

## Turtle Bay Resort Re-Launch Press Trip

## Winner

2015 Hospitality Sales & Marketing Association International (HSMAI) Bronze Award for public relations  
Two 2015 Public Relations Society of America (PRSA) Hawaii Chapter Certificate of Excellence Awards

In December 2011, just a few months shy of its 40<sup>th</sup> anniversary, Turtle Bay Resort launched a comprehensive rebranding campaign unlike any other in its history. As the only resort destination on Oahu's North Shore, Turtle Bay's 410 rooms, ocean villas and cottages are uniquely situated 840 acres at the start of the "7-mile miracle" of world-renowned surf and beaches. The area – encompassing 5 miles of pristine oceanfront, lush forests, 12 miles of hiking and biking trails, and agricultural land – is rich in historical significance, long serving as a gathering place for watermen, Hawaiian royalty, surrounding communities and visitors alike.



**TURTLE BAY**  
OAHU'S FABLED NORTH SHORE



TLC PR worked closely with the new owners of the resort to develop a multi-year strategy capitalizing on the resort's authentic Hawaii experiences and planned improvements. These efforts would include the creation of a six-pillar brand story and resort values and a top-to-bottom \$45 million renovation including all guest rooms; two new restaurants; two new shops; a new spa and fitness center; the launch of a Guides Club and Experience Center; and a groundbreaking focus and investment in sustainability, among other improvements.



Media outreach would culminate in October 2014, with TLC PR's organization and execution of the largest-ever international press trip to the resort including more than 40 invited reporters from target markets in the U.S., Canada and Pacific Rim. This press trip would serve as a grand re-launch event, officially introducing the new brand and a 3-year renovation, communicating the resort's overall rebranding, new vision, extensive improvements (both completed and planned) and new ownership.



More than 40 media were recruited to attend the Turtle Bay Resort re-launch press trip from Oct. 2-5, 2014. They were vetted considering the caliber of their outlets and target markets, and nearly half of the group was A-list quality, such as JohnnyJet.com, HuffingtonPost.com, The Globe & Mail and Global Traveler Magazine. Story assignments spanned travel; golf; health and wellness; hospitality, travel agent and industry news; adventure; meetings; and family travel.

From conceptualization to planning to execution, TLC PR handled all aspects of the trip. This included everything from developing a strategic plan to developing a press kit to selecting reporters and working with them on tailored itineraries to ensuring high-quality media placements. We were also on the ground throughout the event, coordinating media and answering questions, and provided extensive tracking of all placements and media correspondence afterward.

**Results:** The press trip resulted in an unprecedented turnaround in media placements for the resort, with all media agreeing to coverage. Nearly 40 resulting placements have spanned websites, blogs, newspapers, magazines and social media posts. Placements have included high-visibility outlets such as JohnnyJet.com (with a repost on TravelChannel.com), HuffingtonPost.com (Comedy and Travel sections), The Globe and Mail, American Spa magazine, and About.com, in addition to TravelAge West magazine – reaching a total audience of more than 415 million.

