tielman (Chilled Magazine), and Kara Newman (Liquor.com).



RESULT #4

In partnership with two prominent NYC bars, Milady's and Mister Paradise, we successfully executed **two LBTS pop-up events** in each venue. Allowing, Kimpton Seafire's Beverage Manager, Jim Wrigley to showcase LBTS's offerings to a select group of elite NYC-based media.



RESULT #5

LBTS was named Best New International Cocktail Bar by Tales of The Cocktail's 2023 Spirited Awards.



The 17th annual Spirited Awards celebrates global excellence in the drinks industry and recognizes professionals, organizations, and establishments shaping the cocktail community

NEW ORLEANS, LA (April 24, 2023) — [Tales of the Cocktail Foundation](#) (TOTCF) is pleased to announce the regional top 10 honorees for the [17th annual Spirited Awards®](#). Founded in 2007 to celebrate excellence in the global cocktail community, the Spirited Awards® have become one of the most internationally recognized accolades honoring beverage professionals, products, establishments, luminaries, and media across every facet of the drinks industry on a global scale. In partnership with Forbes, the Spirited Awards® official media partner, TOTCF will honor recipients during the Tales of the Cocktail® (TOTC) conference, which is taking place in New Orleans from July 23-28, 2023.

2023 Spirited Awards® Regional Top 10 Honorees (in alphabetical order):

INTERNATIONAL ESTABLISHMENTS

**Due to ties, some categories have more than 10 honorees.*

Best New International Cocktail Bar – Latin America & Caribbean (LATAM&C)

- CATA Agave Bar — Tamarindo, Costa Rica
- Comeré — Oaxaca, Mexico
- Door No.4 — Georgetown, Cayman Islands
- Jardín Tragos y Pasteles — Bogotá, Colombia
- Juliana — Guayaquil, Ecuador
- Library by the Sea at The Kimpton Seafire Resort — Seven Mile Beach, Cayman Islands
- Mamba Negra — Medellín, Colombia
- Mulberry Project at Tribu Hostel — Holbox, Mexico
- Rayo Cocktail Bar — Mexico City, Mexico
- Sastrería Martínez — Lima, Peru

A Look Back at the Singapore x Tales Residency

The New Orleans Spirits Competition "Spirits of the Year" Winners Announced

Tales Of The Cocktail Foundation Announces 2023 Spirited Awards® Winners

Watch Live: Tales of the Cocktail 17th Annual Spirited Awards®