

Re-Positioning Turtle Bay Resort

The media relations program designed and executed by TLC PR for Turtle Bay Resort repositioned the resort as one of the top destinations in Hawai'i after a lengthy period of shifting ownership, general malaise and relative media obscurity. TLC PR was engaged to devise a plan to completely change the identity of the property and revive its status as the premier vacation destination on Oahu.



The strategy was to re-introduce the resort via carefully targeted editorial placements in publications with affluent readership and to highlight the concept of an "experiential-based" vacation, where the assets of the North Shore destination—captivating people, cultural icons, and the signature sport of surfing—were integrated with messages about the hotel's physical refurbishments and enhancements.

The aim was to showcase the property as a destination rather than a hotel, thus broadening the media possibilities and the value-added perception.

We immediately arranged a series of media visits for writers of affluent consumer and lifestyle publications, spa and golf magazines, and national television news.

Results: To date, the plan has resulted in millions of impressions in editorial coverage on Turtle Bay Resort. In 2005 alone over **6 million** positive media impressions with an advertising value equivalency of **\$430,500** were generated.

Emily Kaufman, the most prominent family travel expert in North America, called Turtle Bay Resort "the best family vacation destination on O'ahu" during an interview on **Good Morning America** (5 million viewers).

Results: The occupancy rate at Turtle Bay Resort now runs in the high eighty percentile and weekends are frequently at 100 percent. The average rate has been raised substantially and the resort, under the direction of new ownership,

is now positioned as offering an experience that links it directly with O'ahu's famed North Shore surfing and outdoor lifestyle. The re-positioning is critical for further investment and expansion.

Client comment: "TLC PR is an integral and critical component of our team as we strive to reposition Turtle Bay Resort. They have generated invaluable positive media about our new programs both locally and nationwide. We believe public relations is the key to communicating the resort's new image, and there is no better firm for this initiative than TLC PR."

Cindy Gagle, Director of Sales and Marketing
Turtle Bay Resort