

## Re-Positioning Turtle Bay Resort

The media relations program designed and executed by The Limtiaco Company (TLC) for Turtle Bay Resort repositioned the resort as one of the top hotels in Hawai'i after a lengthy period of relative media obscurity. TLC devised a plan to completely change the identity of the property and revive its status as the premier vacation destination on O'ahu.

The strategy was to re-introduce the resort via carefully targeted editorial placements in publications with affluent readership, secured through media visits. The resort's \$60 million renovation completed in 2004 upgraded and transformed the property into a virtually new product, making its re-introduction to the travel industry particularly timely.



We enticed media by leveraging the distinct amenities based on the resort's location on the famous North Shore of O'ahu. The aim was to show the property as a destination rather than simply a hotel, which would diminish the "commercial" story angle and broaden the coverage possibilities.

To ensure coverage, TLC coordinated media visits for writers of affluent consumer and lifestyle publications, spa and golf magazines, and national television news.

The result was 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. These are examples of the numerous placements secured:

- *Good Morning America* (viewership: 5 million) – Emily Kaufman, the most prominent family travel expert in North America, reports that Turtle Bay Resort is the best family vacation destination on O'ahu.
- *Hawaiian Style* (circ: 100,000)
- *Global Traveler* (circ: 65,000)
- *AvidGolfer* (circ: 50,000)
- *Brentwood* (circ: 50,000)

- *Coast magazine* (circ: 45,830)
- *American Fitness* (circ: 40,000)
- *Ranch & Coast magazine* (circ: 30,000)
- *Preferred Lifestyles* (circ: 26,000)
- *Westlake* (circ: 25,000)
- *Central Coast Magazine* (circ: 20,000)

The stories generated by this campaign positioned the property as a luxury resort and established its claim as the premier vacation destination on O`ahu. In 2008, Turtle Bay Resort was selected by *Travel + Leisure* magazine readers as one of the top 25 resorts in Hawai`i.