

## COSTA LINDA BEACH RESORT

Aruba • The Dutch Antilles

### SITUATION ANALYSIS:

Costa Linda Beach Resort is a vacation ownership resort and hotel developed by Sun Development on the island of Aruba in the Dutch Antilles in the Caribbean. The property was enhanced by an excellent beachfront location, extensive landscaping, and top quality design and furnishings. However, it opened during a period of unfavorable economic times with 16 other vacations ownership hotel competitors on the island already in place.

### OBJECTIVES:

- Position Costa Linda as the premier beachfront resort and hotel on the island of Aruba.
- Generate immediate awareness of Costa Linda among potential purchasers, travel agents and locals
- Generate hotel stays and tours of the property.
- Meet aggressive sales objectives.

### STRATEGIES:

- Develop a series of ads promoting reasons to vacation in Aruba.
- Focus on *beachfront* to highlight Costa Linda vs. the competition.
- Develop a comprehensive collateral program highlighting the resort's quality and amenities in detail.
- Create a unique weekly event to set Costa Linda apart and generate activity.

The '**Fiesta-Ruba**' beachfront party was created.

Promote the event through advertising, travel posters, bumper stickers, premium items.

- Maintain an ongoing advertising presence in key consumer and travel publications.

### RESULTS:

- Sales projections were exceeded by 50%.
- Over 900 tours were generated in the first 60 days the property was open.
- The property sold out of its vacation ownership product far ahead of projections.
- Sales continued to out pace projections with an average of \$1,000,000+ per month.
- The campaign received over 10 national and international awards.
- The property continues to operate as a successful hotel when availability of accommodations is applicable.

