



July 18th, 2005

Dear Sir/Madam:

*Congratulations!* YOUR RESORT IS INVITED TO PARTICIPATE IN .....  
LUXURY HOTELS OF THE BAHAMAS.

Research indicates that the common perception of the Bahamas as a destination is either that of a budget product or of a mass-market product but, in either case, not a luxury product. And, many of the Bahamas' luxury resorts are small in size and their budgets do not permit the expenditure of sufficient advertising and marketing dollars to counter this perception.

As a result, these resorts must pool their resources to fund a meaningful advertising and marketing program. By joining together, they demonstrate to the travel trade and consumers alike that there are many luxury products to choose from in the Bahamas.

To accomplish this, Caribbean Weddings, Inc., the developer of one of the largest web sites promoting the Caribbean, has undertaken to develop and market a new luxury brand that includes [www.luxuryhotelsofthebahamas.com](http://www.luxuryhotelsofthebahamas.com) to enhance awareness of the luxury product in the Bahamas and to increase their bookings. Membership in this new brand is free for the first year.

Many of the benefits to becoming a member of Luxury Hotels of The Bahamas are immediate. Your resort will, of course, be included on the web site, but the site is also linked to over 900 other web sites, including [www.411guide.com](http://www.411guide.com) and [www.caribbeanweddings.com](http://www.caribbeanweddings.com).

Other key reasons include: attracting *low-season business*; attracting *mid-week business*; and *the complimentary support and utilization of a full-service marketing, advertising, public relations and e-commerce firm*.

In addition, each of the next four members to join Luxury Hotels of The Bahamas (Old Bahama Bay Resort and Yacht Harbour is already a member) will be included in a marketing campaign on Lite FM radio, South Florida's upscale radio station, which begins a five week promotion in August with over \$500,000 in radio exposure.

That is just the beginning! The other benefits and opportunities are more fully outlined in the enclosed materials. We have also included a copy of our full page, full color, advertisement in "Premier Hotels and Resorts" (page 7), to be published later this month, and a sound bite of the "Song of the Day" on Lite FM radio, to further illustrate the marketing initiative behind Luxury Hotels of the Bahamas.

We must finalize these short-term media opportunities quickly, so we would like to learn of your interest in becoming a member within the next few days. We will contact you shortly to answer any questions you may have.

Sincerely,

Roberta Backus Turner

316 N.E. FOURTH STREET, FT. LAUDERDALE, FL 33301  
PHONE: (954) 727-9977 FAX: (954) 727-9966  
[www.luxuryhotelsofthebahamas.com](http://www.luxuryhotelsofthebahamas.com)



## FACT SHEET

*Luxury* HOTELS OF THE BAHAMAS was created to:

- Promote the Islands of The Bahamas as a luxury destination
- Educate Consumers about the luxury products the Bahamas offers
- Create an Exclusive Brand of luxury hotels, villas and homes that deliver similar quality and personal service
- Promote the luxury travel experience to the affluent consumer
- Distinguish their identity from the mass market
- Promote the luxurious Bahamian travel experience to the upscale consumer seeking luxury at any cost
- Target the most affluent travelers in the most coveted markets
- Provide cost efficient marketing and media opportunities for the selected participants
- Provide public relations and promotional opportunities for the selected participants
- Provide world wide awareness through the Internet on its web site
- Provide an online luxury database for the selected participants
- Establish luxury partners to enhance consumer awareness and the consumer experience
- Provide VIP services that can be shared with (between) the selected properties
- Assist in increasing hotel revenue during off season and during season

*[www.luxuryhotelsofthebahamas.com](http://www.luxuryhotelsofthebahamas.com)*





## FACT SHEET

### *Luxury* HOTELS OF THE BAHAMAS Clientele:

- Married couples with household income of \$250,000 and above with emphasis on the female
- Late thirties plus demographic
- International Passport Holders
- Club members such as Private Resort Clubs, Destination Clubs, Elite Shopping Clubs, Platinum and Black cardholders
- People seeking exceptional service and product that will not settle for less
- Enjoy fine dining and excellent wines
- People who are willing to pay a premium for what they expect
- Fashionable and trendy couples
- Fashionable and trendy grandparents who invite families to vacation together

[www.luxuryhotelsofthebahamas.com](http://www.luxuryhotelsofthebahamas.com)





## FACT SHEET

### *Luxury* HOTELS OF THE BAHAMAS Benefits:

- Paired with appropriate properties in the same classification
- Marketed on the Internet in a sophisticated manner
- Affiliation with hundreds of Internet web sites most of which target the luxury market
- Personal Service from luxury experts
- Marketing to a select database
- Established Luxury Marketing partners
- Branding opportunities
- Marketing opportunities exclusively available to select participants on a shared cost basis

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## FACT SHEET

### *Immediate BENEFITS when you join:*

- Inclusion on the web site Luxury Hotels Of The Bahamas and its affiliated web company sites
- Inclusion in the Luxury brand's hotel booking engine with individual control of dates, availability and data
- Inclusion in Luxury brand's e-brochure, e-mail and e-publications
- Marketing to our exclusive database of luxury travelers
- Inclusion in brand marketing materials including: "Premier Hotels & Resorts" (page 7)
- Inclusion in all Public Relations programs
- Inclusion in the Luxury frequent guest program
- Opt-in promotional programs such as South Florida's Lite FM radio station 5-week promotion in August with over \$500,000 in media exposure
- Opt-in brand marketing opportunities with other luxury brands targeting the high net worth individual guest
- Customer feedback through our marketing affiliation
- Use of brand in advertising and on collateral

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*Luxury Resorts of the Bahamas*  
**‘SONG OF THE DAY’ CAMPAIGN**

**Promotion Period:** August 1, 2005 – September 2, 2005

**Prize:** Two night stay at a Luxury Resort in the Bahamas, including airfare for two.

**Total Prize Count:** 25 Prize Packs

**Mechanism:** Each day 101.5 LITE FM's Susan Wise Will Reveal the Title of the Day's LITE FM – LUXURY RESORTS OF THE BAHAMAS Song of the Day Four Times Per Day in the 7AM Hour!  
Minimum 20 Mentions. 5 Week Total = 100 Mentions!  
At An Average of \$300  
TOTAL Added Value = \$30,000!!  
When the Song Plays Later that Day Between 9 a.m. and 5 p.m.,  
Caller #10 Wins the Vacation

**Promotional Support:** The Contest and the Luxury Resorts of the Bahamas will be marketed in a minimum of:  
65 Recorded :30-Second Promos & 90 live Promos per Week.  
Minimum 155 mentions. 5 Week Total = 775 mentions!  
At an Average of \$400 Per Unit,  
TOTAL Added Value = \$310,000

**PLUS:** LITE FM Will Support this Contest and the Luxury Resorts Of the Bahamas with:  
55 Mentions in our Recorded Morning Drive Promos & 180 Live Mentions per Week.  
(within our format framework)  
Minimum 235 mentions. 5 Week Total = 1,175 mentions!  
At an Average of \$200 Per Mention,  
TOTAL Added value = \$235,000

**PLUS:** Five Weeks of Website Exposure:  
Exclusive Page  
Luxury Resorts of the Bahamas 'Song of The Day' Contest.  
Promotional Value for Website Exposure for four weeks: \$12,500!!

**THE LUXURY RESORTS OF THE BAHAMAS will be the Exclusive partner for a five-week station promotion on South Florida's Number One At-Work Radio Station!**

**TOTAL ADDED VALUE: \$587,500.00**

The Luxury Resorts of the Bahamas will be responsible for providing 25 two-night stays at a luxury resort.  
Backus Turner will assume responsibility for obtaining twenty-five round-trip airfares for two.

MIAMI-FT. LAUDERDALE-HOLLYWOOD - Release 1 2005 Feb04-Jan05

Daypart - Mon-Sun 6am-12m

**Qualitative Criteria:** Adults 18+

Metro Survey Area

Household income is \$75,000+

Stations ranked by average persons.	Cume Persons	Cume Rating	Average Persons	Average Rating
1. WLYF-FM	149,675	15.9%	9,725	1.0%
2. WIOD-AM	128,216	13.6%	9,716	1.0%
3. WMXJ-FM	140,129	14.9%	9,252	1.0%
4. WQAM-AM	106,260	11.3%	8,908	0.9%
5. WLVE-FM	138,347	14.7%	8,701	0.9%
6. WLRN-FM	131,384	14.0%	8,260	0.9%
7. WFLC-FM	142,464	15.1%	7,064	0.8%
8. WHQT-FM	79,582	8.5%	7,044	0.7%
9. WKIS-FM	108,135	11.5%	6,697	0.7%
10. WPOW-FM	131,408	14.0%	6,152	0.7%
11. WCMQ-FM	66,316	7.1%	5,960	0.6%
12. WBGG-FM	129,751	13.8%	5,674	0.6%
13. WHYI-FM	159,494	17.0%	5,425	0.6%
14. WAQI-AM	42,917	4.6%	5,205	0.6%
15. WEDR-FM	101,194	10.8%	4,882	0.5%

### Population Information:

Adults 18+: 3,136,978  
 Qualitative Population: 940,628  
 % of Adults 18+: 30.0%

### Survey Respondent Information:

Adults 18+: 3,867  
 Qualitative Respondents: 1,149

### How to read this report:

WLYF-FM reaches 149,675 Adults 18+ who meet the qualitative criteria described above, during Mon-Sun 6am-12m, which is equal to 15.9% of the qualitative population. In Mon-Sun 6am-12m, 9,725 target adults are listening during an average quarter hour, which is equal to 1.0% of the qualitative population.

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