

# The Marketing Plan

Royal Capri Resort & Spa  
*Riviera Maya, Mexico*



# Royal Capri Resort & Spa - The Marketing Plan

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## The Vision

**Paradise found...** Royal Capri Resort & Spa will be **designed and constructed** to meet the exacting and qualitative operating specifications and standards of Preferred Hotels & Resorts. Royal Capri Resort & Spa will be a full service, self-contained luxury all-inclusive resort designed to provide the type and quality of world-renowned structure, amenities and services that will encapsulate Mexico's rich history and emphasizing simple elegance.

**True Luxury...** The only "Preferred Hotels & Resorts" in the region, Royal Capri Resort & Spa will be a true luxury all-inclusive resort that reaches out to the senses. Guests will come to experience our mystical, tropical beauty, stretches of white pristine beaches, crystal clear blue waters and Mexico's highest level of service, standards and pampering.

**Defining aspect...** Great care has been exercised in preserving the magnificent natural ecology, pristine offshore reefs, clear ocean waters and untouched strands of sandy beaches. The social and rich cultural history as well as the traditions of this unique destination shall always be preserved and enhanced as a fundamental element of the Royal Capri Resort & Spa development concept.

Royal Capri Resort & Spa will achieve our mission by delivering the following promises:

- ✓ Clean facilities exemplified by colorful, tropical designs, intricately designed furniture and crisp clean lines will reflect the resort's simple elegance.
- ✓ A secure, protected, self-contained environment with a commitment to total guest satisfaction and customer relations.
- ✓ Colors and amenities that stimulate one's senses providing a sense of genuine well-being and comfort.
- **Sights:** Pristine, white beaches, sky blue waters, picturesque, lush tropical gardens and grounds that adorn the resort's simply elegant yet splendid features and lovely pool area, sensational views of the picturesque landscape and ocean.
- **Sounds:** Whimsical songs of tropical birds, the soft rustle of palm trees, whispering tranquil breezes, and the ocean surf lapping the shore.
- **Smells:** Enlightening the senses, unique tropical fragrances include spices, the re-energizing fragrance of the myriad of flowers in bloom, and the smell of the sweet, salty air.
- **Wellness and Serenity:** We offer a pure and tranquil experience that re-emphasizes to our guests how much we care about them, ensuring their return to Royal Capri Resort & Spa. Our intimate beachfront location, world class Spa, complete with health club, massage and other specialty services, full service beauty salon, and separate treatment and locker rooms are just some of the ways we'll invigorate and refresh your body and mind. Our secure and intimate environment embraces our guests with personalized attention for total comfort, all day poolside dining and relaxed, and non-invasive entertainment. Additional amenities for our business guests will include executive business services, concierge services, state of the art meeting facilities, customized catering and much more.

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## BACKGROUND ON MEXICO

*Acapulco, Cancun, Los Cabos, Riviera Maya, Puerto Vallarta...* the names are legendary for their images of sun-drenched beaches and alluring resorts. Mexico City, Monterrey, Guadalajara...sophisticated, dynamic cities that are famous as centers of commerce, culture, and the arts. The yin and yang of Mexico, offering vastly different experiences, are difficult to match anywhere else in the world. But whether your destination in Mexico is city or seashore, its allure is undeniable. Mexico registered record numbers of international travelers last year, most of who were leisure travelers and many of whom were individuals attending meetings or on incentive trips.

Thousands of miles of sugary sand beaches line Mexico's shores and its enticing climate encourages leisure travelers to return time and again and meeting attendees to linger long after their conference has concluded. The country has astutely built on its natural attributes, constructing world-class hotels and resorts, golf courses designed by the pros, and restaurants headed by renowned chefs. Protection of historic sites and wildlife has become a priority so that they can be sustained for the enjoyment of all.

Mexico has a solid infrastructure that's ready to meet the needs of leisure and business travelers alike. Luxury hotels, resorts, restaurants, entertainment and cultural events are available throughout the country. Add to that a genuine hospitality that is part of the Mexican culture, and you have the ingredients for an unparalleled destination.

Getting to Mexico from major U.S. cities is easy (just ask the five million airline passengers who chose Mexico as a destination last year). Alaska Airlines, Delta (partnering with AeroMexico), America West, American Airlines, Continental, Mexicana, Northwest, and U.S. Air are among the major carriers that offer service to various Mexico cities and specifically to Cancun International Airport.

Mexico is the number-one international leisure travel destination from the U.S. Considering its many marvelous moods, it's easy to understand why its sparkling personality has such wide and popular appeal.



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### CANCUN



Renowned as an upscale resort getaway, Cancun is a centralized gathering of hotels with a total of 900 luxury rooms. More than 50,000 square feet of meeting space is available at various sites within walking distance of each other. Nightlife, entertainment, restaurants, and shopping all are close by. Cancun has as its focal point the Cancun Convention Center, which has 54,000 square feet of convention space and 22 breakout rooms.



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### RIVIERA MAYA: THE NEWEST CORNER OF PARADISE !



As most everyone knows, Mexico's Caribbean coast and the resorts of Cancún and Cozumel have become two of the world's most popular playgrounds. What many don't realize is that south of Cancún there is a region taking shape as Mexico's newest, and perhaps most unique, holiday land. Newly labeled the "Riviera Maya," this string of sparkling beaches, Mayan archeological sites, villages and resorts is now an attractive alternative for vacationers wanting a Mexican Caribbean getaway without the crowds and clamor. The main attractions of the Riviera Maya are the same that brought tourism development to the Yucatán: the coupling of the best of Mexico and the Caribbean into one experience. The region is bursting with scenic and natural wonders, but offers

little of the shopping, dining, and nightlife of Cancún, or even Cozumel. It's best suited for the escapist looking for a bit of Caribbean adventure. Once an undeveloped frontier region, the area's recent emergence has been closely tied to the popularity of Cancún. Cancun's phenomenal success has introduced hundreds of thousands of visitors to the serene beauty and Mayan mysteries of the Riviera Maya. During the 1980's the region became known through popular day trips to the coastal archaeological site of Tulum and the snorkelers' paradise at Xel-Há. As Cancún continued to grow through the 90's its mega-resort commercialism began to disappoint some visitors, thus helping create demand for the Riviera Maya's emerging resorts and facilities. Another key element is the abundance of airlift to Cancún. Arriving at Cancun's recently

renovated international airport, you're less than a 45-minute drive from the heart of the Riviera Maya. In response, the area's tourism infrastructure began improving in the early 1990's. The area's first major resorts opened in the early 90's, fortifying the handful of existing, somewhat rustic, bungalow type properties. The region's main allure is its stunning Caribbean beauty, coupled with cultural and adventure attractions. A craggy limestone shore mixes long stretches of sugar-white, palm-fringed beaches, with grottoes and tropical coves. The world's second longest barrier reef lies just off shore, while underground rivers, *cenotes*, caves and jungles lure adventure-lovers. Exotic animal life inhabits the area's scrub rain forests, affording visitors nature-bound excursions as well. Eco-adventure attractions at Tres Rios, Xcaret, Xpu-Há, and Xel-Há showcase the region's unique ecology. Mayan archaeological sites also pepper the region; testimony to the area's importance to ancient sea bound trade. A mixture of developed sites (Tulum, Xcaret, and Cobá) and unexcavated ruins make for adventurous exploration into the region's mysterious Mayan past. The Riviera Maya region technically begins at Playa del Secreto and ends at Punta Allen. ***The region also encompasses the 1.3 million-acre Sian Ka'an Bio-sphere Reserve***, Mexico's most fascinating ecotourism "adventure land." A modern four-lane highway whisks visitors southward along jungle-lined Highway 307. The road glides south from Cancún for nearly 500 km, ending at Chetumal on the Mexico-Belize border. Cabs, transport vans, and resort shuttles are readily available as are car rental agencies. Resort facilities are available in several areas. From north to south they are Punta Maroma /Punta Bete,



Puerto Morales, Playa del Carmen, Puerto Aventuras, Akumal, and Tulum. Many other beaches have single resort properties (Punta Maroma, Kantenah, and Xpu-Há) that appeal to visitors seeking seclusion. With facilities confined to a few pockets of resort development, nearly the region's entire coast is uninhabited and ideal for seaside relaxation. Lodging development is being dominated by an "all-inclusive" theme.

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By the end of 2000, some 16,000 total units will be in operation. Over 50 properties, the majority of them 4 -star, now host guests (many of whom are Europeans), with another handful opening in 2001. Visitors can choose between budget 3-star hotels in Playa del Carmen or Tulum, the relaxed barefoot charm offered by several rustic bungalow-style inns, or go “first class” at one of several new five-star resorts (mostly all-inclusive), complete with marinas, championship golf, spas, shopping, and dining. A land use law passed in 1994 regulates resort construction along this coastal region. The law intends to curtail future mega-resort projects while fostering environmentally friendly development. The law is being put to the test, as developers attempt to balance

profits with preservation of the area's delicate environment. The main building boom, however, is between Punta Morelos and Playa del Carmen. This once sleepy Caribbean outpost has become the resort hub of what promises to become Mexico's next major destination region. At numerous other locations along the coast (Playa Paraiso, Xcalacocos, Play del Secreto, and Xpu-Há), large resorts are being developed. While Cancún and Cozumel continue as the Yucatan's main attractions, the Riviera Maya offers much more than just an outing from Cancún.



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## Recent Statistics

- Riviera Maya is one of the 10 destinations under consideration for installation of casinos. Other destinations include Acapulco, Cabo San Lucas, Puerto Vallarta.
- According to government figures, the state of Quintana Roo in which Cancun and Riviera Maya are situated, received 6.7 million visitors in 2000.
- There was a 14% increase on last year's figures of Mexican tourists to Cancun in winter 2000/2001
- In the first three months of 2001, foreigners visiting Quintana Roo increased by 9% from 880,000 to 958,800.
- On May 1<sup>st</sup>, 2001 general hotel occupancy in Cancun was 67.8% and 81% in Riviera Maya.
- The association of hotels announced a 5% increase in tourists in the first three months of 2001 in Cancun and 7% in Riviera Maya. This was due to 58,000 more American visitors but the number of visitors from Canada and Europe was lower than last year.
- According to the Secretary of Tourism, Spanish and French tour operators have earmarked Cancun and Riviera Maya for future business expansion.
- Mexicana has expressed their intent to use Cancun as a hub for flights to Latin American capital cities





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Figures provided by the Association of Hotels of Quintana Roo indicate following foreign visitor profile in the year 2000:

<u>Age</u>	<u>Percentage</u>
21 – 30	31.32%
31 – 40	27.98%
41 – 50	21.76%
51 – 60	10.25%
60+	4.8%

- Average group size 28 persons
- Earning capacity
- ✓ 20,000 – 40,000 16.26%
- ✓ 40,001 – 60,000 19.30%
- ✓ 60,001 – 80,000 17.47%
- ✓ 80,001 – 120,000 34.39%
- ✓ 120,001+ 3.96%
- 80% of all arrivals are leisure oriented
- 10% of all arrivals are on honeymoon
- 65% of all visitors choose Cancun/Riviera Maya for its beaches, natural beauty
- 18% of all visitors choose Cancun/Riviera Maya for cultural attractions
- 37% of all visitors know of Cancun/Riviera Maya through the promotion of travel agencies
- 36.4% of all visitors know of Cancun/Riviera Maya through families and friends

### **MOST POPULAR AVERAGE NIGHT STAYS ARE:**

- ✓ 3 7.31%
- ✓ 4 20.66%
- ✓ 5 14.84%
- ✓ 6 13.05%
- ✓ 7 22.58%
- ✓ 8 6.21%

### **AVERAGE STAY = 5.8 NIGHTS**

- 70.76% of all visitors book through travel agents
- Spending patterns indicate the following
  - Food and drink 29.54%
  - Hospitality 40.92%
  - Shopping 19.60%
  - Tours, car hire 9.94%
- 66.1% of all visitors arrived having bought some kind of packaged holiday
- 30.6% of all visitors organized their own travel
- 33% of all visitors are repeat customers
  - 66% of all visitors were first time customers
  - 18.15% of all visitors were second time customers
  - 8% of all visitors were 4 or more time repeat customers
- 88.6% of all visitors to Cancun/Riviera Maya say they would return and 8.38% stated they would not

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## PROJECT CONCEPT

### Royal Capri Resort & Spa

The overall concept is designed to provide a self-contained resort environment with sufficient recreational and meeting facilities to attract luxury leisure and spa travelers, meeting planners, incentive and high-end group guests, romance, honeymoon and wedding segments as well as luxury retailers and wholesalers. The hotel will be oriented toward guests seeking upscale accommodations at a level above other local lodging options available and comparable to other luxury resorts in the Caribbean.

The resort's design will reflect the colonial charm of a luxury Mexican Hacienda with a of Mediterranean flavor. Located 30 minutes south of the Cancun International Airport on the Riviera Maya, it will feature 4 Presidential suites, 136 junior suites, and 148 deluxe rooms, all luxuriously furnished with either patio or balcony and most with ocean views. Other resort features include personal Concierge check-in, a full-service, world-class state of the art Spa and Fitness Center, 5 restaurants (4 gourmet a la carte, air-conditioned restaurants, Beach Bar & Grill) 24-hour room service, 4 full-service bars, Jazz Club featuring live entertainment, Piano bar, dance club, large free form pool and swim up bar, water and land sport activities, 3 tennis courts, squash court, library, billiards room, business center and 8,500 sq. ft/790 sq. m of conference/meeting facilities.

The facility is currently planned as a three story air-conditioned central building housing the hotel's public spaces, connecting via corridors to the guest rooms, more than 75% of which have ocean views. Great care has been exercised in preserving the magnificent natural ecology, pristine offshore reefs, clear ocean waters and untouched strands of sandy beaches. The social and cultural history as well as the traditions of this unique destination shall always be preserved and enhanced as part of the Royal Capri Resort & Spa development concept. Due to its resort leisure orientation, the building and its interiors, while luxurious, will be designed to be informal and simply elegant.

### Verbal Imaging

- ✓ The new standard in Caribbean luxury.
- ✓ Excellence in service at every point a client and perspective client comes in contact with the team
- ✓ Excellence and quality in all aspects of food and beverage
- ✓ 5 restaurants (*4 gourmet à la carte*)
- ✓ 4 bars
- ✓ Live nightly entertainment (Jazz Club, Piano Bar, Beach, etc...)
- ✓ Creativity to be the key to keep the organization one step ahead of the expectations of our clients and our competition
- ✓ Large deluxe guest rooms and suites
- ✓ 24-hour full service luxury all-inclusive resort, upscale amenities; "every day, every where - beach to pool to room"
- ✓ State of the art, world class Spa and Health Club
- ✓ Full service, top quality sports equipment and programs
- ✓ Up to date technology including internet access
- ✓ Ideally suited for Adults/Romantic Getaways/Honeymoon/Wedding/Incentives

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### FACT SHEET DESCRIPTION

Bordered by sugar white beaches, the gentle waves of the crystal clear Caribbean Sea, and nestled in the Riviera Maya on 71 acres of lush, tropical foliage, Royal Capri Resort & Spa is an oasis that embraces beauty and uniqueness.

This inclusive, luxury leisure resort is situated along a long stretch of magnificent white sandy beach and its colorful landscaping and intricate design reflect the beauty and charm of a Mexican Hacienda with a touch of Mediterranean flavor. Our discerning clientele will reside in luxurious deluxe accommodations, all featuring magnificent marble bathrooms and whirlpool baths, private terrace or balcony, and a variety of fine amenities and most with ocean views. Located along a long stretch of white sandy beach, there are a variety of water, beach and land sports to keep you active and invigorated throughout your stay. Refresh your body and mind in our world-class spa and fitness center and choose from a vast array of exclusive world class Mexican and International spa treatments and massages.

Surrounded by some of the most magnificent scenery in the Yucatan Peninsula, like the dramatic Mayan ruins and legacies of Chichen-Itza, Coba, Xel-ha and the breathtaking diving of the unforgettable Great Maya Reef, Royal Capri Resort & Spa is a tropical paradise that is hard to imagine and impossible to forget.



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## ACCOMMODATIONS:

Royal Capri Resort & Spa features 288 luxurious guest accommodations, each with private patio or balcony, marble bathrooms including whirlpool baths and superior amenities. The resort boasts 148 deluxe rooms measuring 39 m<sup>2</sup>/ 419 sq ft.; 136 junior suites measuring 48 m<sup>2</sup>/516 sq ft. and 4 “Presidential” 2-bedroom suites 184 m<sup>2</sup>/1900 sq ft. are available. A majority of the rooms enjoy magnificent full ocean views. The hotel has two guest rooms that are specifically designed to meet the needs of the physically challenged. All rooms will include the following amenities:

- Private Concierge check-in
- Personal Concierge on each floor
- Champagne and cold towel upon arrival
- Fresh fruit basket in room upon arrival
- Maid service twice daily
- One king or two double beds
- Private furnished balcony or patio
- Sound system with in-house music channels
- 27” Satellite television with remote control
- Air-conditioning with in-room climate control
- Coffee/Tea maker
- Clock radio
- Electronic in-room safe
- Mini bar, stocked daily with wine, beer, soft drinks, water
- Direct dial telephone with internet data port
- Marble bathrooms
- Double vanity with make up lighting, mirror and stool
- Jetted whirlpool bathtub
- Separate Shower; Separate Water Closet in bathroom
- Hair dryer
- Bathroom telephone
- Scale

## RESTAURANTS:

All four gourmet, a la Carte restaurants are air-conditioned for your complete comfort with some offering open-air or terrace seating. All feature smoking and non-smoking sections and are in beautifully designed settings inspired by the following cuisines:

- ✓ Mediterranean
- ✓ Pan Asian/Oriental
- ✓ International
- ✓ Seafood
- ✓ Beach Bar & Grill
- ✓ Pool and beach waiter service
- ✓ 24 hour room service

*A “casual elegance” dress code is maintained at all restaurants for dinner.*

## BARS AND DANCE CLUBS:

- Jazz Club
- Piano Bar
- Pool Bar
- Swim-up Pool Bar
- Beach Bar and Grill

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### **INCLUDED WITH YOUR STAY:**

- Welcome Champagne and cool towel
- Accommodations as selected
- All meals and snacks
- Wine served with lunch and dinner
- Unlimited natural fruit juices and soft drinks
- Unlimited alcoholic beverages
- 24 hour room service
- 1 large free-form swimming pool (12,916 sq ft. / 1200sq.m.)
- Tennis clinics
- Library
- Daily activities program
- Complimentary local newspapers in library
- Taxes and gratuities applicable to the package

### **SPORTS & ENTERTAINMENT**

- Fitness Center – Fitness area, air-conditioned workout room with sound system and color television, Aerobics classes, Free Weights, Cardio-vascular equipment, Sauna, Steam Room, Cold water and Hot water plunge pools, Jacuzzi
- Water Sports (non-motorized) – Ocean Kayaks, Snorkel, Sailing, Windsurfing, Scuba introduction in the pool
- PADI certified Dive Shop on site with professional instructors, one free one-tank scuba dive included for certified divers only
- Land Sports – Beach Soccer, Bocce Ball, Horseshoes, Beach Volleyball
- Tennis Courts - (3) lit for night play, 2 hard and 1 artificial turf court
- Squash Court
- Vita Parcours Fitness Trail
- Games – Air-conditioned games room with Billiards, Darts, Table Tennis
- Nightly Entertainment – Live Jazz Club, Piano Bar and Local Talent Shows

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### **CONFERENCE/MEETING FACILITIES**

A full service multiple use function space which will accommodate up to 350 persons banquet style and 450 persons theatre style. The facility is self-contained and will feature state of the art communications and audio-visual capabilities. A business center is also located within the facility.

### **RESORT SERVICES & FACILITIES NOT INCLUDED IN THE PACKAGE:**

- ✓ World Class State of the Art Spa Facilities offering an array of world class services from facial and body treatments to specialized massages
- ✓ Beauty and Hair Salon
- ✓ Golf nearby
- ✓ Car rental
- ✓ Medical Facilities
- ✓ Meeting facilities
- ✓ Valet and laundry service
- ✓ Business, mail and fax services
- ✓ Shopping galleria
- ✓ Deep Sea Fishing and Scuba Diving
- ✓ Private Tennis Lessons
- ✓ Motorized Water Sports
- ✓ Special wedding and romance packages





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