

# HARTLING

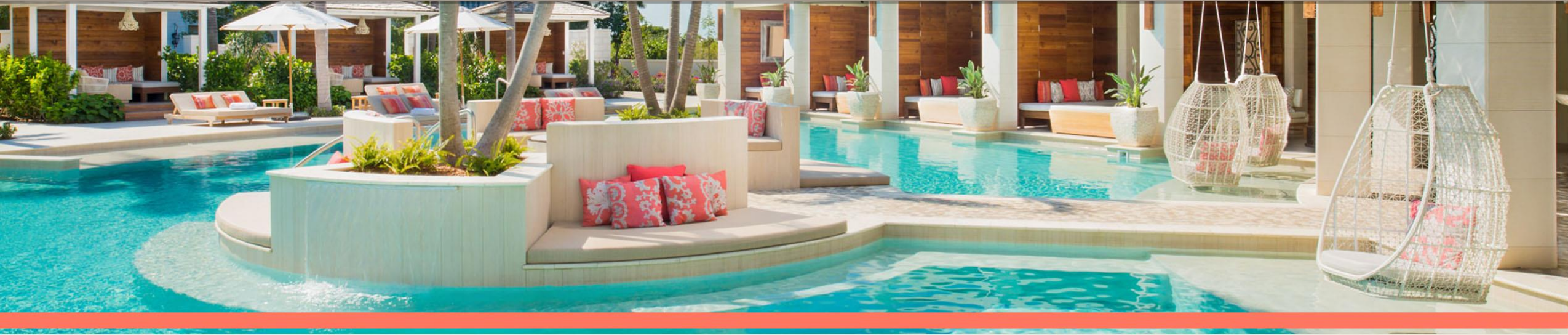
GROUP

MARKETING PRESENTATION FOR



## THE SHORE CLUB

TURKS AND CAICOS



**KAREN S. WHITT**

VICE-PRESIDENT SALES AND MARKETING

# MARKETING

What do we know about **Shore Club Marketing** from this past year...

- **Strong Social Media outreach and metrics**, often dominating with our creative and provocative posting combining both inspirational and sales messages – which did not slow down for even a minute in 2020!
- **Partner Relationships**, the key to our success, and we cherish our valuable partners including guests, owners, travel agents, wholesalers, journalists and each other.
- **Memberships with the top consortia in the world**, Virtuoso, Signature, Ensemble.
- **First-class international public relations team** with strong industry knowledge and the power to attract the top journalists from North America resulting in coverage with A-list publications and media outlets.
- The Shore Club and Hartling Group have maintained and strengthened **community relations and partnerships**.
- **Marketing is a “team” effort**, and we are fortunate to work with some of the best people in the industry in terms of travel and hospitality.

# MARKETING

## What Do We Expect for the **Future**?

- **Booking Pace/Forecast** is Promising, we are seeing double-digit increases in call volume, website traffic and occupancy/revenue pace.
- **Airlift is increasing** in TCI and the outlook for the rest of the year is optimistic.
- Turks and Caicos remains a **“favored destination”** for North American travelers and leads the region in tourism recovery.
- The **vaccine rollout** will continue to improve our position as a destination touting the ultimate in health and safety for visitors.
- According to the experts ... The Caribbean is predicted as the **destination of choice for at least the next 18 months** as consumers confidence continues to increase resulting in the decision to travel.
- This is all wonderful news for The Shore Club but please be aware .... the competition is strong, and **“WE” must continue to work very hard and closely together to remain at the top of our game in all aspects** of Sales, Marketing, Public Relations, Community Relations, Partner Relations, Owner Relations, and Employee Relations.

# COVID-19 PANDEMIC UNIQUE CHALLENGES AND OPPORTUNITIES

## MARKETING THROUGH THE LOCKDOWN

The Reservations Department remained fully functioning.

JPR Public Relations Team maintained social media presence and Zoom calls with journalists. Critical to maintain visibility even through lockdown.

All USA Marketing Representatives maintained their positions. (Ling Riley, Claudia Monero, Muzii + Associates, LUSH)

We preserved our reputation with sufficient cashflow reserves to issue all refunds.

Generous with cancellation policies and tried to incentivize rebooking rather than cancellations.

Remained intertwined with TCHTA, Ministry of Tourism, local government and CHTA as we crafted a local and regional recovery strategy

July 22 ... The numbers said to stay closed, but we needed to show WE ARE OPEN!

Tried numerous creative and imaginative strategies such as long-term stays and advance payments for future booking credits.

Faced many unique challenges during the ramp up with new protocols, health and safety standards and limited airlift.

The resort was stressed with short cancellations, no shows / difficult to manage

Our team never lost faith. We involved our employees in the process. Let them express their opinions.

While this has been an unbelievably challenging time, there are so many positives. We are so proud of our team, keeping us on top.

We also thank YOU, the owner group, as the vast majority of you were unbelievably supportive throughout the lockdown and up to now, this is a true testimony to the relationship with us.

# NEW STANDARDS

**Every single touch point throughout the guests' experience had to be reviewed.** Careful planning and extensive training was the key to our success.





# HARTLING GROUP RESORTS

## **The NEW Luxury Standard.**

- NEW Covid-19 Standard Operating Procedures.
- NEW PPE supplies for staff and guests and Social Distancing Protocols at all venues.
- NEW worry-free booking policies and cancellation restrictions at all resorts.

BORDERS  
OPEN!

**JULY 22, 2020**





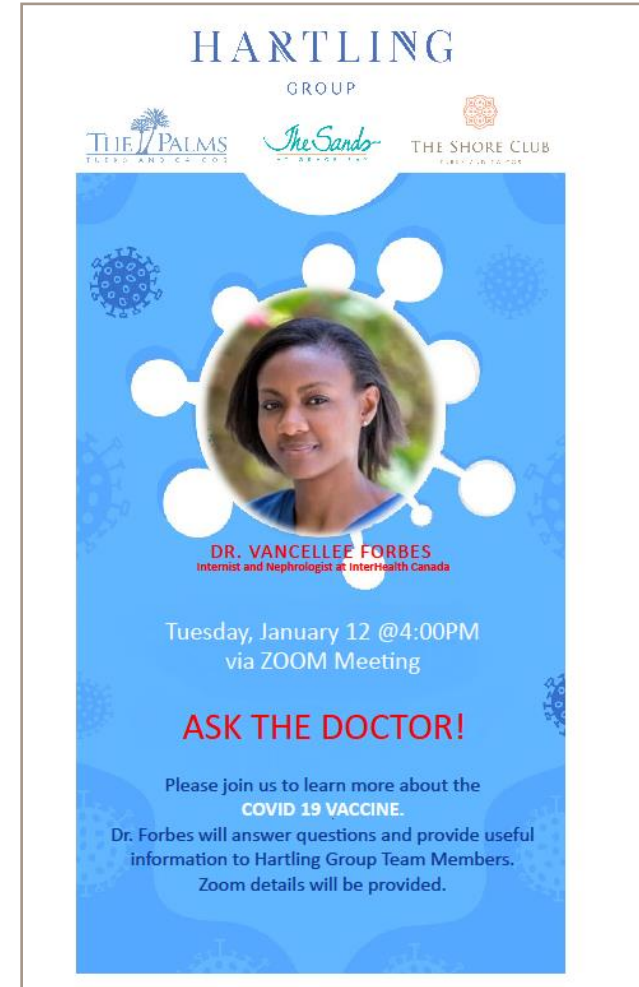
# VACCINE ROLLOUT

**January 7**

Turks and Caicos receives first batch of Vaccines from the UK.

**January 12**

Hartling Group hosts Zoom session at Palms featuring local medical professionals and our own Helen Dickson live from UK.



# HARTLING GROUP COVID-VACCINATION CHALLENGE

The Hartling Group is in full support the TCI Government's Goal toward a safe, healthy and fully vaccinated Turks and Caicos.

We want to celebrate those that are doing their part to help solve this issue of covid which has been quite damaging especially to those of us in the hospitality industry.

**GOAL:** ALL Three Properties to collectively meet the goal of 75% fully vaccinated by June 30<sup>th</sup>

**PRIZE:** \$10,000 worth of lottery cash prizes drawings. Only employees vaccinated would be able to enter.

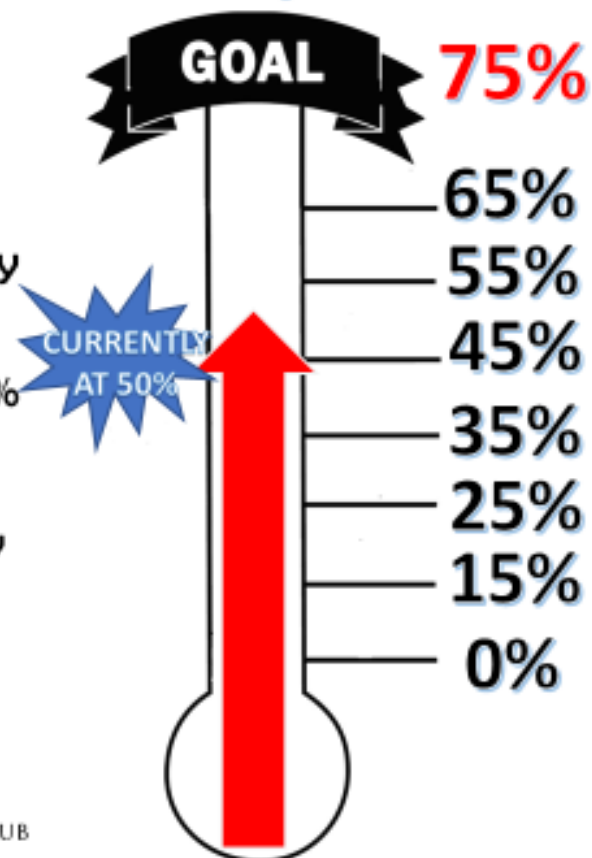
**GOOD LUCK!!** 😊

*The Sands*  
AT GRACE BAY

THE PALMS  
TURKS AND CAICOS

THE SHORE CLUB  
LONG BAY TRACH

**\$10,000**  
in Lottery Cash Draws!





# COVID -19 TESTS

January 15, 2021

Governor Nigel Dakin appoints Karen Whitt, Hartling Group to Government Covid-19 Advisory Council, the only private sector appointee.

Council will make recommendations on how to execute Covid-19 tests for all International Departing Visitors and Residents.



WSJ NEWS EXCLUSIVE | BUSINESS

## U.S. Expected to Require Covid-19 Tests for All International Visitors

Directive would expand CDC order requiring proof of negative coronavirus tests for all airline passengers from U.K.

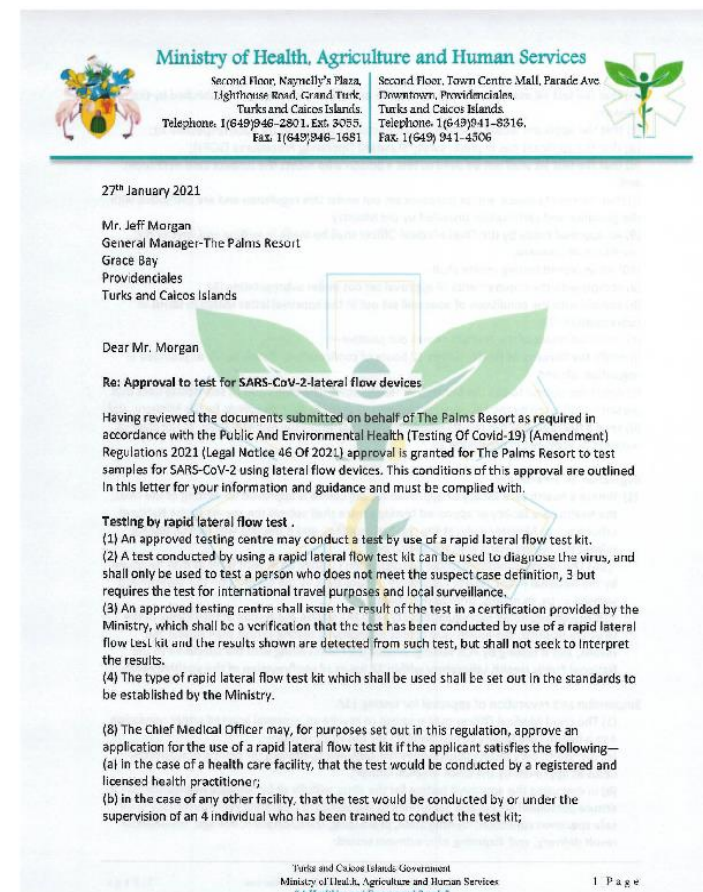


A Covid-19 testing requirement for all international travelers is expected to go into effect Jan. 26. Logan Airport in Boston.

PHOTO: CHARLES KRUPA/ASSOCIATED PRESS

By [Michelle Hackman](#) and [Andrew Restuccia](#)

Updated Jan. 12, 2021 12:55 pm ET





COVID -19  
RAPID  
TESTING



*Mon, Jun 01, 2021*

## CDC DOWNGRANDES TURKS & CAICOS ISLANDS TO LEVEL 1

The CDC website now states that there is a “very low level of COVID-19 in the Turks and Caicos Islands.”





# BOOK WITH CONFIDENCE

## **Relaxed Travel Restrictions Provide Peace of Mind**

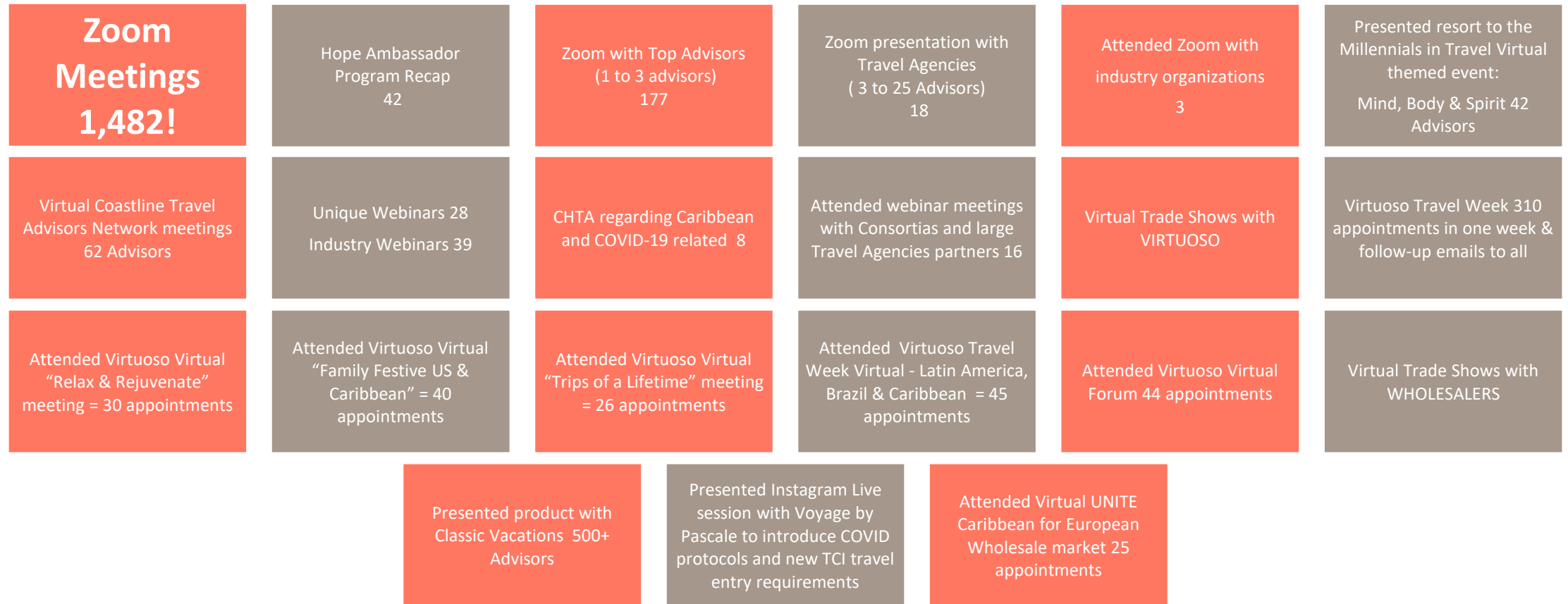
Cancel within 10-days and receive  
full refund through December 19.  
Cancel up to 24-hours prior to arrival and  
receive full credit valid for one year.

**Festive space available, 7-night minimum**

Visit [thepalmstc.com](http://thepalmstc.com) | [theshoreclubtc.com](http://theshoreclubtc.com) | [thesandstc.com](http://thesandstc.com) for full details.

# OUTREACH SUMMARY

## APRIL 1, 2020, TO MARCH 31, 2021



# OUTREACH SUMMARY

## APRIL 1, 2020, TO MARCH 31, 2021

<p>Clients Zoom Presentation Webinars hosted by Top Agencies</p>	<p>Departure Lounge, Rudi Steele Travel, Bayside Travel, Frontiers Travel, Warren Place Travel, Andrews Travel</p>	<p>EBLASTS</p>	<p>Elegant Journeys client base of 5,550 presented resort.</p>	<p>E-blast to 8,558 Travel Agents to announce re-opening of the resort.</p>
<p>E-blast to 225 Agency Owners and producers Travel Advisors to announce opening the resort.</p>	<p>E-blast to 8,558 Travel Agents to announce Covid and travel entry protocols.</p>	<p>Three separate E-blasts to 319 Top Agency Owners and top Travel Advisors:</p>	<p>E-blast for The Shore Club database for Winter promotion.</p>	<p>E-blast to 1,024 Travel Advisors to announce new direct flight from ORD to PLS (IL, Indiana, Kentucky, OH, Michigan, Missouri, Wisconsin, Iowa's Advisors)</p>
<p>SITE INSPECTION REQUESTS Arranged and confirmed total 62 site inspections with Travel Advisors</p>	<p>PERSONAL "CARE" CALLS</p>	<p>Personal individual "stay in touch" phone calls to Agency Owners and Advisors who have had productions 145</p>	<p>IN-PERSON MEETINGS</p>	<p>September, 2020 Attended Departure Lounge Annual Company meeting with 50 Advisors in San Antonio, TX.</p>
	<p>Creative Zoom sessions, interactive virtual events.</p>		<p>First on-site FAM March 2021 with Brownell Travel, one of our top travel partners.</p>	



# The Shore Club **MARKETING**

Public Relations  
Team, NJC  
Communications

Social Media,  
TTH Marketing

Website  
Management  
Fifth Gear

Display  
Advertising

Brand Standards  
& Graphic Design

Webinars

Photo and Video  
Shoots

Trade Shows

Conferences /  
Networking

Travel Partners  
Outreach

Community  
Outreach &  
Support

On-Island  
Activities &  
Events

# MARKETING

## SOCIAL MEDIA



From May 2020 to 2021, the social media marketing remained strong and consistent to keep The Shore Club top of mind for when travel returned. The strategy worked as we are on track to have the best summer occupancy ever. The team has also been focusing on food & beverage marketing to keep guests informed of the many, and exceptional, dining options at the resort.


- Instagram resort followers now **totaling over 24,000**, an increase of 40 percent
- Instagram dining followers now **totaling 856** an increase of 206 percent
- Facebook resort page followers now **totaling 11,200**, an increase of 27 percent
- Facebook dining page followers now **totaling 544**, an increase of 303 percent
- Twitter is slowly making a comeback - followers now **totaling 2,300**, an increase of 11 percent
- Total Pinterest Impressions each month range between 33k and 44k, continuously providing on average 100 website referrals per month.



# TOP ORGANIC FACEBOOK POSTS TO DATE FOR 2021

**The Shore Club on Long Bay Beach, Turks and Caicos**  
Published by Jennifer Bohmann · June 11 at 9:34 AM

Turks & Caicos New Flight Update!  
Effective October 7, 2021, Southwest Airlines will resume once daily nonstop service between Ft. Lauderdale (FLL) and Providenciales (PLS).... [See More](#)



20,607 People Reached   1,569 Engagements   ↑ +11.1x Higher Distribution Score   [Boost Post](#)

571   25 Comments   29 Shares

**The Shore Club on Long Bay Beach, Turks and Caicos is with Gordon Burton.**  
Published by IG The Shore Club Turks & Caicos · June 17 at 9:53 PM · Instagram

Long Bay Traffic Jam...  
[#longbaybliss](#) [#turksandcaicos](#) [#theshoreclubtc](#) [#provoponies](#) [#caribbeantravel](#)

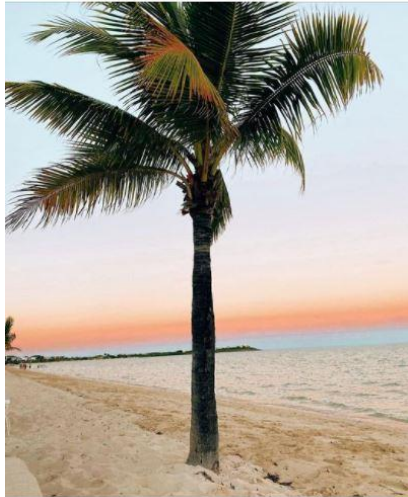


16,631 People Reached   733 Engagements   ↑ +9.4x Higher Distribution Score   [Boost Post](#)

327   35 Shares

**The Shore Club on Long Bay Beach, Turks and Caicos is at Long Bay Beach Turks And Caicos.**  
Published by IG The Shore Club Turks & Caicos · April 27 · Providenciales, Turks and Caicos Islands

Is our Long Bay Beach calling to you yet??  
[#longbaybliss](#) [#turksandcaicos](#) [#caribbeantravel](#) [#perfectbeach](#) [#travelnow](#)




11,032 People Reached   653 Engagements   ↑ +5.4x Higher Distribution Score   [Boost Post](#)

385   9 Comments   14 Shares

**The Shore Club on Long Bay Beach, Turks and Caicos**  
Published by Jennifer Bohmann · June 16 at 1:58 PM

Escape to the Caribbean with a splurge at one of these luxury stays (like the Villas at The Shore Club!)  
<https://www.10best.com/.../caribbean-luxury-hotel.../>  
Big love to Melanie Reffes



8,772 People Reached   257 Engagements   ↑ +4.9x Higher Distribution Score   [Boost Post](#)


91   2 Comments   7 Shares



# TOP ORGANIC INSTAGRAM POSTS FOR 2021

THESHORECLUBTC Posts

theshoreclubtc  
The Shore Club on Long Bay Beach, Tur...



**Post Insights**

925	135	257	75
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**Interactions** ⓘ

**601**  
Actions taken from this post

Profile Visits	532
Website Taps	48
Get Direction Button Taps	21

**Discovery** ⓘ

**12,699**  
Accounts Reached  
49% weren't following theshoreclubtc


Impressions	14,300
From Home	6,325
From Profile	3,899

**View Insights** **Promote**

6,313 views · Liked by schiffyy  
theshoreclubtc We Won!  
The Shore Club is now officially The Most

THESHORECLUBTC Posts

theshoreclubtc  
Providenciales, Turks And Caicos Islands



**Post Insights**

571	20	72	26
-----	----	----	----

**Interactions** ⓘ

**83**  
Actions taken from this post

Profile Visits	75
Website Taps	5
Get Direction Button Taps	2
Email Button Taps	1

**Discovery** ⓘ

**10,851**  
Accounts Reached  
62% weren't following theshoreclubtc


Impressions	11,993
-------------	--------

**View Insights** **Promote**

4,657 views · Liked by cmaples1  
theshoreclubtc Time to Fly!

THESHORECLUBTC Posts

theshoreclubtc  
The Shore Club on Long Bay Beach, Tur...



**Post Insights**

580	30	53	49
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**Interactions** ⓘ

**118**  
Actions taken from this post

Profile Visits	108
Website Taps	10

**Discovery** ⓘ

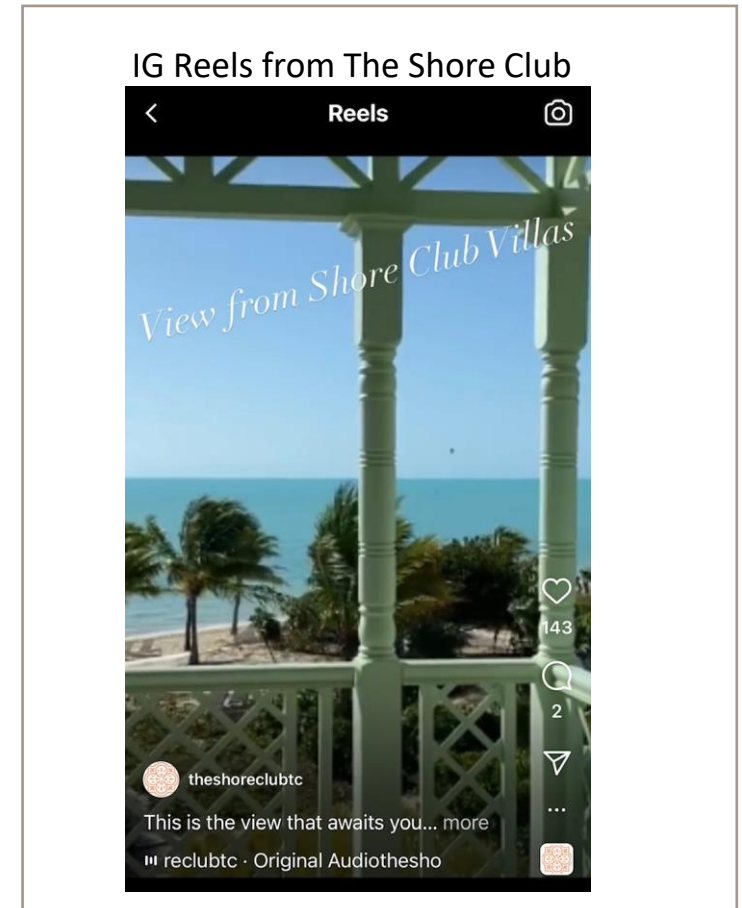
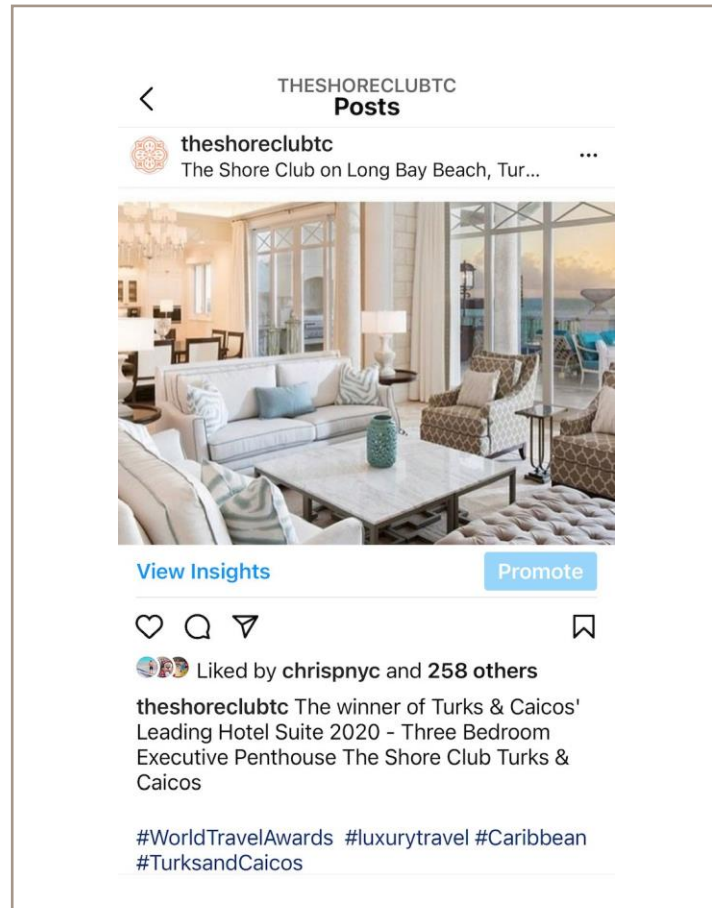
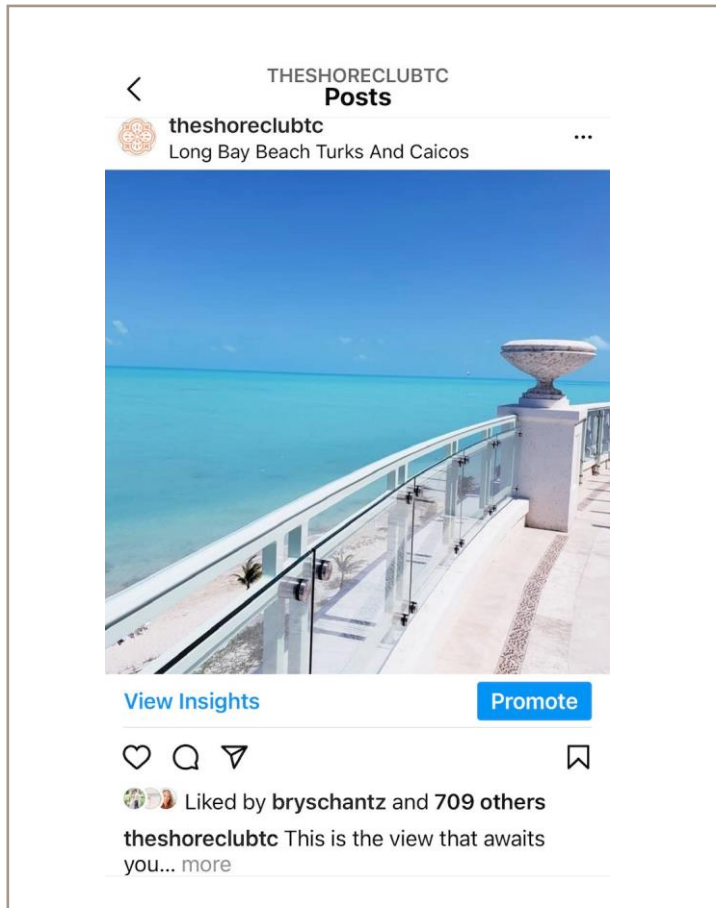
**8,765**  
Accounts Reached  
27% weren't following theshoreclubtc

Impressions	9,808
From Home	6,478
From Profile	2,217
From Explore	699

**View Insights** **Promote**

4,182 views · Liked by schiffyy  
theshoreclubtc How many of you have seen our lobby water feature? We installed last year...


# SOCIAL SHARING OF THE BEAUTIFUL SHORE CLUB ACCOMMODATIONS



# FOOD & BEVERAGE MARKETING

SUIRENTC Posts

suirentc  
The Shore Club on Long Bay Beach, Tur...




**SHORE CLUB COURTYARD**

2 for \$20  
Chef's Special  
Rolls

FRIDAY 5 PM - 8 PM  
+ ENJOY DRINK SPECIALS

[View Insights](#) [Promote](#)

Liked by mcchealy and 40 others  
suirentc SUI-REN Sushi Friday is back!

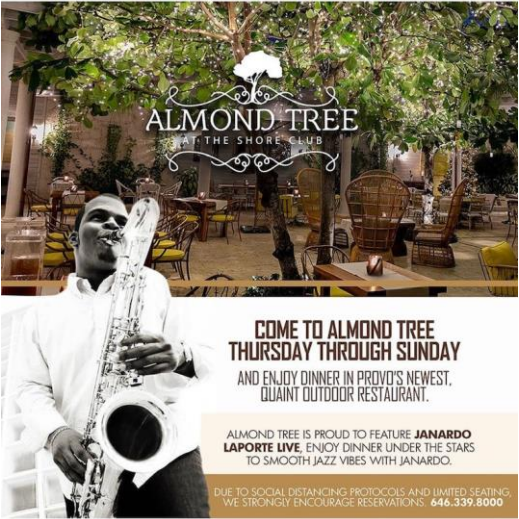


STARTED WITH A SEED

ALMOND TREE COMING TO THE SHORE CLUB 01.01.2021

SUIRENTC Posts

suirentc  
The Shore Club on Long Bay Beach, Tur...



**ALMOND TREE**  
AT THE SHORE CLUB

COME TO ALMOND TREE  
THURSDAY THROUGH SUNDAY  
AND ENJOY DINNER IN PROVIDA'S NEWEST,  
QUAINT OUTDOOR RESTAURANT.

ALMOND TREE IS PROUD TO FEATURE **JANARDO LAPORTE LIVE**. ENJOY DINNER UNDER THE STARS TO SMOOTH JAZZ VIBES WITH JANARDO.

DUE TO SOCIAL DISTANCING PROTOCOLS AND LIMITED SEATING, WE STRONGLY ENCOURAGE RESERVATIONS. 646.339.8000

[View Insights](#) [Promote](#)

Liked by pavan\_interiors and 35 others  
suirentc Thursday through Sunday...  
Dinner Under the Stars featuring the smooth



# E-MAIL MARKETING 2021

THE SHORE CLUB  
TURKS AND CAICOS

Cast your Vote for Most Instagrammable Hotel in the World!

THE FINALS

THE SHORE CLUB TURKS & CAICOS HAS MADE IT TO THE FINALS OF LUXURY TRAVEL ADVISOR'S FAMED ANNUAL CONTEST FOR MOST INSTAGRAMMABLE HOTEL IN THE WORLD.

[CAST YOUR VOTE](#)

The championship will be open through Thursday, April 8 at 9 a.m. Eastern Time. Voting is easy -- one click and no sign in.

This graphic is a vertical email campaign for 'The Shore Club Turks & Caicos'. It features a white background with a repeating pattern of small, intricate floral designs at the top and bottom. The central image shows a modern resort building with a large, ornate wicker swing chair hanging over a swimming pool. The text is centered and uses a mix of bold and regular fonts. A blue button with white text is positioned below the main text.

THE SHORE CLUB  
TURKS AND CAICOS

The Shore Club Turks and Caicos named  
The Most Instagrammable Hotel in the World for 2021!

WE WON

This graphic is a vertical email campaign celebrating the hotel's win. It features a white background with a repeating pattern of small, intricate floral designs at the top and bottom. The central image shows a modern resort building with a large, ornate wicker swing chair hanging over a swimming pool. The text is centered and uses a mix of bold and regular fonts. A blue button with white text is positioned below the main text.



THE SHORE CLUB  
NAMED THE **MOST  
INSTAGRAMMABLE  
HOTEL** IN THE  
WORLD FOR 2021!





# E-MAIL MARKETING 2020

**THE SHORE CLUB**  
TURKS AND CAICOS

**July 22, 2020 Turks & Caicos Islands Are Calling!**

**LET'S CELEBRATE  
THE JOYS OF TRAVEL**

**THE SHORE CLUB**  
TURKS AND CAICOS

**THE PALMS**  
TURKS AND CAICOS

*The Sands*  
AT GRACE BAY

**THE SHORE CLUB**  
TURKS AND CAICOS

**Hope Is On The Way - Hartling Group Resorts & Gramps Morgan**

Our entire team is delighted to present a vision of hope - imagined, choreographed and filmed by all of us at Hartling Group Resorts. If our soulful vision brings you a smile or even a joyful tear, we hope you can share the video, passing a little bit of hope forward! #HopelsOnTheWayTC

Because of the Pandemic, this special place that we call home, like so many other islands, was closed to visitors for a few months. With Tourism as our #1 income generator, you can imagine how devastating this was not only for our teams but for the entire community. During the lockdown, our CEO Mr. Stan Hartling came up with an amazing idea, wanting to do something special to motivate our teams and give them some HOPE.

We also wanted to applaud our team for the way they've treated each other with so much kindness and compassion during these very difficult times.

Amidst all the adversities, we were able to stick together, and in true Hartling style, we created something so special we are sure it will touch your heart in the same way. It's touched ours.

**We are open for business and cannot wait to welcome you back to the Turks & Caicos and to The Shore Club.**

Listen & Download Your Song

**THE SHORE CLUB**  
TURKS AND CAICOS

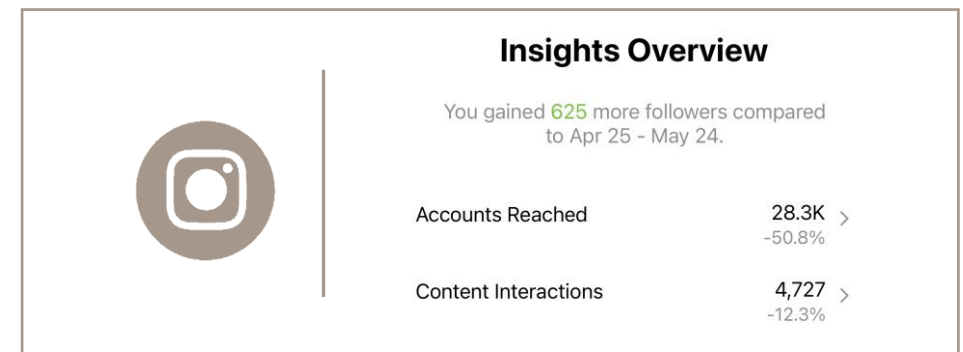
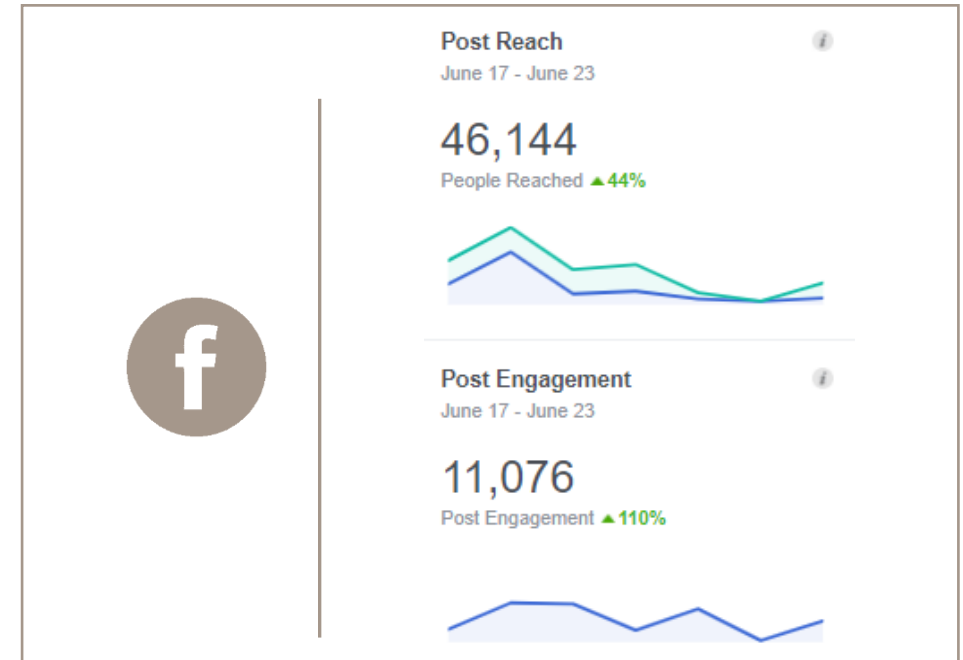
**EXTRAORDINARY TIMES**  
*call for*  
**UNPRECEDENTED RATES**  
*Scroll down for our limited time offers!*

**Save up to 55% on All Suites**  
Rates start as low as \$395 now through December 22, 2020.  
Rates start as low as \$450 January 4 - March 11, 2021.  
Special rates also available on The Shore Club Villas.

# 2021 SOCIAL MEDIA RAMP-UP STRATEGY

## Past 30 days and beyond...

As travel continues rebounding and to boost bookings from pent-up demand, the team has started implementing a social media ramp-up plan focused on motivating past guests and new prospective guest to take action! (i.e. click, like, follow, comment, share, book). This strategy is already seeing success utilizing the newest features of Instagram such as Reels. As well, an increase in posting across Facebook and Instagram is expanding audience reach and engagement. Here's a glance at increased engagement and reach over the past month on Facebook.



## PUBLIC RELATIONS TEAM REMAINED STRONG THROUGH THE PANDEMIC.

- Secured **233** print/online placements and **4** social media placements. Of the total placements, **160** were KPI Target.
- Generated **830+MM** total print/online impressions
- 41 placements included at least three assets (ie., photo, link, quote)
- Of the coverage, **92%** was **digital**, **6%** was **print**, and **2%** was **social**, which is very reflective of the state of the industry and how media is consumed
- Key messages focused on **thought leadership**, **positioning**, **luxé wellness amenities** and **private socially distanced vacations**

<small>CONDÉ NAST</small> <b>Traveler</b>	<b>AFAR</b>	<b>Forbes</b>
<b>BRIDES</b>	<b>USA TODAY</b>	 Caribbean Journal
Islands	<b>TRAVEL+ LEISURE</b>	<b>DEPARTURES</b>

# FEATURED IN...

LUXURY  
TRAVEL ADVISOR

The Champion

The Shore Club Turks & Caicos (12)



By far the most popular location for Instagram shots at The Shore Club Turks and Caicos is on the hotel's Colonnade Pool Swings. We can see why!

TRAVEL+  
LEISURE

Turks and Caicos



CREDIT: GETTY IMAGES

Just a little over an hour from Miami, the Turks and Caicos Islands feature miles of white sand beaches, coral reefs, and clear turquoise seas. [Providenciales](#), the third largest island, is a popular tourist destination with a number of upscale resorts. [The Shore Club](#) on Long Bay Beach features suites and oceanfront villas, some as large as six bedrooms. On Grace Bay Beach, [The Palms](#) offers 72

COSMOPOLITAN

29

Turks & Caicos



GETTY

If you are in need of a few days in paradise, jet to Turks & Caicos for total relaxation. Feast on conch fritters and rum punch, go on a sunset cruise, and stay at the [Shore Club](#).

## FEATURED IN...

**Forbes**



Unwind in The Shore Club Turks and Caicos. THE SHORE CLUB TURKS AND CAICOS

If you prefer a more secluded location, opt for **The Shore Club Turks and Caicos**, which sits along Long Bay Beach on the southeast side of Provo. Its gated villas have six bedrooms, plunge pools and a dedicated butler.

 **Caribbean  
Journal**

Here are our favorite luxury resorts for 2021.



One of the villas at the Shore Club.

**The Shore Club, Turks and Caicos** Now more than ever, travelers are drawn to residential resorts — properties that combine all the amenities of a home or villa with the ones you get at a hotel. Indeed, the things we want in a hotel experience have changed — and that's what's made the Shore Club Turks and Caicos even more of a masterwork. This Long Bay beach stunner has some of the most gorgeous — and gorgeously appointed — rooms you'll find in the Caribbean, married with marvelous service, an exceptional culinary offering (including the wonderful new Almond Tree), a world-class spa and the kind of impeccable service that answers every request without ever being intrusive.

**Worth**

Privacy Is the New  
Luxury: 5 Caribbean  
Destinations  
Offering Ultra-Luxe  
Experiences

## HOPE IS ON THE WAY

- Hartling Group Resorts & Grammy Award winning Gramps Morgan message of hope - imagined, choreographed and filmed by all of us at Hartling Group Resorts. (Stan's brainchild 😊)
- The resulting video went viral, being shared over social media, blogs, email newsletters, and media coverage.
- Total organic social video views was over 85,000, and on The Shore Club social media alone, the video had over 60,000 views.
- <https://youtu.be/TdsaZumQ4MQ> currently with over 11,000 views.

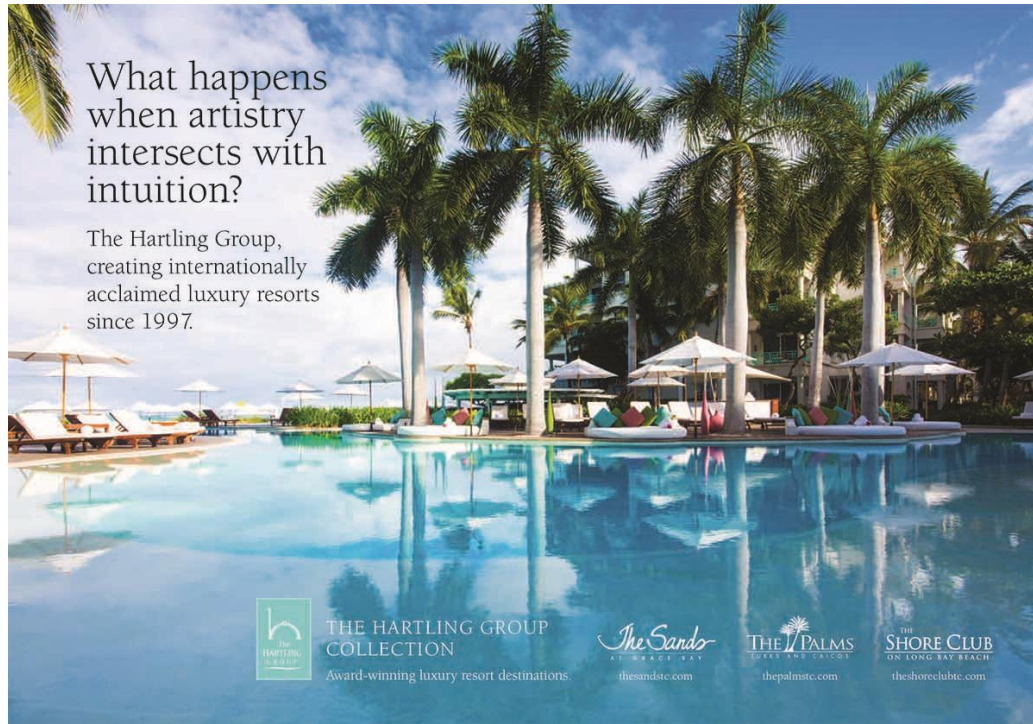





## CREATIVE DISPLAY Advertising

What happens when artistry intersects with intuition?

The Hartling Group, creating internationally acclaimed luxury resorts since 1997.



 THE HARTLING GROUP COLLECTION  
Award-winning luxury resort destinations.

*The Sands*  
AT GRACE BAY  
thesandstc.com

THE PALMS  
TURKS AND CAICOS  
thepalmtc.com

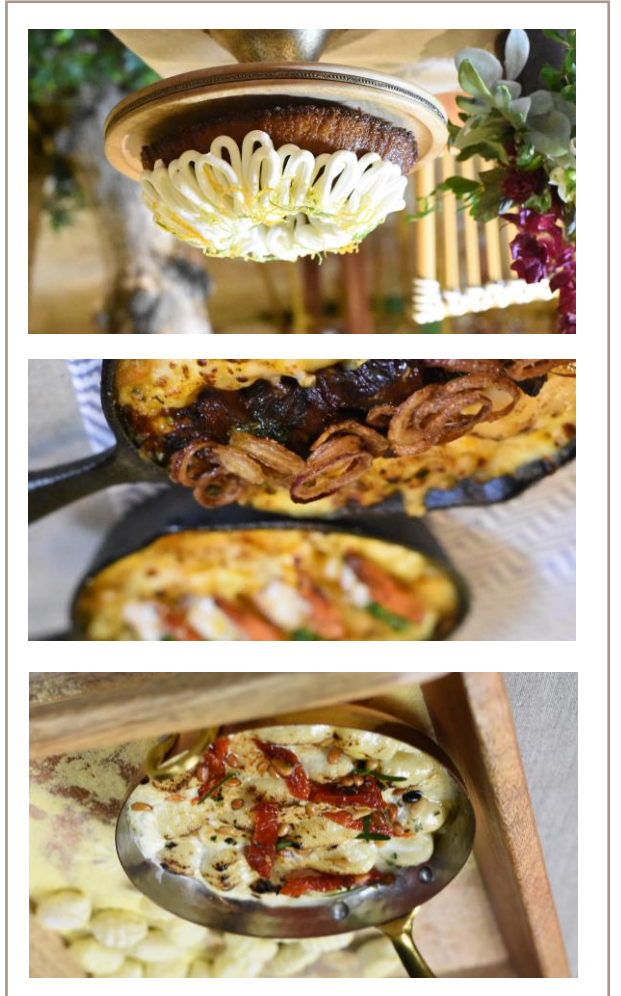
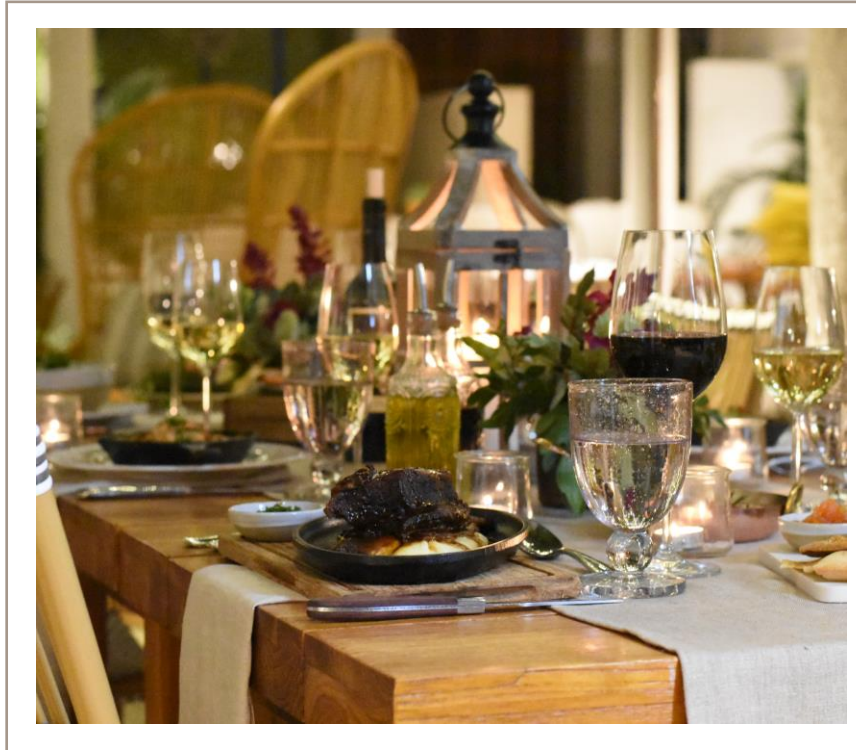
THE SHORE CLUB  
ON LONG BAY BEACH  
theshoreclubtc.com



Something NEW!

# ALMOND TREE AT THE SHORE CLUB

Comfort Food with a Shore Club Twist!



# STAR CONVERSATIONS

Featuring Star Jones



THE SHORE CLUB  
LONG BAY BEACH

RESERVED  
**KAREN FINNEY**

RESERVED  
**YOLANDA CARAWAY**

RESERVED  
**SHERRI SNEED**

**Star Jones**  
IF IT'S ON YOUR MIND,  
IT GETS THE STAR TREATMENT!

**STAR CONVERSATIONS**  
TUNE IN TO WATCH STAR JONES HAVE A PERSONAL AND IN-DEPTH CONVERSATION WITH TOP BLACK FEMALE LEADERS IN BUSINESS AND POLITICS.

**WEDNESDAY 26TH MAY AT 5:00PM AT THE SHORE CLUB  
LIVE ON FACEBOOK AND INSTAGRAM.**



Top female government and business executives from Turks & Caicos gather with

**STAR JONES AT THE SHORE CLUB**  
on Thursday, May 27th at 4 pm

**Star Jones**  
STAR CONVERSATIONS  
on business, politics & media and adapting to our new normal.

THE SHORE CLUB  
LONG BAY BEACH

**LIVE ON FACEBOOK AND INSTAGRAM**

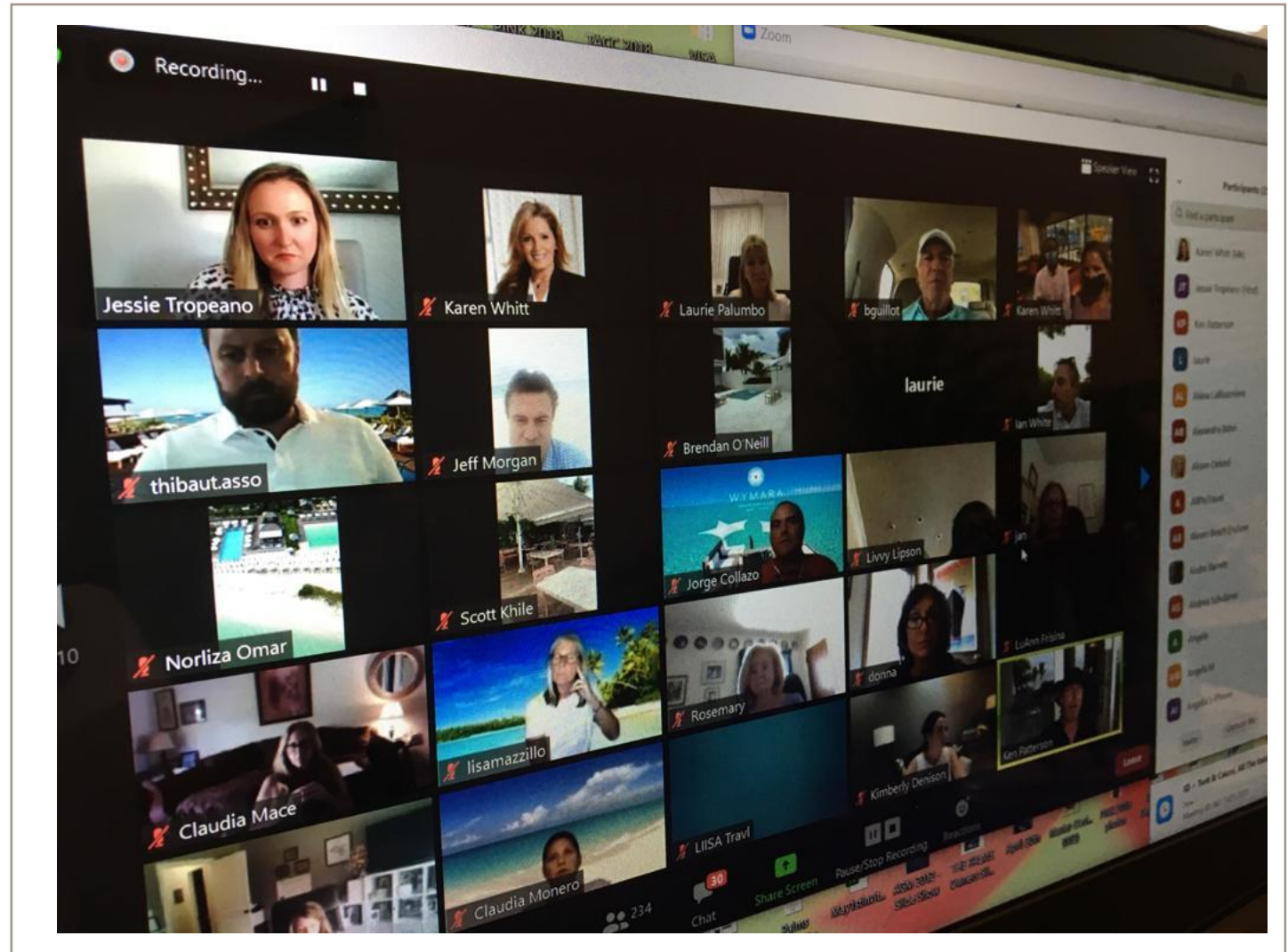
THE HONOURABLE  
**JOSEPHINE OLIVIA CONNOLLY**,  
Minister of Tourism, Environment,  
Heritage, Maritime and Gaming

HER EXCELLENCY  
**ANYA WILLIAMS**, The Deputy  
Governor of the Turks & Caicos Islands

**TREMMINE HARVEY**  
Attorney, Member  
TCI Bar Association.



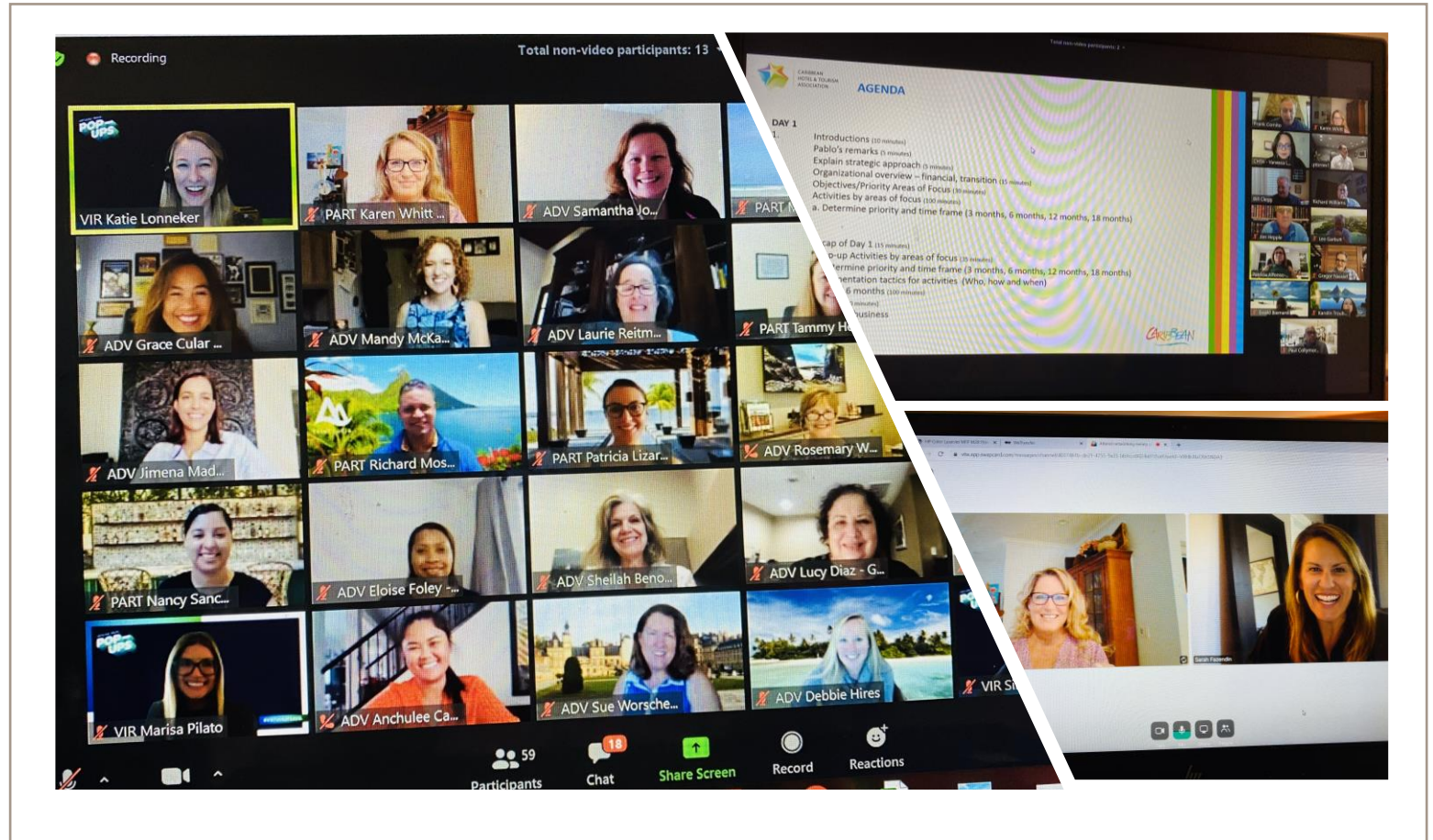
ZOOM  
ZOOM  
ZOOM  
**ALL DAY!**



THE HARTLING GROUP - PRESENTATION FOR THE SHORE CLUB TURKS & CAICOS



more  
**ZOOM**





# VIRTUAL EVENTS

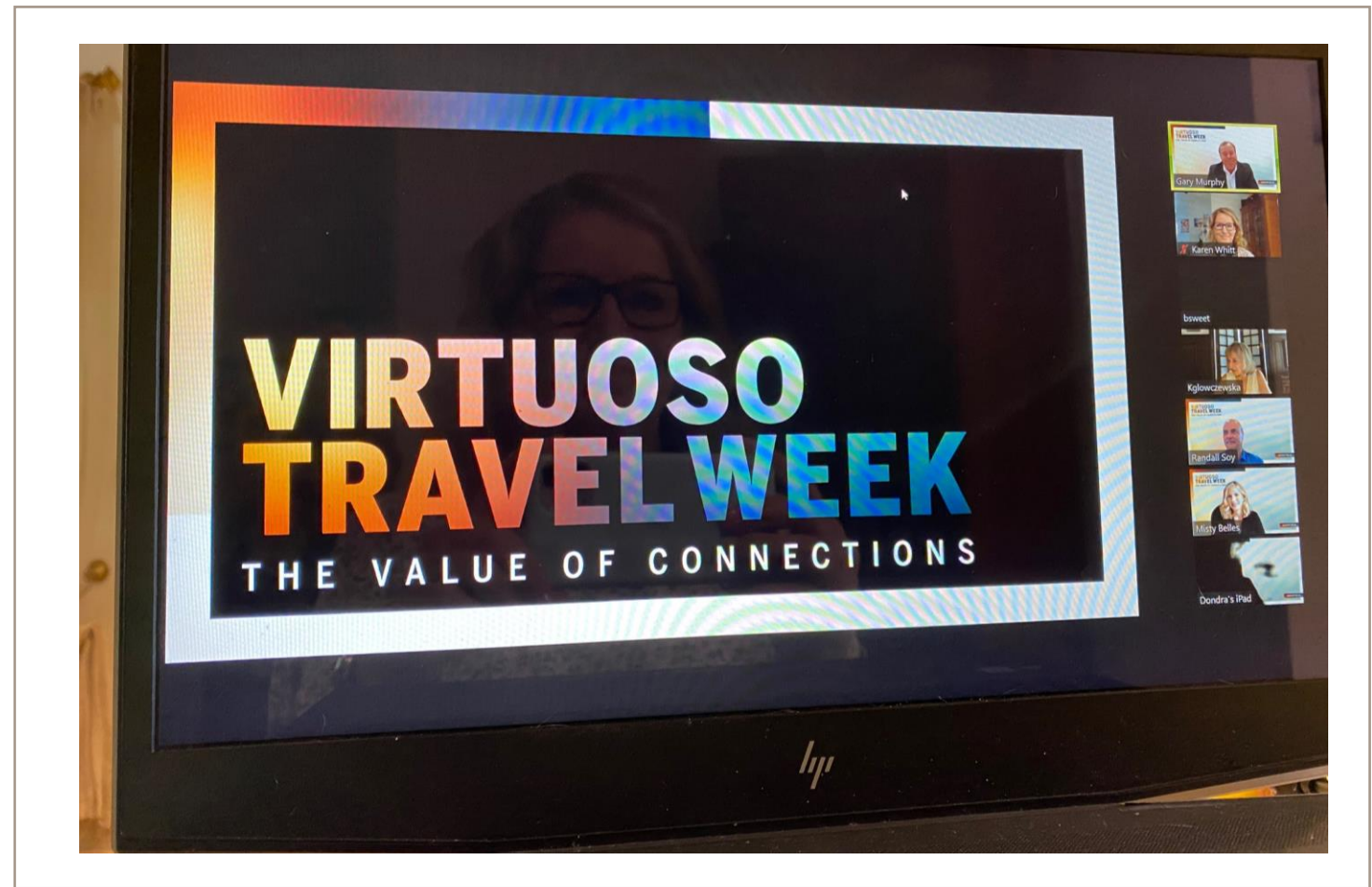


Greetings Travel Partner!

We are pleased to confirm you for our upcoming Virtual Product Showcase event featuring our top LUXURY suppliers on February 4, 2021, at 9:00 AM PST.

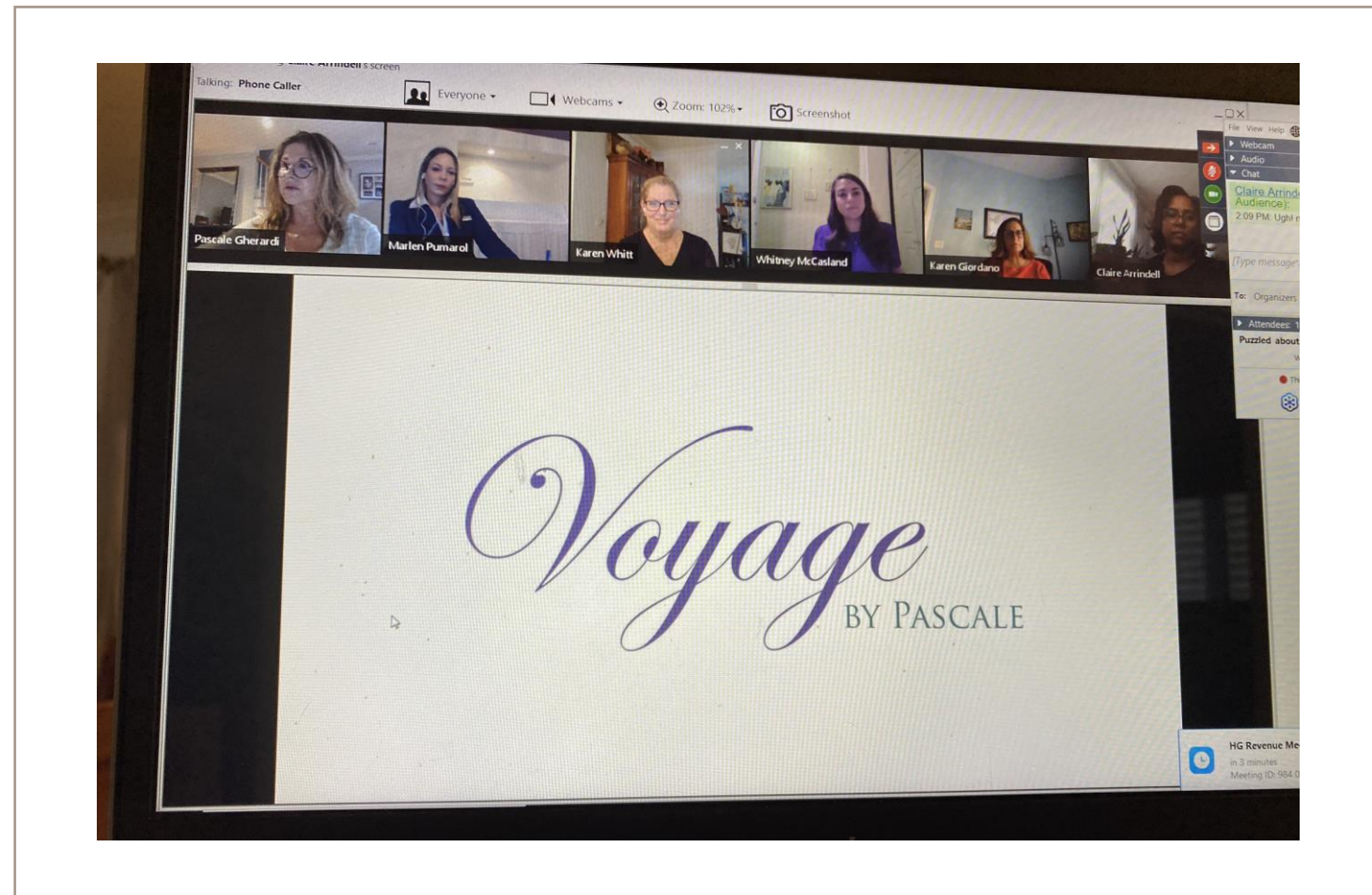


# VIRTUAL EVENTS





# VIRTUAL EVENTS



# CARIBBEAN HOTEL OUTLOOK 2021

**March 30, 2020**  
**12 PM to 2PM EST**

The Caribbean Hotel Outlook is a two-hour virtual conference that looks ahead at the Caribbean hotel sector; covering the current numbers on occupancy, rates and revenue; the market for hotel properties, transactions, development, the tourism-hospitality nexus and what's next for the overall industry.

We'll kick things off with a keynote address by Sandals Resorts International Chairman Adam Stewart.



Adam Stewart  
Executive Chairman,  
Sandals Resorts International



Paul Weimer  
Senior Vice President,  
CBRE Hotels



Joseph Boschulte  
Commissioner of Tourism,  
US Virgin Islands



Karen Whitt  
VP of Sales and Marketing,  
The Hartling Group

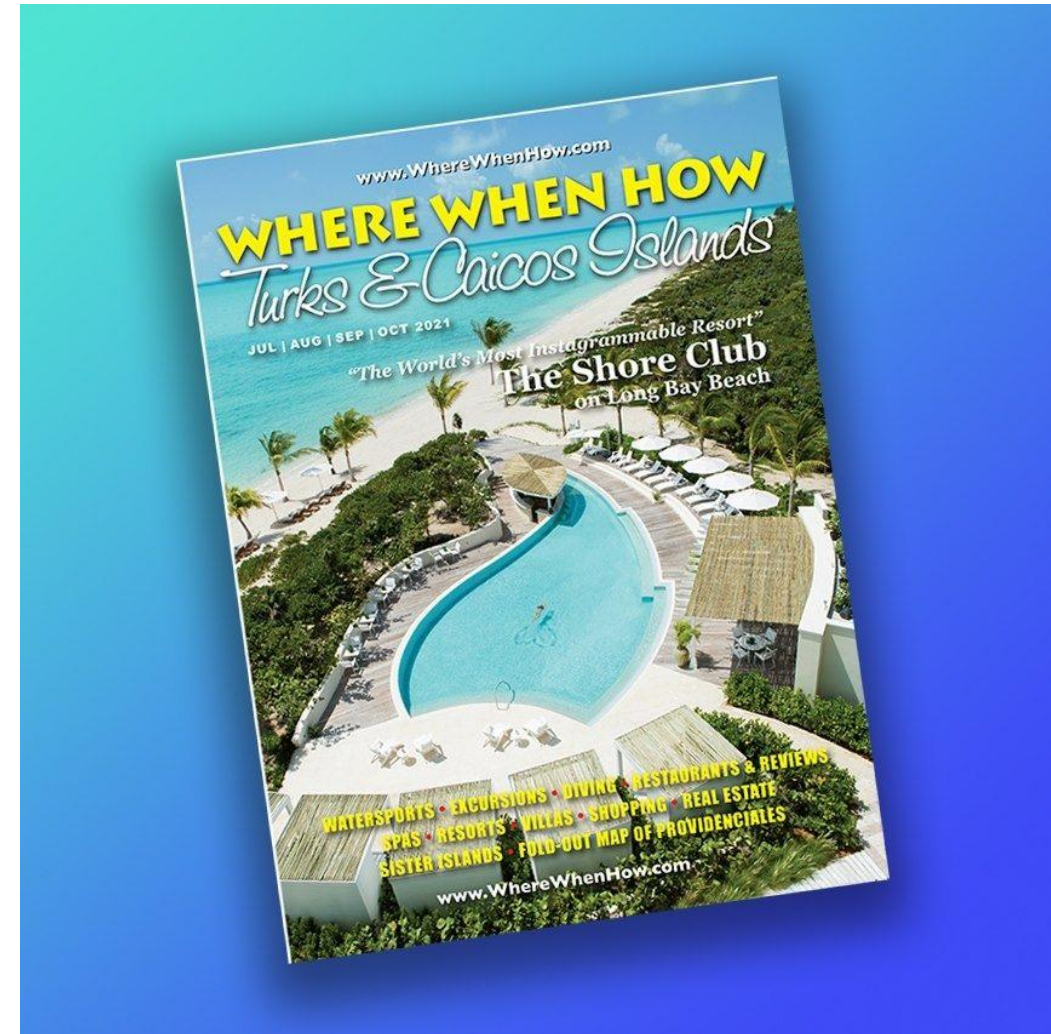


Rico Louw  
Senior Client Account Manager  
STR





July-October 2021  
**Where When How**  
magazine featuring  
The Shore Club - and our  
newest accolade of  
**Most Instagrammable Hotel**  
in the World!



EXPERIENCE TURKS & CAICOS



THE SHORE CLUB  
TURKS AND CAICOS

MARKETING CAMPAIGN IN CONJUNCTION WITH THE TURKS AND CAICOS ISLANDS TOURIST BOARD, Spring 2021

**New for 2021**

## POSTCARDS FROM PARADISE!

### Staff Social Media Features

A series of staff features across our social media platforms. With so much competition for travelers, our goal is to pull on the heart strings of our past guests, showing them the faces of the people, they have formed bonds with over the years, and encouraging them to come back and visit with their favorite staff members.





## HARTLING GROUP EMPLOYEE FOOD DISTRIBUTION

A little bit of hope during dark days.

**THANK-YOU**  
OWNERS FOR YOUR GENEROUS DONATIONS!



THANK YOU!

