

HARTLING

GROUP

MARKETING PRESENTATION FOR

The Sands
AT GRACE BAY



KAREN S. WHITT
VICE-PRESIDENT SALES AND MARKETING



LUXURIOUS SETTING
GRACIOUS AMENITIES



ADVENTURES



SPA TROPIQUE



BEACHFRONT DINING



The Sands
AT GRACE BAY

RETAIL SHOP



EXPERIENCE TURKS & CAICOS



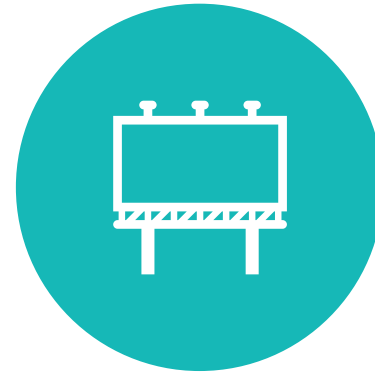
The Sands
AT GRACE BAY

*Marketing campaign in
conjunction with the
Turks and Caicos Islands
Tourist Board*

SALES + MARKETING



WHAT IS
THE SANDS SALES?



WHAT IS
THE SANDS MARKETING?

THE SANDS AT GRACE BAY SALES

International Sales
Team NYC, Atlanta,
New England &
Chicago

Industry Trade
Dedicated firm,
Muzii & Associates

Reservations Team,
12 agents + 3
Managers

Revenue
Management
Team, led by
Raymond Yip

Booking Engine
Synsix

Digital SEO/PPC,
NJC
Communications

Group Sales
Manager, Joanne
Hogg

Group Wedding
Sales, Lofton
Morley

THE SANDS AT GRACE BAY MARKETING

Public Relations
Team, NJC
Communications

Social Media,
Marlene Oliver

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

Reputation
Management, TTH
Marketing Group

SALES & MARKETING

2020 + Q1 2021

The Sands Global Sales & Marketing Team remained relevant throughout the pandemic by hosting webinars, zoom meetings, personal phone calls and virtual tradeshow.

ZOOM MEETINGS
1,482!

Unique Webinars 28
Industry Webinars 39

Zoom presentation with
Travel Agencies (3 to 25
Advisors) 18

Sales & Marketing Highlights

- Creative E-Blasts – 6 blasts in 2020 and back to once a month in 2021 to our data base of **25,973**.
- Website Management with Fifth Gear and TTH Marketing to maintain SEO and up to date information.
- Aggressive Social Media and Digital Marketing producing favorable results.
- Tour operators and online travel partners, this market segment represents 49% of our overall business and for 2021 we have 60 wholesale partner contracts.
- Updates to Wholesalers and Sales Reps are produced on a very regular basis. This includes covid protocols, promotions, island updates.

Social Media Growth

Over past 12 months

From last June 2020 until about two months ago, the social media strategy was focused on inspiring and engaging with past and prospective new guests during the times that the resort was closed and/or when it was a challenge to travel due to the pandemic. The team developed posts, videos, and response to travelers to keep The Sands at Grace Bay top of mind as they dreamed of being able to travel again, inspiring them with hope and further strengthening engagement. The result has been positive increases across social media channels as follows:

- Gained 952 Instagram now **totaling 4,385**, an increase of 32 percent
- Gained 1026 Facebook now **totaling 11,200**, an 11 percent increase
- Gained 200 Twitter now **totaling 2,300**, an increase of 9 percent
- Total Pinterest Impressions increased by 7 percent to **11,000** (past 6 months)
- New TikTok account with growing fan base





Facebook

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:

Post Reach

May 17 - June 13

95,625

People Reached ▲ 144%



Post Engagement

May 17 - June 13

24,078

Post Engagement ▲ 79%





Facebook

2021 Social Media Ramp-up Strategy Boost in Engagement

Insights [See All](#)

Last 28 days : May 18 - Jun 14 ▾

- People Reached **125,909** ▲98%
- Post Engagements **24,976** ▲83%
- Page Likes **392** ▲140%

May 10-June 7

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 Beaches Resorts	693.6K	▲100%	4	7.6K
2 Beaches Turks & Caicos	67.9K	▲100%	0	37.4K
3 The Palms Turks and Ca...	28.1K	▲100%	6	6.2K
4 Blue Haven Resort - Tur...	20.5K	▲100%	6	5.9K
5 Andaz Turks & Caicos R...	12.1K	▲100%	3	839
YOU 6 The Sands @ Grace Bay	11.1K	▲100%	12	7.4K
Keep up with the Pages you watch. Get More Likes				
7 The Shore Club on Long...	10.9K	▲100%	5	3.9K

May 18-June 14

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 Beaches Resorts	693.6K	▲100%	2	7.1K
2 Beaches Turks & Caicos	68.1K	▲100%	0	41.3K
3 The Palms Turks and Ca...	28.2K	▲100%	8	12.6K
4 Blue Haven Resort - Tur...	20.6K	▲100%	4	3.4K
5 Andaz Turks & Caicos R...	12.1K	▲100%	2	344
YOU 6 The Sands @ Grace Bay	11.3K	▲100%	8	8.2K
7 The Shore Club on Long...	11K	▲100%	5	4.4K
8 Alexandra Resort - Turk...	6K	▲100%	3	5.7K
9 The Somerset on Grace ...	5.9K	▲100%	4	825



Facebook

2021 Social Media
Ramp-up Strategy
Boost in Engagement

Total Likes and Engagement This Week (Past 7 days)

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Beaches Turks & Caicos	68.2K 	▲ 100%	0	40.6K 
2  The Palms Turks and Cai...	28.2K 	▲ 100%	8	11.7K 
3  Blue Haven Resort - Tur...	20.6K 	▲ 100%	4	4K 
4  Windsong Resort	17.2K 	▲ 100%	1	17
YOU				
5  The Sands @ Grace Bay	11.3K 	▲ 100%	7	8.1K 
6  The Shore Club on Long...	11K 	▲ 100%	6	5.2K 
7  Alexandra Resort - Turks...	6K 	▲ 100%	4	6.3K 
8  The Somerset on Grace ...	5.9K 	▲ 100%	4	843
9  Royal West Indies Resort	5.6K 	▲ 100%	1	331
10  Villa del Mar - Turks and ...	2.4K 	▲ 100%	1	1.4K
11  The Ritz-Carlton, Turks ...	796 	▲ 100%	2	2.6K



Facebook – Sample Posts

The Sands @ Grace Bay
June 7 · 🌐

Happy Monday...Glittering sun and powder-white sand included here for free! When will we be seeing you?
...

#thesandstc #gracebaybeach #walkonthebeach #turksandcaicos #beachlife #vacationvibes




20.4K People Reached
1.3 K Engagements

The Sands @ Grace Bay
May 28 · 🌐

Ready for the holiday weekend? Just follow this stairway to heaven!
...


#memorialdayweekend #thesandstc #gracebaybeach #vacation2021 #memorialweekend



11.5K People Reached
667 Engagements

The Sands @ Grace Bay
3d · 🌐

Did you know that most of our splendid suites feature full kitchens and lux living rooms? Just imagine the value-added perks galore that you get -- more space and comfort...great options for having beverages, snacks and cocktails on hand...room for entertaining when you are traveling with family or friends...all the tools you need in case you want to whip up some meals in paradise too...plus so much more!
You can see all of our accommodation choices and start dreaming up y
... See More



4K People Reached
651 Engagements

The Sands @ Grace Bay
May 13 · 🌐

Good morning beautiful world! #thesandstc #turksandcaicos #gracebaybeach #vacationvibes #beachlife



15K People Reached
1.7K Engagements



Instagram

2021 Social Media Ramp-up Strategy (Past 30 Days – Continued)

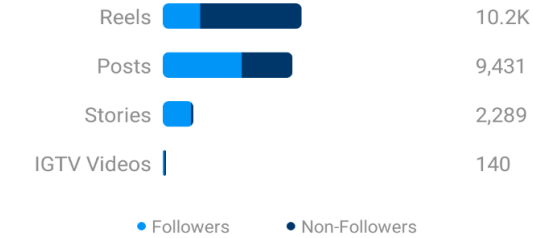
Insights Overview

You received **+265%** more content interactions compared to Apr 15 - May 14.

Accounts Reached	15.6K >	+124%
Content Interactions	4,578 >	+265%

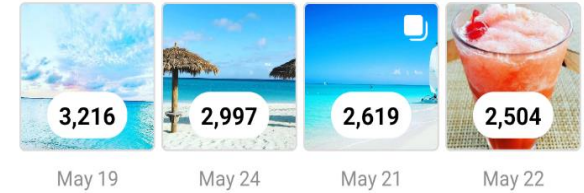
Content Type

Based on reach



Top Posts

Based on reach



15,690 Accounts Reached

Followers and Non-Followers

Based on reach



You reached **+205%** more accounts that weren't following you compared to Apr 15 - May 14.

Impressions

vs Apr 15 - May 14

108,655
+419%

Profile Activity


vs Apr 15 - May 14

Profile Visits	1,860	+51.7%
Website Taps	121	+101%



Instagram – Top Post and Reel (Past 30 Days)

thesandstc



Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

273 12 10 2

Interactions ⓘ

38
Actions taken from this post

Profile Visits	37
Website Taps	1

Discovery ⓘ

3,216
Accounts Reached
34% weren't following thesandstc

Impressions	3,499
From Home	2,269
From Hashtags	636
From Explore	365

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

Liked by **ellaudrey** and **272 others**

thesandstc Get lost in the hues...we are waiting for you! #thesandstc #gracebaybeach... more

Reel Insights

What if you just got away from it all and came ...

Abigail Lapell · Down by the Water
June 4, 2021 · Duration: 0:12


Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

Discovery ⓘ

Accounts Reached	3,678
Plays	3,754


Interactions ⓘ

Likes	235
Comments	23
Shares	37
Saves	4





Instagram - Sample Posts



Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

❤️	💬	📌	🔖
382	16	18	7

Interactions ⓘ

42
Actions taken from this post

Profile Visits	36
Website Taps	6

Discovery ⓘ


4,578
Accounts Reached
45% weren't following thesandstc

Impressions 5,308

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

Liked by megdunn2 and 381 others

thesandstc Getting ready to welcome you all back! Refreshing the resort to make your... more



Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

❤️	💬	📌	🔖
247	16	15	3

Interactions ⓘ

17
Actions taken from this post

Profile Visits	17
----------------	----

Discovery ⓘ

3,854
Accounts Reached
42% weren't following thesandstc

Impressions 4,457


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

Liked by weightmanr and 372 others

thesandstc Thrilled to share the news if you have not heard. The Sands at Grace Bay Res... more



Instagram - Sample Posts



Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

373	18	23	4
-----	----	----	---

Interactions ⓘ

36
Actions taken from this post

Profile Visits	34
Website Taps	2


Discovery ⓘ

3,515
Accounts Reached
28% weren't following thesandstc

Impressions	4,017
-------------	-------

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

Liked by heyshals and 246 others
thesandstc #fridayvibes from here at The Sands.
What are you waiting for to book your more



Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

180	5	15	3
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Interactions ⓘ

28
Actions taken from this post

Profile Visits	23
Website Taps	5

Discovery ⓘ

1,993
Accounts Reached
9% weren't following thesandstc

Impressions	2,640
-------------	-------

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

Liked by janickamme and 179 others
thesandstc Did you know we have 1 or 2
bedrooms suites and junior suites all re more

This Summer we will be launching ...

#SandsBestFan

“Do you feel that you are the ultimate fan of The Sands?”

Tell us why! Share your photos and memories gathered during your stay – for a chance to win a free 3-night stay!

*Video, or photo submissions – posted on Instagram or Facebook using **#SandsaBestFan** as well as **#thesandstc** with the most engagement wins!”*

⋮



PUBLIC RELATIONS

RECAP + HIGHLIGHTS

- Secured **50+** print/online/broadcast placements in consumer and travel trade media outlets
- Generated **40+MM** impressions
- Of the coverage, the majority was **digital**, which is very reflective of the state of the industry and how media is consumed
- Key messages focused on **family-friendly travel, weddings and honeymoons, luxury with value-added perks**



TRAVEL WEEKLY



Forbes



BRIDAL GUIDE



travelweek

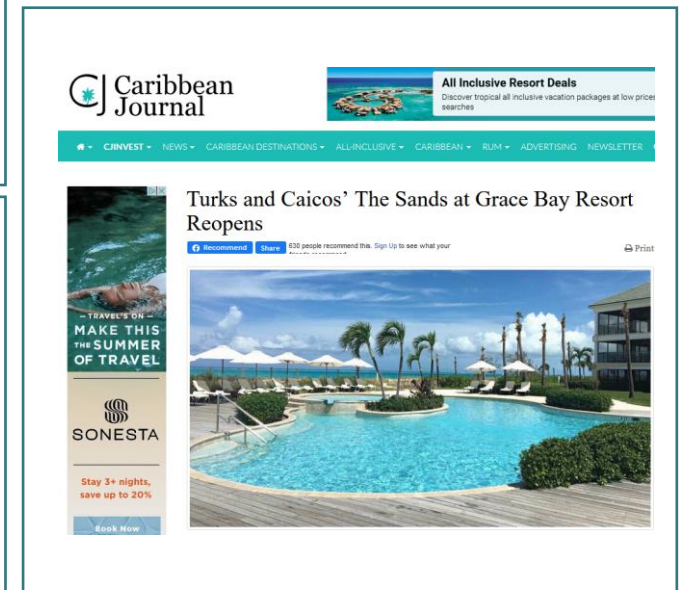
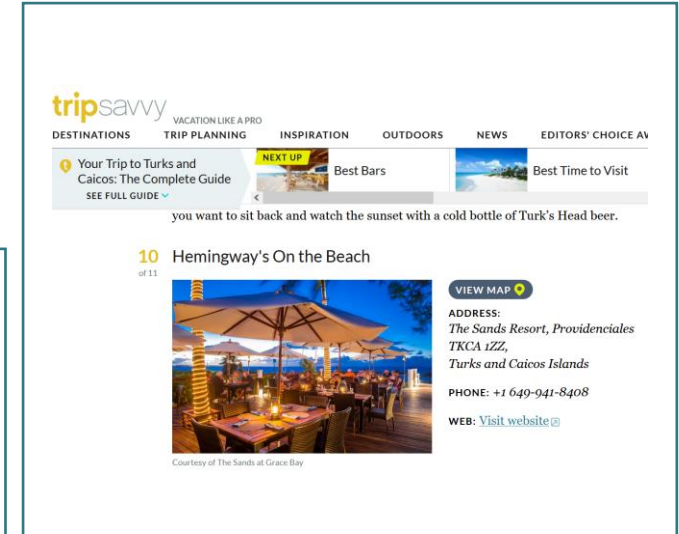
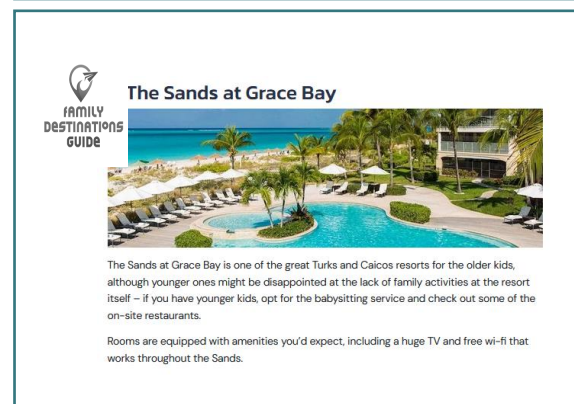
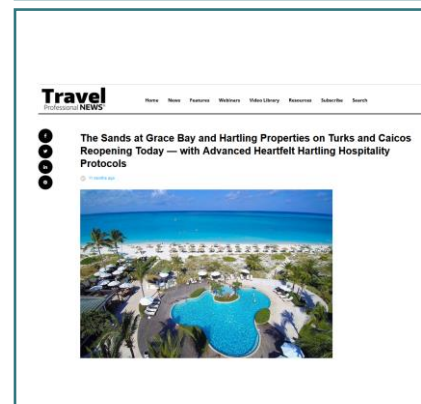
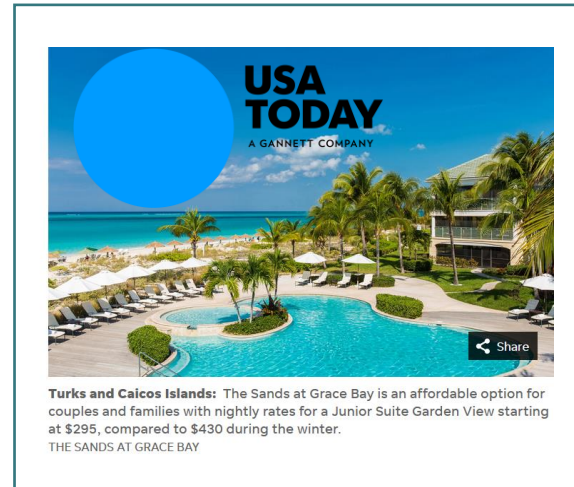
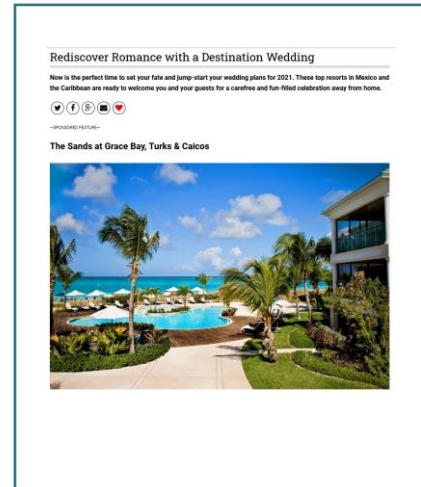


CARIBBEAN



PUBLIC RELATIONS RECAP + HIGHLIGHTS

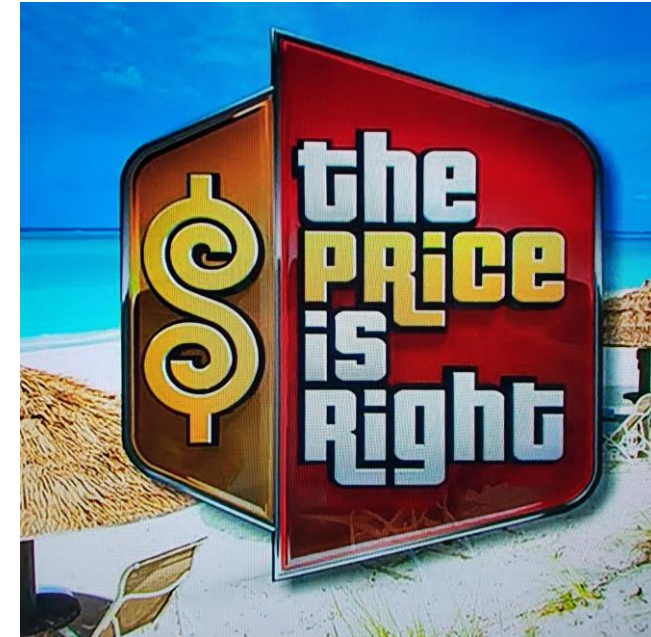
Sample Clips



PUBLIC RELATIONS

Promotions

“The Price is Right” - The Sands at Grace Bay offered a trip giveaway on this National TV Gameshow and received on-air coverage on June 3rd, 2021. Agency secured The Sands participation in the current season of the “The Price is Right” TV Show as a Prize Sponsor. This #1 Daytime television show averages over 5.2 million viewers per show. Over the past season, The Price is Right saw a dramatic surge in viewership with over 5.62 million viewers tuning in.



PUBLIC RELATIONS

Promotions

CBS TV – “Let’s Make A Deal” - The Sands offered a trip giveaway on this National CBS TV Gameshow and will receive on-air coverage in the summer. Agency arranged for The Sands at Grace Bay to participate in the current season of this show that features over 4.29 million viewers per episode. The team further utilizes this type of promotion once we have a solid air-date, sharing the news that The Sands at Grace Bay will be featured on the CBS show across social media channels and applying the appropriate hashtags to garner new views organically.



About the Show:

The updated version of this beloved game show features the charismatic, multi-faceted host and comedian Wayne Brady guiding traders from the audience through the chance to buy, sell, or trade cash and prizes while trying to avoid the dreaded Zonk!



Primary Demo:

Adults 25 - 54
64% female, 36% male



Our Viewers:





E-mail Marketing 2020



TURKS AND CAICOS ISLANDS, BWI

No need to pack the parka!

Average winter temperature in Turks & Caicos: 80*

YOUR ULTIMATE TROPICAL VACATION AT THE SANDS AT GRACE BAY FEATURES:

Oceanfront Location on Grace Bay Beach • Junior Suites, 1 and 2 Bedroom Suites
Three Swimming Pools • Complimentary use of Non-motorized Watersports Equipment
Bicycles • Gym • Tennis Court • Fully Equipped Kitchens • Oversized Balconies
Washer/Dryers • Complimentary Wi-Fi • Hemingway's Restaurant & Bar • Spa Tropicque

LEARN MORE



TURKS AND CAICOS ISLANDS, BWI

Daydreaming about future trips?

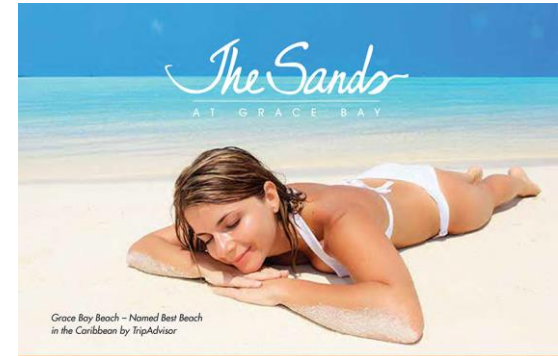
We're keeping paradise perfect for you.

We miss you – all our friends, family and fans.
We're looking forward to welcoming you back to
our seaside paradise soon.

In the meantime, stay safe and healthy –
and let us spark a little wanderlust in you.

Stay Home Today #TravelTomorrow

VISIT OUR SITE



Grace Bay Beach – Named Best Beach
in the Caribbean by TripAdvisor

TURKS AND CAICOS ISLANDS, BWI

Best Fall and Winter Rates

Up to 35% Discount Through March 11, 2021*

YOUR ULTIMATE TROPICAL VACATION AT THE SANDS AT GRACE BAY FEATURES:

Oceanfront Location on Grace Bay Beach • Junior Suites, 1 and 2 Bedroom Suites
Three Swimming Pools • Complimentary use of Non-motorized Watersports Equipment
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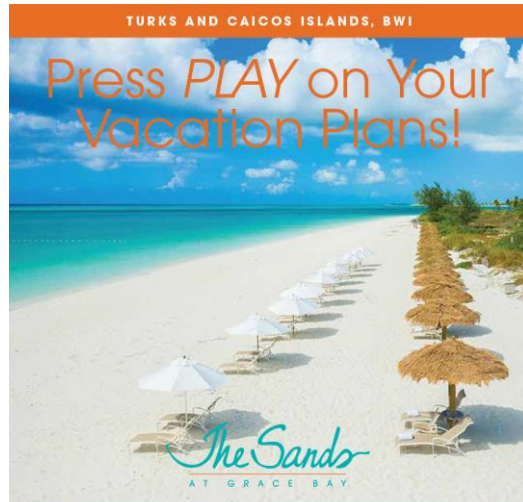
LEARN MORE



*Book by December 18, 2020. Terms and Conditions Apply.



E-mail Marketing 2021



People are Traveling Again, Rooms are Booking Fast. Plan Now for a Late Summer Escape to Paradise.

LEARN MORE

Highest Standards of Covid-19 Protocols



Reservation Changes or Cancellations Permitted with Seven Days Notice



LEARN MORE

Highest Standards of Covid-19 Protocols



Reservation Changes or Cancellations Allowed with Seven Days Notice



LEARN MORE

Highest Standards of Cleanliness and Social Distancing Protocols

Reservation Changes or Cancellations Allowed with 24 Hours Notice





E-mail Marketing Sharing Hartling Heartfelt Hospitality

The Sands
AT GRACE BAY



The Sands team members are committed to delivering a memorable welcome with their usual great smiles – but at least for a while, we will stop shaking hands, hugs and kisses! With this in mind, *the gesture of hands to our hearts is our way of welcoming you* with Heartfelt Hartling Hospitality as we work together to keep Turks and Caicos Coronavirus free.

#HeartfeltHartlingHospitality

HARTLING
GROUP



E-mail Marketing Holidays





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
LUXES AND CASINO
thepalmstc.com

THE SHORE CLUB
ON LONG BAY BEACH
theshoreclubtc.com



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Pop-up Display Virtual Show



THE HARTLING GROUP - PRESENTATION FOR THE SANDS AT GRACE BAY



Top Awards The Sands

TripAdvisor Travelers' Choice Award 2020 and 2021

(new name for
Certificate of Excellence)



Hotels.com Loved by Guests Award 2021





What's NEW

- **New Website for The Sands:** we have just begun the process of creating a new website design which will also improve sales funnel, mobile experience and SEO.
- **E-Newsletter Program:** new system going live this month for ease of sharing databases and cross promotions.
- **Pinterest** – We will now be creating and sharing specific pins to their subscriber list of over 1 million people.



What's NEW

POSTCARDS FROM PARADISE! Staff Social Media Features

New for 2021 will be 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.





Community Support

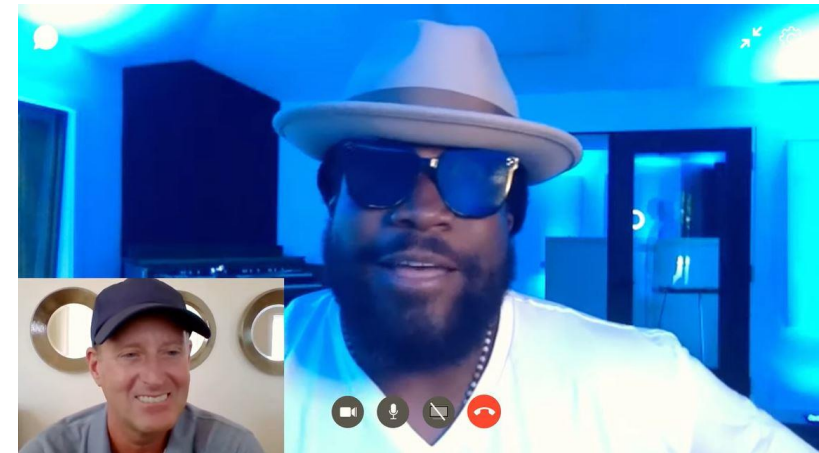
Hope Is On The Way

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 😊)

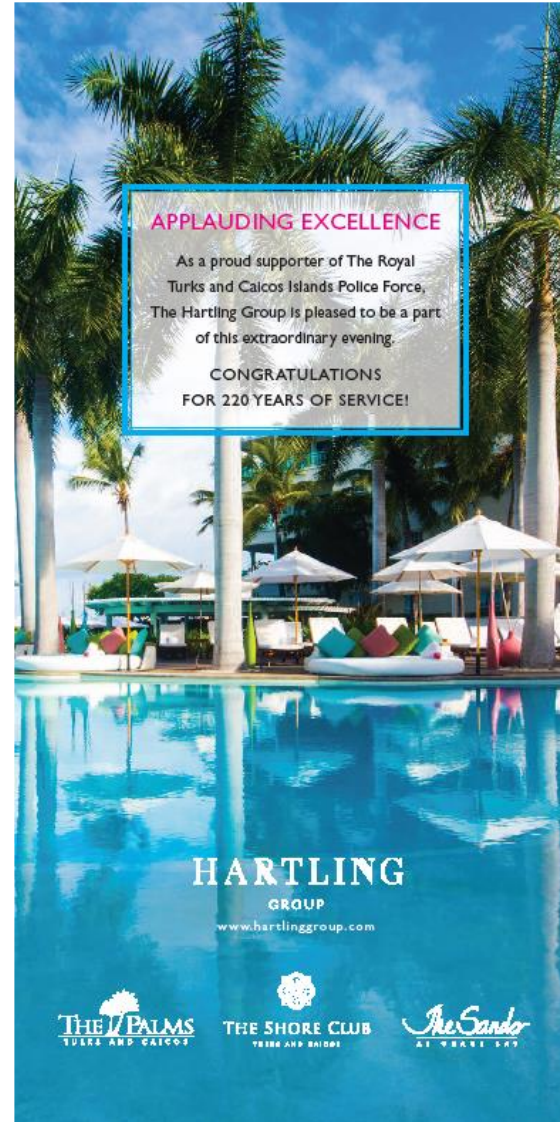
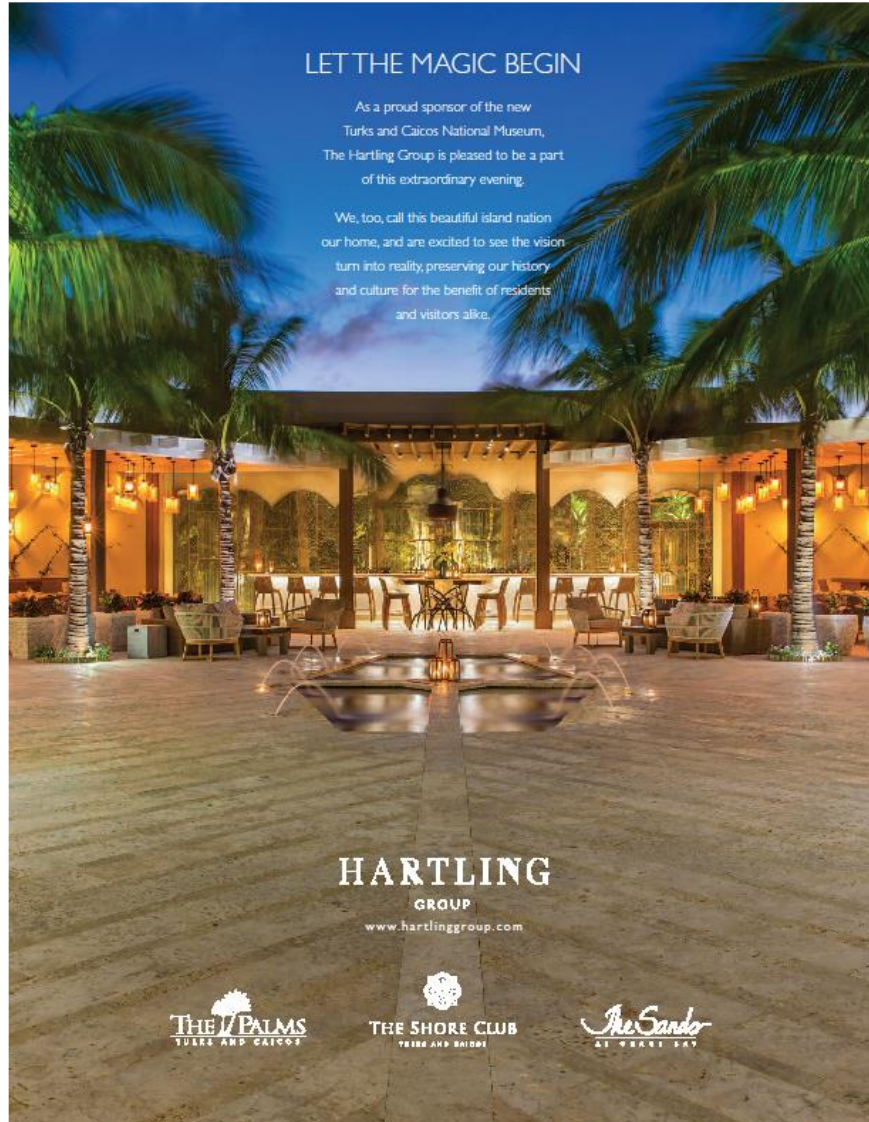
The resulting video went viral, being shared over social media, blogs, email newsletters, and media coverage.

Total organic social video views was over 85,000, and on The Sands social media alone, the video had nearly 30,000 views.

<https://youtu.be/TdsaZumQ4MQ> currently with over 11,000 views.



HARTLING GROUP COMMUNITY SUPPORT



We make a living by what we get, but we make a life by what we give. –Winston Churchill

The Hartling Group wishes to congratulate the organizing team of the 9th Annual Turks and Caicos Premier's Cup and applaud your tireless efforts of fundraising and giving back to the community.

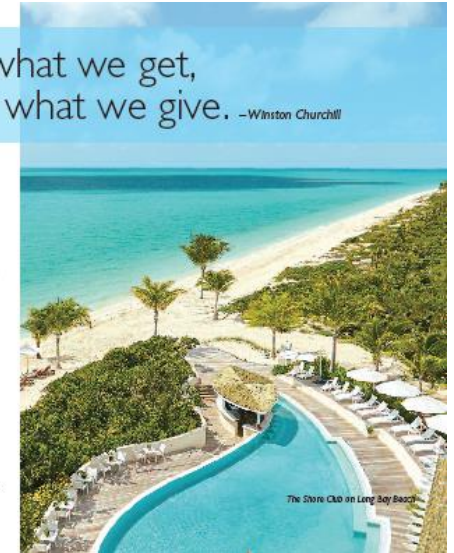
HARTLING
GROUP
www.hartlinggroup.com

The Hartling Group is proud of its stellar portfolio of luxury resorts.

THE 7 PALMS
TURKS AND CAICOS

THE SHORE CLUB
TRING AND BAIKOS

The Sands
AT GRACE BAY



- National Museum
- Police Force
- Premier's Cup
- Drug Prevention
- Cancer Society
- United Way
- Community College
- Boys to Men
- Children's Home



HARTLING GROUP EMPLOYEE FOOD DISTRIBUTION

A little bit of hope during dark days.

THANK-YOU
OWNERS FOR YOUR GENEROUS DONATIONS!





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 however, our competition is strong, destinations are re-opening daily, and we must continue to work very hard to remain at the top of our game in all aspects of Sales, Marketing, Public Relations, Community Relations, Partner Relations, Guest Relations, Owner Relations, and Employee Relations.

THANK YOU!

The Sands

A T G R A C E B A Y