



Marketing for Business Recovery

Thursday, May 28, 2020 2-3:15pm et
#CHTALive



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Participants

Karen Whitt, Vice-President
Marketing and Brand Development,
Hartling Group,
1st Vice President, CHTA



Ed Carey
CSO,
Discover Puerto Rico



Jody Diamond
President,
Diamond PR



Ewald Biemans
Owner,
Bucuti & Tara Beach Resort



Susan Logan, CHDM, CRME,
Director Sales & Marketing,
Bucuti & Tara Beach Resort



CHTA COVID-19 Resource Center



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COVID-19 RESOURCES

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[Travel Advisories](#) | [THiS \(Hotel Monitoring System\)](#) | [Airline & Accommodation Policies/Guidelines](#)

[CHTA Partner Updates](#)

www.caribbeanhotelandtourism.com/covid-19/



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CHTA Strategic Partners



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Attorneys At Law

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Share with your fellow colleagues and industry professionals!

Take a screenshot!

Tag **#CHTALive**

Next Week:

European Marketplace:

New Opportunities in the Post-COVID World

Thursday, June 4, 2PM ET



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Tourism Association

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Live on Facebook

LIMIN'WID TASTE



Connect with us on Facebook
today to join the party every Friday at 5PM ET!

TASTE *of the*
CARIBBEAN



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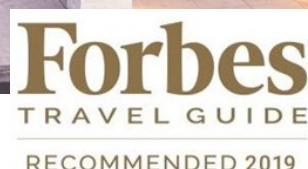
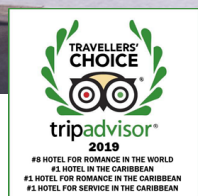




Independent Resort:

Bucuti & Tara Beach Resort, Aruba

MARKETING IN TRANSFORMATIVE TIMES



Introduction

- Experience recovering from economic disasters...with opening day Black Monday, 1987
- 104 Rooms and Suites, 4 Star
- Independently owned and managed
- Evolved since inception to specialize in serving niche markets: Romance, Adults Only, Wellness



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A solid foundation...*enables a rapid response*

Cliché, but core to success: Exceed expectations and be rewarded with viral marketing by your guests. Under promise and overdeliver. Examples:

- **Quality Culture.** Continuous reinvestment in renovations and technology by present and active management. Never have to recover from negative reviews or press due to being tired, old, outdated.
- **Deliver on brand promise.** Tranquil and romantic means no groups and no exceptions on adults only.
- **“What we are not...”** on our home page
- **Empowered staff.** All associates are free and trained to appropriately connect with guests in delivering personal service.
- **Early adopter of new technologies for marketing efficiencies.** CRM, social media and electronic marketing has facilitated the ability to disperse our messaging quickly and effectively.
- **Caribbean’s 1st Carbon Neutral Hotel.** Green Globe declared Bucuti & Tara the ‘most sustainable resort in the world’ in 2016 and the journey to sustainability was earned through a series of certifications which already incorporate safety and health and therefore provided an advantage in establishing safety protocols.



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Communicate

- Prioritize the health of your consumer, trade and media databases
- Prioritize the growth of your social media following through careful demographic targeting and specific boosted posts
- Utilize your contacts to communicate with your various sets of customers and establish trust with your communications by delivering clear, direct information in difficult times. When you shift to marketing messaging, the more likely it be trusted and followed.
- Bucuti & Tara is in contact with PR partner, Amy Kerr of Revel Concepts on a daily basis for PR support and distribution and is a key facilitator of media distribution



Ed Wetschler @EdWetschler · Mar 16

I wish every hotel and resort would distribute a [#CoronavirusOutbreak](#) update as carefully thought out and useful as this one by [@Bucuti](#):

[guestfolio.net/newsletters/ca...](#)

[@Recommendmag](#) [@VisitAruba](#) [@MPA_Digital](#) [#COVID19](#) [#LuxuryTravel](#) [#tourismindustry](#)



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How This Top Aruba Resort Is Ready for Travelers

Caribbean Journal Staff 2 weeks ago



Eagle Beach.

Visit Aruba .com @VisitAruba · 54m
Learn how the team at @Bucuti & Tara Beach Resort, Aruba are continuing their efforts to be the Caribbean's healthiest vacation experience! 🌴☀️

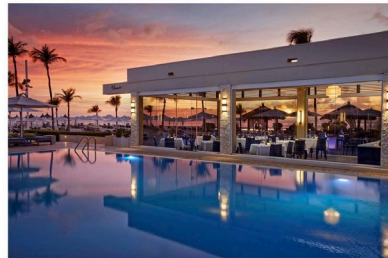
They are perfecting Covid-19 safeguards & protocols, get the details! 🔥



The Caribbean's Healthiest Vacation Experience at Bucuti & Ta
The management team at the Bucuti & Tara Beach Resort in Aruba continue their efforts to be the Caribbean's healthiest vacation ...
📍 visitaruba.com



Bucuti & Tara Beach Resort's Hi-tech, Hospital-Grade COVID-19 Safety Protocol



Green Globe, LEED, ISO and HACCP certified Aruba resort details ongoing and enhanced commitment to guests' safety

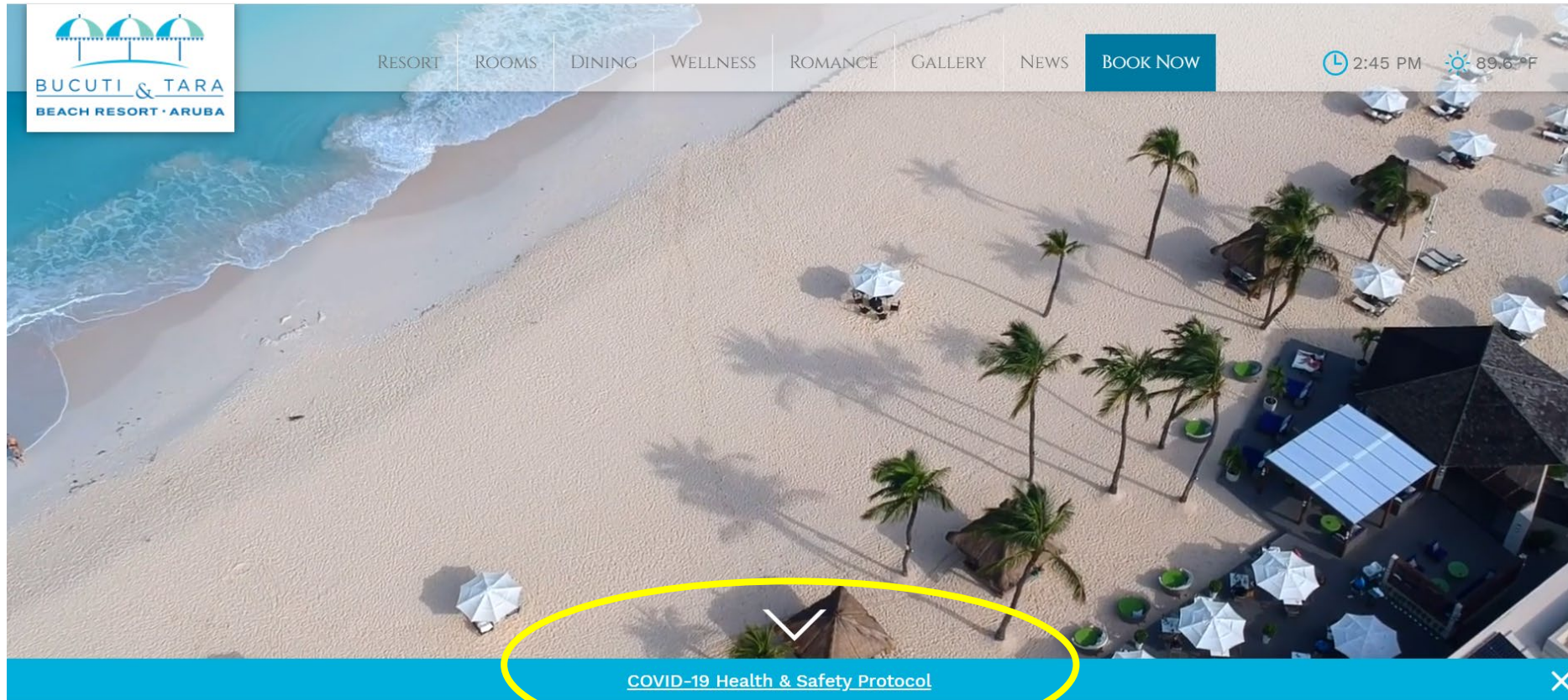
Messaging Trust

- Build trust to alleviate the current state of fear and anxiety
 - Change to flexible policies
 - No change or cancel fees through Dec. 22nd
 - Relaxed cancel and change policies for 2021
- Set up blog with daily updates on border reopen status and COVID cases which guests returned to often for updates (Google Analytics)
- Established and published COVID Health and Safety Protocols early
 - PR Partner Amy Kerr facilitated a widely published release on our protocol
 - Protocol released on all appropriate social media channels
 - Protocol featured in newsletter/direct e-mail piece distributed to Bucuti & Tara's entire database of consumers and trade
 - Publishing a solid protocol eliminates worry about health and safety to establish your self in consumers and trade consideration set for business



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Messaging Trust



Easy to find COVID protocol information is on the home page of Bucuti & Tara's website.

Action speaks louder than words...



Bucuti & Tara Beach Resort - Certified NetZero @Bucuti · Apr 24
Grateful to Aruba's #firstresponders who have cared for us so well during Covid-19. With pleasure we have been welcoming them for well deserved rest and relaxation stays at the resort. #aruba #gratitude 🙏



- **“Returning better than ever” communications** around the many renovation projects the resort is undertaking now.
- **Open for business.** Understanding there wasn’t an option to remain open for many hotels in the region, Bucuti & Tara was able to remain open. Despite the cost, it did so to instill trust:
 - *It helped dispel the fear that we may not reopen on time, or at all*
 - *It strengthened loyalty and retention among associates*
 - *Staff is present to respond quickly respond and take bookings*
- **Caring for essential personnel.** Bucuti & Tara donated stays to front line responders at the hospital between their long work schedules to show appreciation. They expressed their appreciation to the local press and strengthened our brand locally
- **Doctor-tested COVID protocols.** The First Responders tested our new protocol and allowed staff to train and practice to be ready faster



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Lean in and Adapt

- **Utilize effective technology**

- Bucuti & Tara upgraded to a new Booking Engine (SynXis), a new website to better sell the brand message and committed to a more advanced CRM program within the past three months.

- **Stay informed**

- We are rewriting our marketing plans. New ideas are inspired from webinars by industry experts. Attend as many as you can. I have benefited from ADARA, TripAdvisor, Skift and CHTA as well as BCV, Sojern and HSMAI. Local tourism and hotel association webinars have been helpful with some specifying airlift gateways and dates

- **Present creatively** to the trade via webinars. Research audience prior to the event to tailor each presentation to them.

- A travel agent group approached me last week to do a presentation to her agents and a selection of their clients. They have provided questions in advance so we can fashion the presentation to their interests.

- **Deliver on Wellness.** Wellness continues to trend. You don't need a spa, simply create one with what you have and through destination relationships. Package on-island partner experiences like Yoga, Mindfulness walks, Nature Hikes, Healthy Menus.



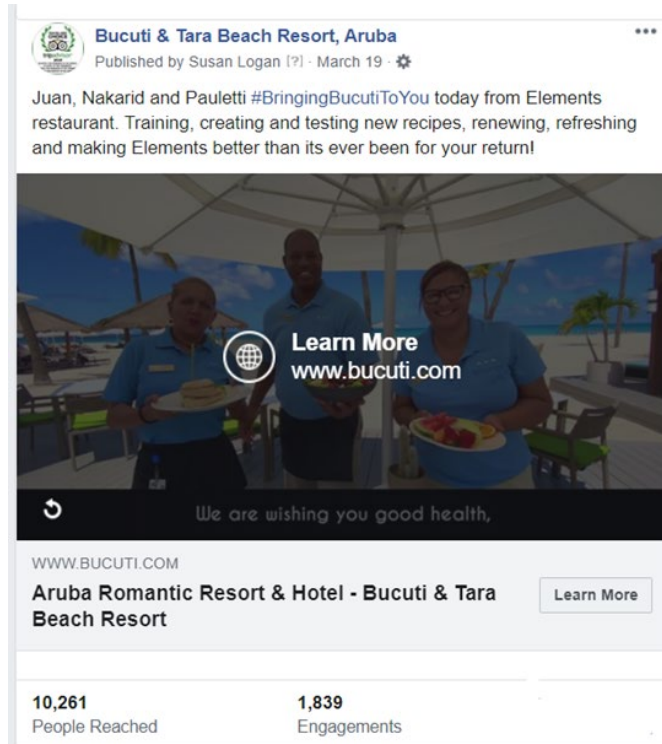
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CARIBBEAN

Bucuti keeping in touch with social campaign

By Gay Nagle Myers | Mar 30, 2020



Be Creative

- An early brainstorm of the sales and marketing team released shortly after the borders were shut was to produce videos for our social media accounts, directed to guests and using their favorite hotel associates to deliver the message – directly into the camera....We miss you, await your return and we are bringing the beauty and warm feeling of Bucuti & Tara to you while you cannot come to us.
- The campaign was produced on an iphone by three members of our team – one to create the ideas and scripts and direction for filming, one to shoot the content and the third to produce the finished video product in the correct formats and with subtitles in all languages for the various language Facebook pages managed (English, Dutch, German, Italian).
- We tied in everything we were doing including Earthday celebrations, niche themes (romance, sustainability, wellness) into #BringingBucutiToYou messaging.
- Social media has been our lifeline to get the word out in an affordable and practical, effective way and we've been able to increase engagement of our customers and potential visitors throughout the process



#BringingBucutiToYou



-  **Lori Medlin-Casagrande** I love Juan! He's got to be the most happiest, kindest man I've ever met! Hope to see you in August!
Like · Reply · Message · 7w
-  **Linda Garner** We miss all of you. If my trip is cancelled I'm going to try and rebook.
Like · Reply · Message · 9w
-  **Author**
Bucuti & Tara Beach Resort, Aruba Thank you for rescheduling! We are here to help
Like · Reply · Commented on by Susan Logan (?) · 9w
-  **Sheri Schmick** That was wonderful! Miss you all. Keep your families safe and healthy ❤️ ❤️
Like · Reply · Message · 9w
-  **Cathy Fairfax** love it, Love it! I miss you guys "Every Single Day" This really brought us smiles.. I'm in day 4 of lock down until 3/30 but I think it may extend even longer. Keep them coming. Love you guys...
Love · Reply · Message · 9w
-  **Lu Savaria Poitras** Nakarid, Paulette, and Juan we miss you all every single day! Stay healthy and safe! ❤️
Like · Reply · Message · 8w
-  **Jenn Tonucci** Juan is the best!!!! Welcomed us every morning had my cranberry juice waiting!! Always happy 😊



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Key Takeaways

- **Differentiate and own it.** Develop the attributes and niches that you do best and differentiate yourself now more than ever to connect with customers with creative and targeted messaging.
- **Nurture and work your database.** Build, Organize and Communicate using your database using quality CRM technology to connect with your guests and suppliers
- **Engage and be yourself.** Build your social media connections and tailor your messaging and imaging to the profile of each channel
- **Build trust.** Communicate to establish brand trust in a time of fear and anxiety
- **Connect in a personal voice.** Connect on a positive, emotional level in communications and let your guests extend your brand message
- **Maximize what you have.** Use the resources you already have to spread communicate and message via social media – it can be as simple as an iPhone and a motivated team
- **Partner.** If limited by your own facility for a product such as wellness, incorporate and package
- **Earn sustainability certifications** to help incorporate health and safety. Green Globe is a good start.

When things get tough, the tough dream of the Caribbean...



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DISCOVER PUERTO RICO

Ed Carey Chief Sales Officer, Discover Puerto Rico

KEEPING THE DESTINATION TOP OF MIND... AMIDST NEW REALITIES

- At a time when paid media is paused, communications and social is even more critical.
- There is a need for creative, newsworthy content and an opportunity to keep Puerto Rico top of mind despite current travel limitations. If people can't come to Puerto Rico, we will bring Puerto Rico to them.
- The survey was conducted in-house and it's titled State of Travel Journalism in the World of COVID-19, A Pulse Survey by Ketchum.

8 in 10

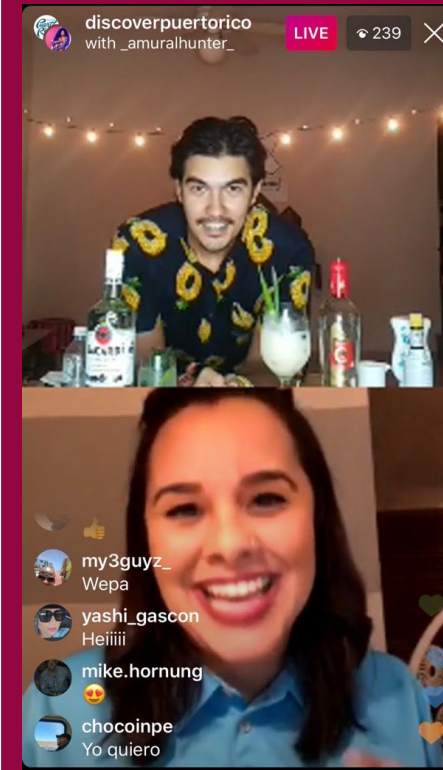
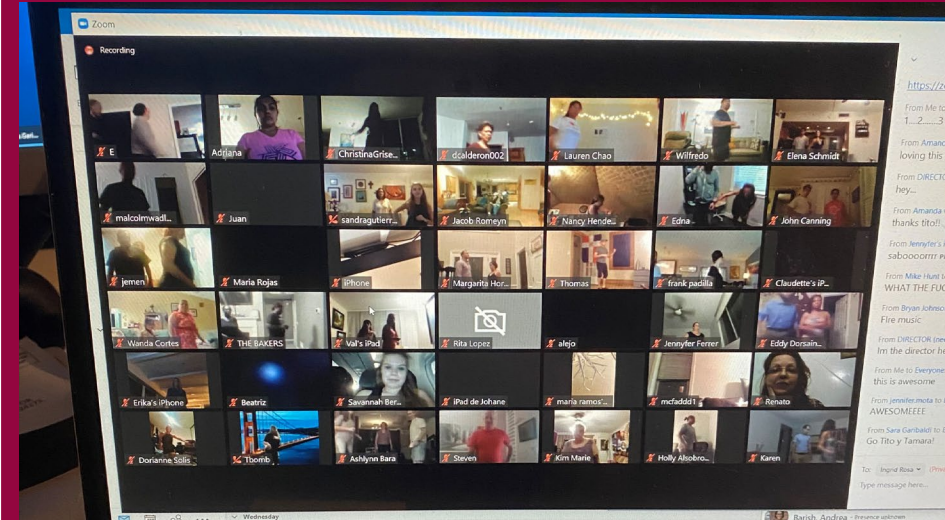
Travel journalists are currently covering tourism topics...

... including 89% who write for travel-specific media and 60% who write for general news media.

THE IDEA

VIRTUAL WEEKEND GETAWAYS

- We were the first destination to host a virtual vacation, partnering with local talents to host a Salsa class, a cocktail-making class, and cooking class. These classes were a unique way to insert ourselves into the conversation naturally and highlight Puerto Rico's culture.
- We received great feedback from participants, media, and our local industry about the series, so we've decided to extend the vacation weekends through May.



ESCAPE TO PUERTO RICO VIRTUALLY!



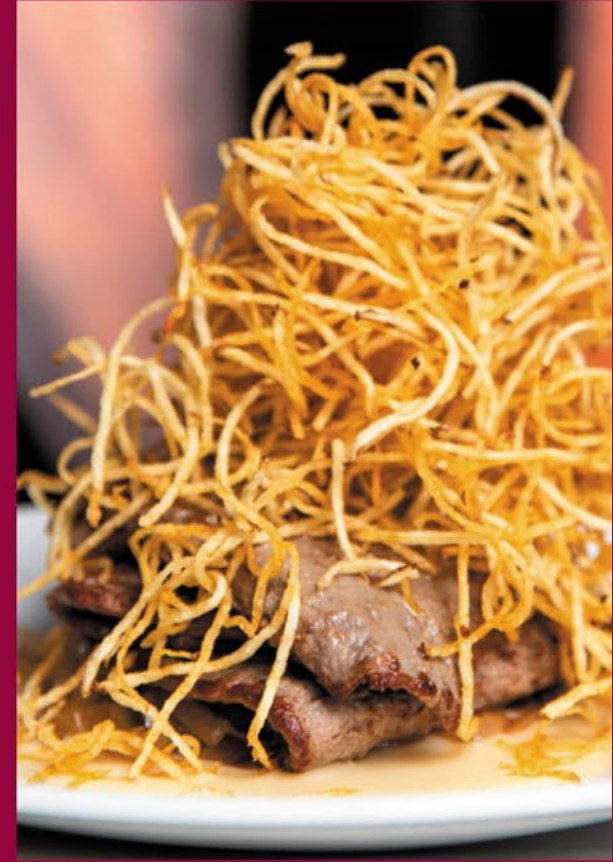
VIRTUAL SALSA LESSON
FRI, MAR 27 - 8:00 PM ET

ZOOM MEETING
TITO ORTOS & TAMARA LIVOLSI



COCKTAIL MIXING CLASS
SAT, MAR 28 - 7:00 PM ET

INSTAGRAM LIVE
LA FACTORÍA BAR'S ROBERTO BERDECÍA



COOKING CLASS
SUN, MAR 29 - 7:00 PM ET

INSTAGRAM LIVE
CHEF WILO BENET

LIVE GUIDED TOURS AND POSTCARDS

- ♥ We broke through the media clutter by hosting the destination's first LIVE guided tours - via Google Earth - to show travelers, from the safety of their homes, different areas across the island.
- ♥ **174M impressions**, equating to \$718K in ad value.

Forbes  NATIONAL GEOGRAPHIC mitú



EARNED MEDIA COVERAGE SAMPLE

Forbes

Discover Puerto Rico Offer Lives Guided Tours Through Google Earth



"Through these and other activations, we've not only been able to keep Puerto Rico top of mind, but it's also given us the opportunity to highlight valued members of the local tourism industry." – Brad Dean, CEO of Discover Puerto Rico

NATIONAL GEOGRAPHIC

Trains, Caves, and Forests: How to Take Amazing No-Travel Trips

"This month, virtual travelers can trek through natural wonders, navigate far-flung sites, and discover historical treasures with Puerto Rico's new Google Earth live-tour."



TRAVEL+LEISURE

Puerto Rico Is Putting on Live Tours so You Can Take an At-home Vacation

"Puerto Rico wants you to know it can't wait for you to come back when the time is right. And, it's offering up one of the most unique virtual tours available during quarantine."



TRAVEL AGENT CENTRAL

Discover Puerto Rico To Offer Live Guided Tours Via Google Earth



"Discover Puerto Rico announced it will be entertaining and educating would-be tourists by transporting them through Google Earth on live guided tours around the island."

mitú

Take Virtual Guided Tours Of Puerto Rico To Feel Like You Are On Vacation

Discover Puerto Rico is using National Travel and Tourism Week as a chance to help all of us travel from home to escape the mundane routines of waking up in isolation and going to bed in isolation. Here are a couple of the tours available through Discover Puerto Rico.

TRAVEL PULSE

Puerto Rico Is Offering Live Guided Tours via Google Earth



Discover Puerto Rico is making its Caribbean island the world's first-ever destination to virtually transport at-home tourists via the magic of Google Earth. To commemorate National Travel and Tourism Week.

VIRTUAL VACAYS – SOCIAL REACH

- 👉 17 virtual vacays to date
- 👉 72,248 people have tuned in to date

- 👉 453M impressions
- 👉 \$6.1M in ad value

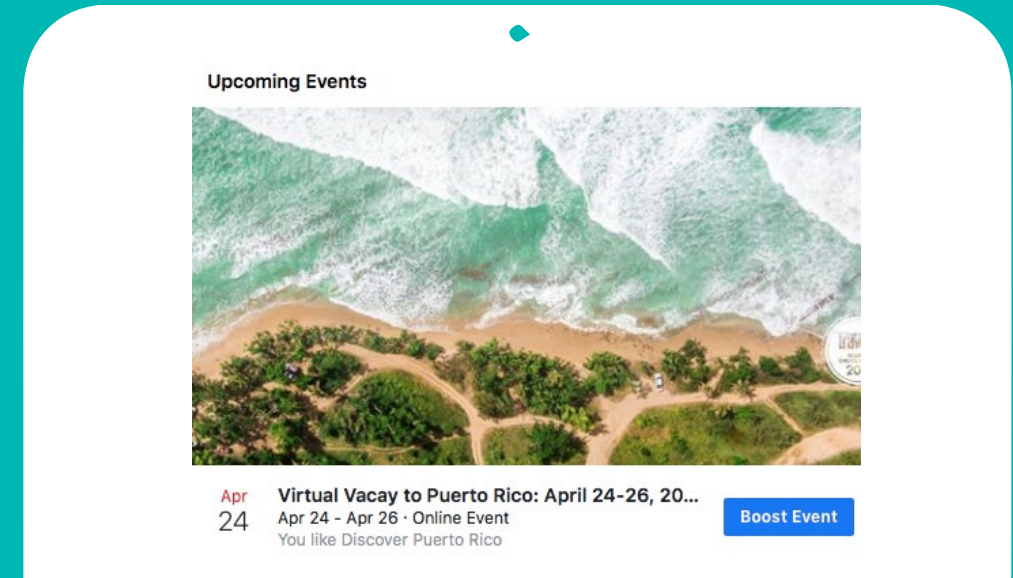
👉 Instagram:

Average Reach per post: **50k users**

- Impressions up **3%** to **3 million**
- Profile views up **72%** to **38k**
- New followers up **69%** to **133k**

👉 Facebook:


- Page views up **30%** to **17k**
- Interactions up **8%** to **96k**
- Positive reactions up **6%** with **80k**



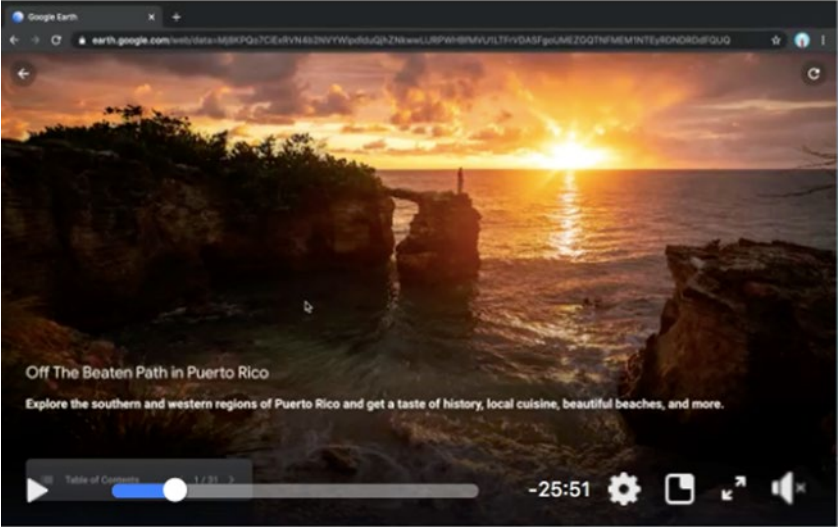
FACEBOOK: GOOGLE EARTH LIVE GUIDED TOURS

- 👤 May 5: Natural Wonders of Puerto Rico
 - People reached: 20,383
 - Views: 8,800
- 👤 May 8: Off the Beaten Path
 - People reached: 53,635
 - Views: 19,000
- 👤 Page Impressions: 10M (up 131%)




 **Discover Puerto Rico** was live — in Puerto Rico. Published by Patricia Camacho [?] · May 8 at 4:53 PM · 🌐

On this virtual tour, we're taking you to the beautiful places and hidden gems throughout Puerto Rico's south and west coasts.








Off The Beaten Path in Puerto Rico
Explore the southern and western regions of Puerto Rico and get a taste of history, local cuisine, beautiful beaches, and more.



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 Watch together with friends or with a group Start

53,755 **10,122**
People Reached Engagements Boost Post

   678 438 Comments 175 Shares 19K Views

 **Craig Zachman** · 27:27 Never been to Culebra and Vieques, next time for sure. Like Reply · 2d  2

 **Jennifer Ruiz** · 27:46 A must for sure! Great reason to return 🤔 Like Reply · 2d  1

8

PCMA: ISLAND ZEN YOGA WITH DISCOVER PUERTO RICO



- PCMA Virtual Yoga for Meeting Planners
- Replacing media buy with this opportunity to reach meeting planners through an interactive and relaxing virtual experience in our destination.
- Four weekly yoga sessions live from Puerto Rico.
- Promoted to 7,000 members.



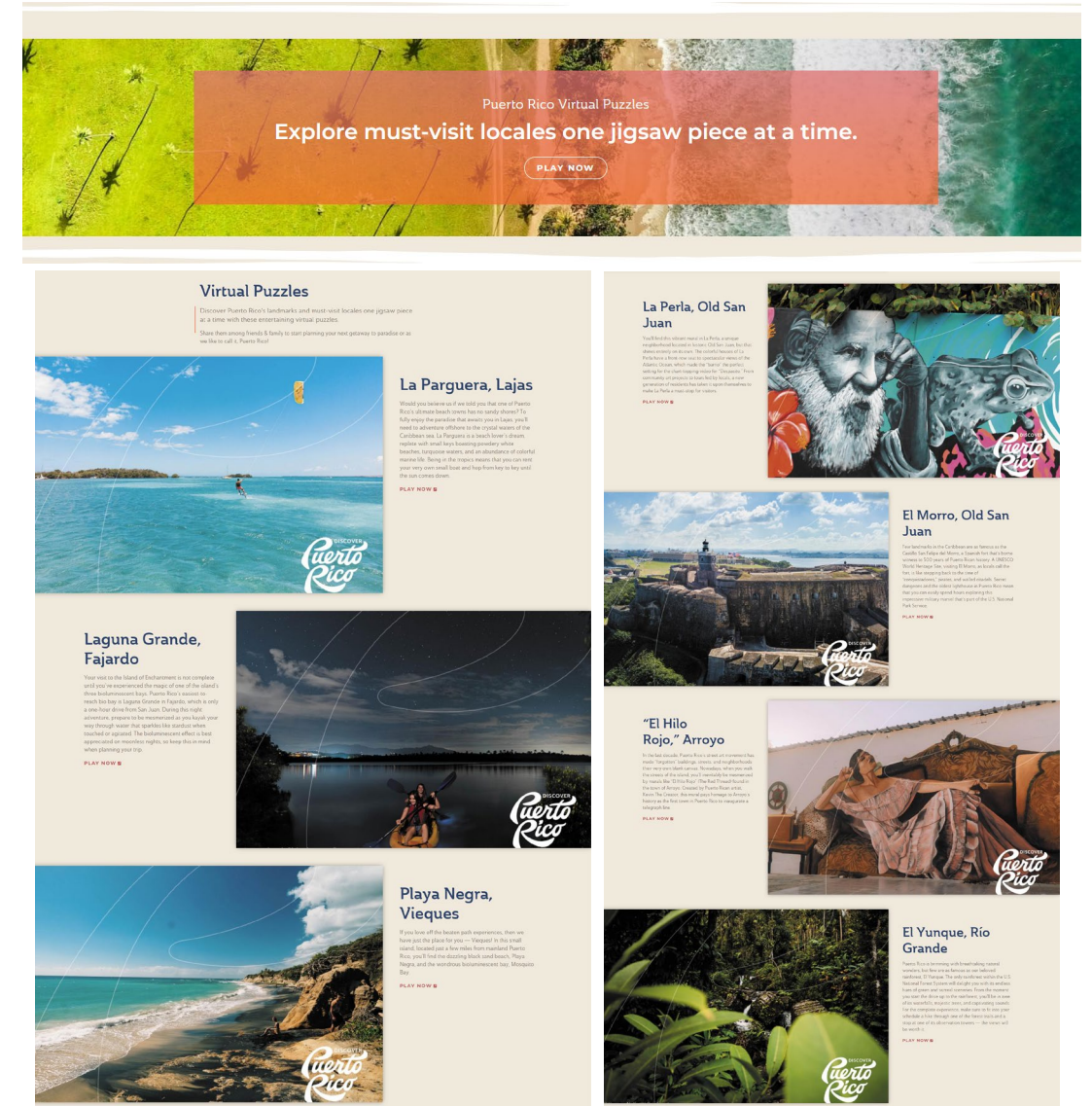
NEW CONTENT VIRTUAL PUZZLES

Virtual Puzzles page

- 11 puzzles featuring points of interest around the island (La Parguera, Laguna Grande, Playa Negra, La Perla, El Morro, and more)

New articles

- Exploring Mona Island
- Fishing Competitions in Puerto Rico
- Best Places to Go Kayaking and Paddle Boarding in Puerto Rico
- Best Beaches for Relaxing in Puerto Rico
- Exploring El Yunque Hiking Trails
- Ecotourism Experiences in Puerto Rico
- Virtual Tour: Natural Wonders of Puerto Rico



COFFEE CARE PACKAGES FROM PUERTO RICO

- Partnered with local provider to highlight authentic, Puerto Rican coffee
- Targeted more than 1,000 definite and prospective meeting planners and VIP partners in the travel trade.
- Coffee care packages sent to nearly 200 meeting planners and travel advisors so far.



COFFEE CARE PACKAGES FROM PUERTO RICO

¡Hola!

Our industry is resilient and so are you. We are guessing you could use a break about now! While we all figure this out, enjoy a cup of Puerto Rican coffee on us.

¡Un abrazo!



COFFEE CARE PACKAGES

CUSTOMER RESPONSE

“What a beautiful surprise! My tears jump out of my eyes as I read this! Gestures like yours make this place a warmer world. A huge hug,”

- E.N. (EF Explore America)

“Ahhhhhh. Puerto Rican coffee, Fruit, Mofongo, Pork with rice, Glass of Rioja, Cigar! Be safe and stay healthy.”

- B. M. (Protravel International, LLC)

“What a pleasant surprise. I am hoping very soon we can make a decision on our November board meeting. Stay well.”

- D.H. (MPI)

“This is ABSOLUTLEY the sweetest, most heartfelt thing ever!!! I cannot tell you how much I appreciate the thoughtfulness behind this kind gesture. I just LOVE this idea (supporting businesses as well) and that you all are taking the time to do this! THANK YOU!!!!”

- A.B. (Meeting Professionals International)

“Oh you nailed it! Just made myself some of my special coffee I brought back from a recent trip to Dominican. Let’s see how it compares...I see taste testing in my future. Something to look forward to! Excited!!”

- M. D. (Creative Group)

TRADESHOW REPLACEMENT ENGAGEMENT PLAN

- Our next phase is to engage with customers we would normally see at events.
- Sending Puerto Rico care packages to keep the island top-of-mind with key clients.
- Summer activation: Iced Coffee Care Package



LEISURE SALES ACTIVITY



Webinars

- ✦ ASTA January 28th
- ✦ Travel Leaders March 25th
- ✦ CCRA March 25th
- ✦ Hotelbeds April 28th
- ✦ Travel Pulse April 30th
- ✦ CCRA Austin Webinar May 12th
- ✦ Travel Leaders May 27th
- ✦ Virtuoso June 1st
- ✦ Travel & Adventure Virtual Content



Engagement and Customer Acquisition

- ✦ TANQ Agents NJ Jan 14
- ✦ CHTA Jan 30
- ✦ ANATO Feb 27
- ✦ Newsday / AAA Feb 29
- ✦ Liberty Travel Expo Mar 5
- ✦ Cruise Planners Boot Camp Mar 8
- ✦ ASTA Global Convention Aug 27
- ✦ Signature Annual Oct TBD
- ✦ Northeast Roadshow Oct TBD

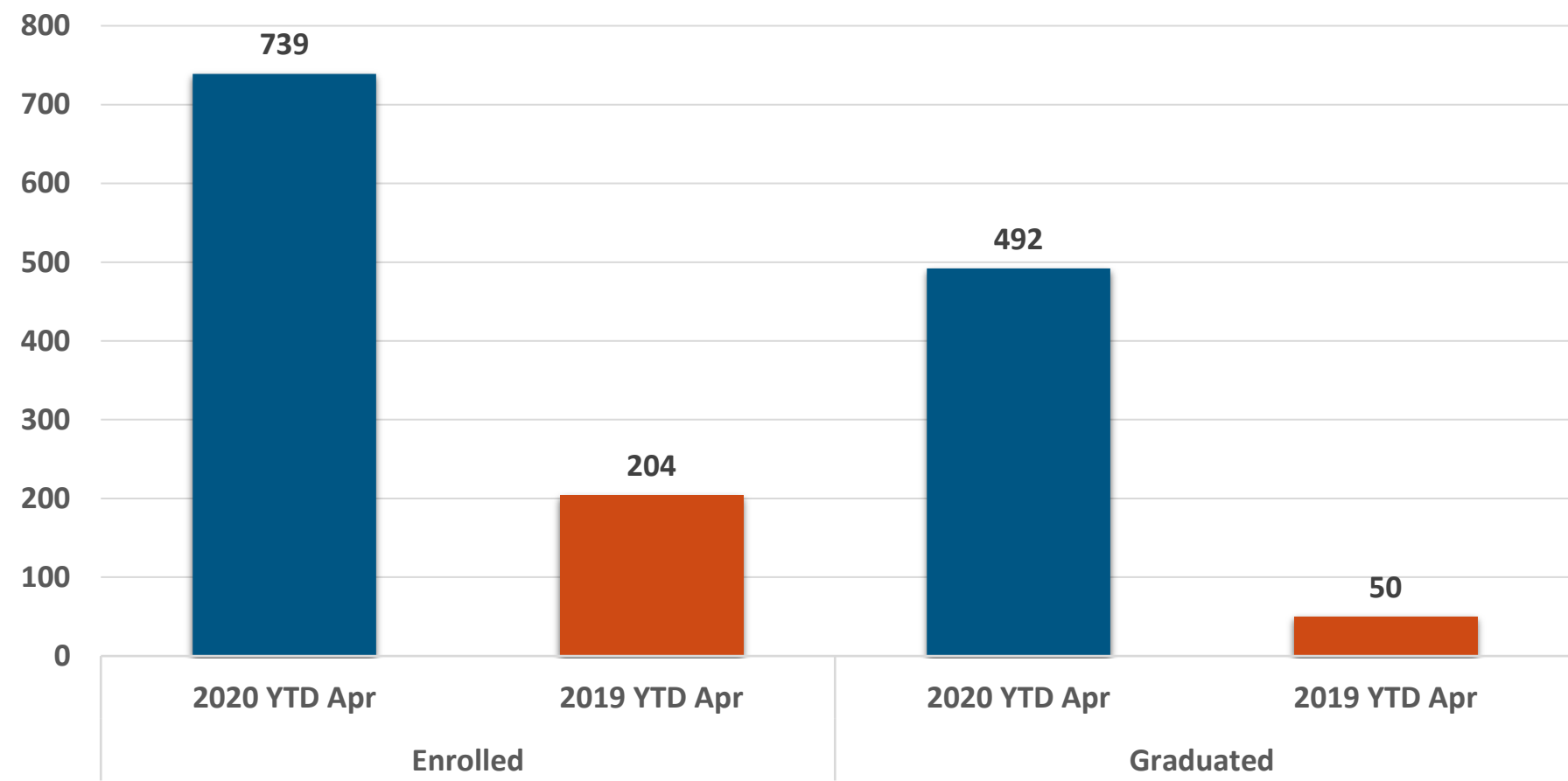


Reactivation

- ✦ Puerto Rico Travel Expert Program
- ✦ Promoted in Travel Pulse
- ✦ IATA 129,000 agent base E-Broadcast
 - ✓ Enrolled 739 & Graduated 492 agents
 - ✓ Incentive offer ended April 20th
 - ✓ Will renew in coming months
 - ✓ Follow up on agents who completed only General Course to entice them to get Certification

TRAVEL ADVISORS EDUCATION

Puerto Rico Travel Agent Certification



Monthly graduation rate is **+884%** vs prior year



Source: Travelliance / Northstar Travel Group



Normal Rules No Longer Apply.

Presented by Jody Diamond, President and CEO of Diamond Public Relations

Moving Forward: Business Recovery

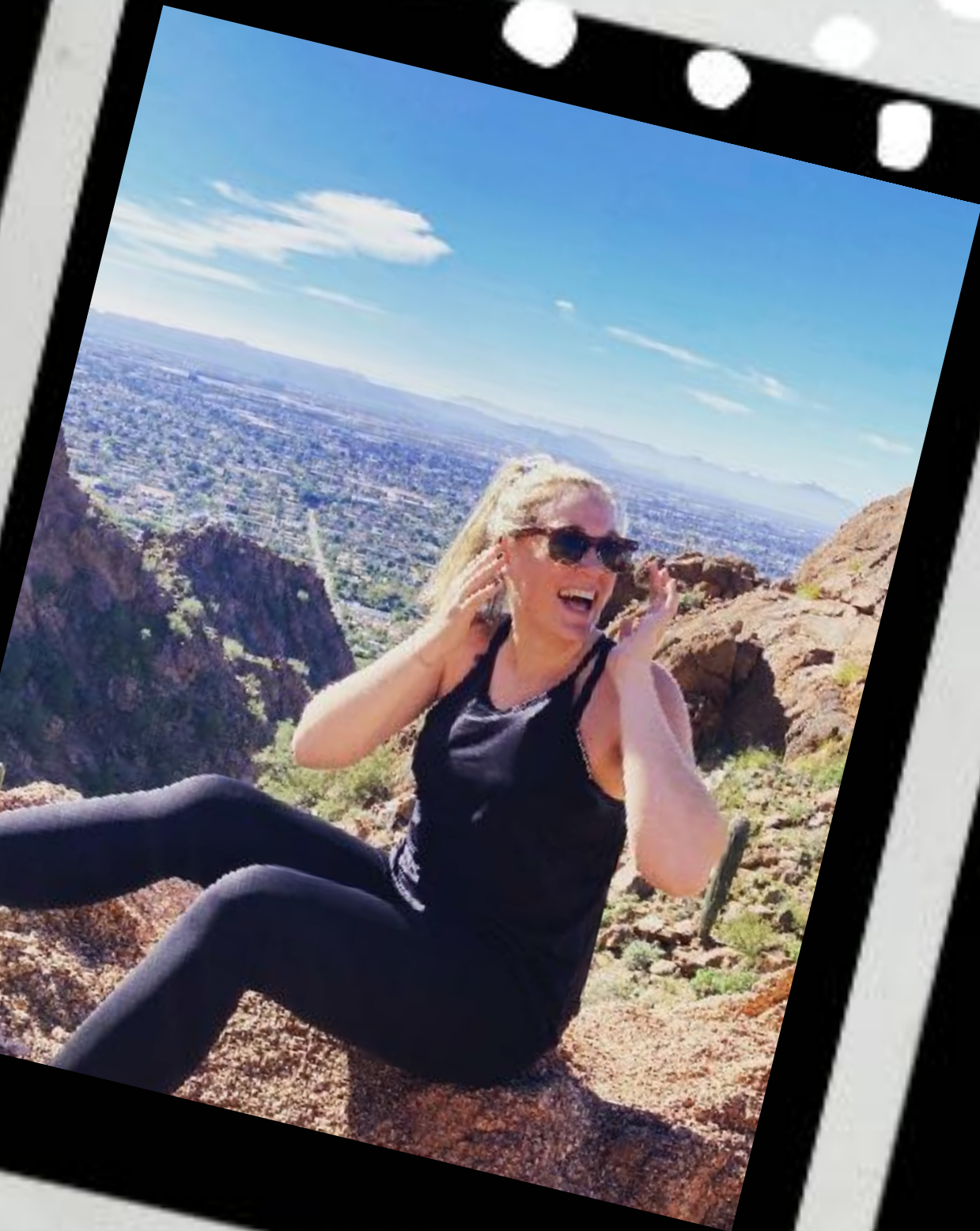
Normal Rules
No Longer Apply

Presented by Jody Diamond, President and CEO of



The New Rules...for now.

- 1) Show Your Soul
- 2) Reinvent Yourself
- 3) Snuggle Up To Social



The importance of
being real

Show Your Soul

Honesty. Vulnerability. Transparency.
in your *messaging*

Be thoughtful,
consistent & honest...
even vulnerable

Overload of post-COVID
opening information

Reactive statements
create distrust and confusion

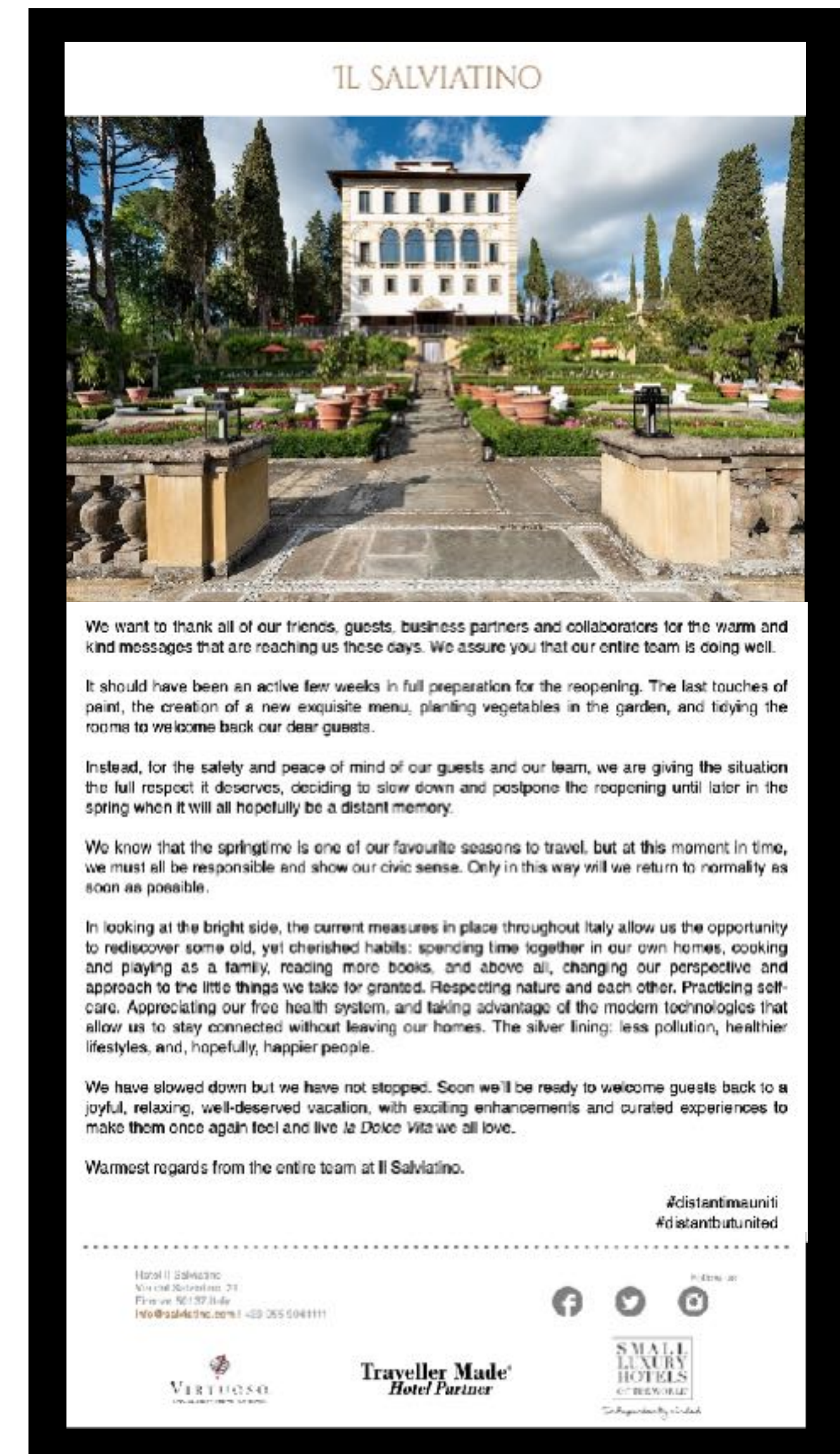
It's not a race - it's OK
to say, "we just don't
know yet"

“DISTANT BUT UNITED” *campaign*

Instagram Post



Email newsletter



il salviatino

(Italy)

d!amond

public relations • social media

It should have been an active few weeks in full preparation for the reopening. The last touches of paint, the creation of a new exquisite menu, planting vegetables in the garden, and tidying the rooms to welcome back our dear guests.

Instead, for the safety and peace of mind of our guests and our team, **we are giving the situation the full respect it deserves**, deciding to slow down and postpone the reopening until later in the spring when it will all hopefully be a distant memory.

We know that the springtime is one of our favourite seasons to travel, but at this moment in time, we must all be responsible and show our civic sense. Only in this way will we return to normality as soon as possible.

In looking at the bright side, the current measures in place throughout Italy allow us the opportunity to rediscover some old, yet cherished habits: spending time together in our own homes, **cooking and playing as a family, reading more books, and above all, changing our perspective and approach to the little things we take for granted.** Respecting nature and each other. Practicing self-care. Appreciating our free health system, and taking advantage of the modern technologies that allow us to stay connected without leaving our homes. The silver lining: less pollution, healthier lifestyles, and, hopefully, happier people.



Sonoma

(California)

As COVID-19 restrictions continue to ease, and visitors consider planning a future trip to Sonoma County, the destination stewardship organization - Sonoma County Tourism - has launched their "SAFE Travels Promise." **The goal of the 'promise' is twofold: welcome visitors back to Sonoma County when the time is right, and encourage high standards of hygiene,** observation of all local health regulations required in Sonoma County, and committing to being responsible travelers.

"We understand the allure of Sonoma County's rich tourism offerings for visitors," said Claudia Vecchio, Sonoma County Tourism President & CEO. "We also know that concerns about coronavirus will be with us for the foreseeable future. **We hope visitors will recognize their important role in assisting us get through this challenging time.** The safety and wellbeing of our visitors, our employees and our community is our top priority."

d!amond

public relations • social media

5 things to keep in mind if you're booking a 2020 staycation in Arizona

Melissa Yeager, Arizona Republic

Published 6:00 a.m. MT May 28, 2020 | Updated 6:51 a.m. MT May 28, 2020

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE



This summer things will look a little different at the Hotel Valley Ho's pool. (Photo: Mark Boisclair)

1. Make sure to stay up to date with the latest travel advisories from the Arizona Health Department and the [Centers for Disease Control and Prevention](#). Know that the COVID-19 situation is fluid and each state may have different advice. Make sure you evaluate that information before deciding to travel.

2. Make reservations early for spots near the National Parks. Those are likely to attract visitors looking for spatial distance from others.

3. If you're looking for a resort deal, experts say that Sundays through Thursdays are your best bet. Before you book, make sure you're comfortable with the resort's COVID-19 safety policies.

CORONAVIRUS TRAVEL: [What will summer staycations look like in Arizona?](#)

4. Due to CDC recommendations, you might find it hard to get a day pass to a pool this year as resorts limit their pools to hotel guests for health and safety reasons.

5. Make sure your reservation is refundable. Though stay-at-home orders have lifted, the pandemic is not over. Make sure you have the flexibility to change your reservation during this fluid situation.

You can connect with Arizona Republic Consumer Travel Reporter Melissa Yeager through email at melissa.yeager@azcentral.com. You can also follow her on [Twitter](#) and [Instagram](#).

MORE THINGS TO DO: For restaurant reviews, travel tips, concert picks and more, [subscribe to azcentral.com](#). Memorial Day sale: Subscriptions start as low as \$1 for the first 3 months.

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the job network

Keywords (ex. registered nurse)

Phoenix, AZ

FIND JOBS

Share your feedback to improve our site experience

MORE STORIES



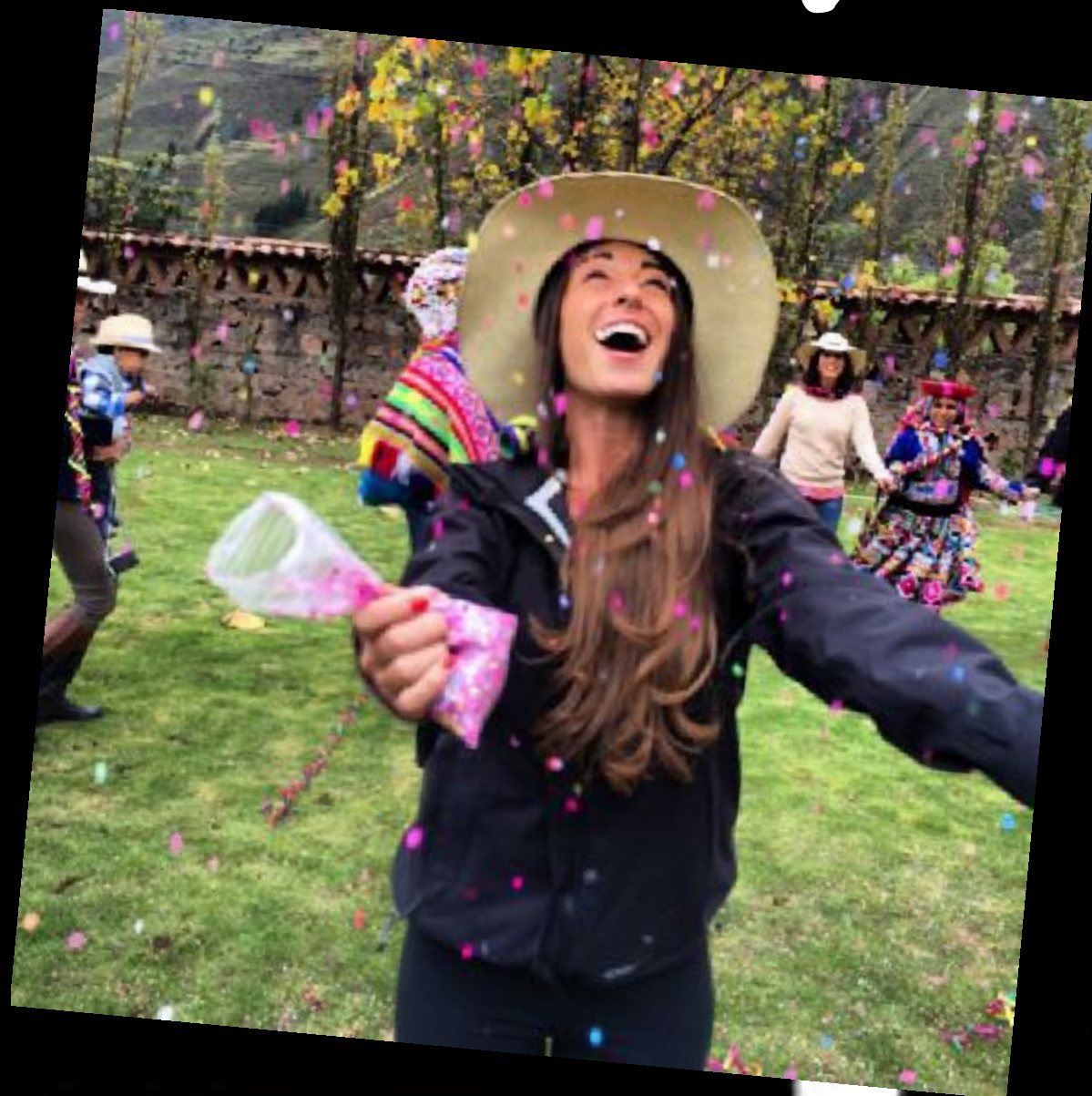
May 28, 2020, 8:27 a.m.

What will summer 2020 look like in Arizona? More staycations and trips

arizona

the new
You

Who have you
become?



Get creative, get ahead of the curve

Shift from virtual experiences to aspirational travel - and planning for it

Re-evaluate offerings

Consider private experiences that cater to the new normal

the new *You* private experiences

New This Summer Private Experiences

This summer, you and your friends and family will have the opportunity to book private experiences throughout our 429 acres. From private dinners overlooking Cape Cod Bay to private instruction on our brand new pickleball courts, there is something for everyone. Come take in the fresh Cape Cod air, and have a little fun while you are at it.

Private Dining

Reserve one of our private rooms on the second floor of The Mansion with your own balcony and server. 3 course prix fixe menu from Ocean Terrace. Select cocktail menu.

How to Book: Please email dining@oceanedge.com to reserve your room.

Dates Available: June 26 - September 5th (Black out dates may apply)

Capacity: Up to 10 people. Capacities may increase based on State & Local guidelines.

Cost: Monday - Thursday, \$700 Minimum. Friday - Sunday, \$850 Minimum. 18% gratuity additional.

Length of Experience: 3 Hours Maximum



Private Wellness Afternoon

Choose your favored wellness class (beach yoga, yoga like or Tai Chi) and then relax in The Beach House Spa for massages, manicures and pedicures.

How to Book: Please contact the spa at 774-328-6243.

Dates Available: June 30 through September 7. Spa experience must happen post 6:00 p.m.

Capacity: 8 guests

Cost: Wellness Class: \$100 total. Spa services: \$150 minimum per person. The \$150 covers either a massage or a mani and pedicure combo. More services may be purchased. To learn more about the spa and spa services, click [here](#).

Length of Experience: 4.5 hours



Private Archery Lessons

Aim to have a good time on our 5-acre front lawn with private archery lessons from our staff team. Catered lunch provided upon request.

How to Book: Contact our Activities Department at activities@oceanedge.com

Dates Available: June 20 - Sept 7

Capacity: Up to 6 people.

Cost: \$50

Length of Experience: 1 hour (15 minutes of instruction, 45 minutes of supervised play)

Minimum age: 8 years old



the new
You

private experiences



Private Oyster Tour

A unique glimpse into this local delicacy; get up close and personal with the shelling industry, and learn what it takes to enjoy the bounty of our local waters. Tide dependent. Please reference this [tide chart](#) when planning. Must book in advance. Upgrade your experience with a private Row Bar on one of our Mansion balconies overlooking Cape Cod Bay.

How to Book: Contact our Activities Department at activities@oceanedge.com

Dates Available: Based on tide schedule

Capacity: 10 people maximum.

Cost: \$150

Length of Experience: 1 Hour

Safety: Please do not walk through rocks or shallow water.



Private Beach Fires

Take in a sunset on our private beach with a beach fire of your own — a quintessential Cape Cod experience. We will provide s'mores ingredients, beach chairs, and a beach attendant. You bring the smiles.

How to Book: Contact our Activities Department at activities@oceanedge.com

Dates Available: June 20 – Sept. 7

Capacity: Up to 8 people.

Cost: \$250

Length of Experience: 2 Hours.



Private Picnic

Our Executive Chef Phil Flath has hand selected items for you to enjoy a lovely family picnic on our Mansion Front Lawn. When booking, please inform us if anyone in your family has any allergies.

How to Book: Contact dining@oceanedge.com.

Dates Available: June 20 – Sept. 7

Capacity: Up to 8 guests.

Cost: Dependent on order.

Length of Experience: 1.5 Hours.

book now for 2021 (italy client)

The logo for the TV show Top Chef, with 'TOP' in orange and 'CHEF' in grey, separated by a vertical line.

Apply Now
to the Food
and Beverage
Industry
Relief Fund

James Beard
Foundation

“❤️ of a Chef Package”

Includes rooms, private cooking lesson, private wine tasting and private transfers
Book in 2020 for 2021 (\$100 per booking goes to James Beard Foundations Relief Fund.)

How to leverage *social technology*

How to leverage

social technology

Capitalize on current technology capabilities -
Zoom it out!

Get personal - remember, journalists are going through this as well.

Consider one-on-one or group video chats with past media guests or influencers.



Because we're
all people, too

Travel scavenger
hunt &
margarita mixers



contact information

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Diamond Public Relations

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(305) 854-3544





Thank You for Attending!

CHTA COVID-19 Resource Center:
caribbeanhotelandtourism.com/covid-19/

Next Week:
European Marketplace:
New Opportunities in the Post-COVID World
Thursday, June 4, 2PM ET

Get in Touch!
Join our Mailing List
caribbeanhotelandtourism.com
membership@caribbeanhotelandtourism.com

Marketing for Business Recovery

#CHTALive



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