Explore Breathless Resorts & Spas

Take a Peek at What’s to Come...

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Breathless Resorts & Spas offer adult oceanfront escapes focused on a social atmosphere with captivating entertainment and special events. This unique and vibrant atmosphere, characterized by spirited activities, interesting classes, live music, nightly performances and entertainment, and special weekly and monthly themed events coupled with a transcendent Breathless Spa by Pevonia®, trendsetting gourmet international dining options and premium brand spirits at chic bars creates a sexy, fun and lively getaway for singles, couples and friends. A place to meet new people from around the world and reconnect with those that already mean the world to them, Breathless Resorts & Spas boast the contemporary and luxurious inclusions of the Unlimited-Luxury® experience, where everything is included.
The Perfect Client

PSYCHOGRAPHIC & DEMOGRAPHIC OVERVIEW
PSYCHOGRAPHIC INFORMATION

• Early adopter, has a very social and gregarious personality and enjoys meeting other people while on vacation

• Appreciates the finer things in life, such as gourmet dining, top-shelf spirits, transcendent spas and high quality entertainment

• Wants luxury but also wants an experience

• Enjoys pushing the envelope

• Wants to celebrate major milestones: Bachelorette/Bachelor, Wedding, Milestone birthdays, Couples trips, Reunions, Divorce parties, Adults-only weddings

• Influenced by recommendations

• Has high disposable income but wants to get great value for his/her spend

• Wants to pay once and not worry about additional spend (ie all-inclusive)
DEMOGRAPHIC INFORMATION

- Ages 25-50
- Household income $75K - 150K+
- Singles, Friends, Solo travelers, Bachelor/bachelorette parties, Girlfriends getaways, Social groups, Couples, LGBT
- College educated or advanced degree holders

Focus Outreach On:
Brand Concept

Live Big. Breathe Deep.™
BRAND SELLING POINTS

LIVE BIG:

• The hottest beach and entertainment combination scene in Mexico & the Caribbean
• Club-like, energetic atmosphere, i.e. Las Vegas meets South Beach
• High energy events with new themes every month
• Elevated weekly entertainment and parties including world-famous DJs
• Late-night pool parties for after dark fun
• Hip energy centers for socialization
• Mix & mingle at trendsetting bars and lounges
• Unlimited hand-crafted cocktails and premium spirits
• Unique culinary experiences
BRAND SELLING POINTS

BREATHE DEEP:

• Luxe accommodations with trendy interiors
• Sparkling beaches and relaxation pools with wait service
• 24 hour room service - all day, all night
• Full-service Breathless Spa by Pevonia®
• Personalized concierge service
• Romantic hideaways for private dinners
GETTING IN THE RIGHT POSITION:

• BRAND GUIDELINES
• “FLIRTY FEATURES”
  • (Unique selling points)
• “SHOTS”
  • (Images)
• “TEASING TONES”
  • (Brand Scripts)
Join the Party!

Get your clients in on the action
### Seductive Soirees, Events, and more...

- Stimulating & sultry monthly events to stir the need to Live Big!

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
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<tbody>
<tr>
<td>January</td>
<td>Kick off NFL Playoffs</td>
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<tr>
<td>February</td>
<td>Carnival Festival of Colors</td>
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<tr>
<td>March</td>
<td>Ménage à Deux or à Trois</td>
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<tr>
<td>April</td>
<td>Play with a Hot Bunny</td>
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<tr>
<td>May</td>
<td>Bacchus Welcomes Summer</td>
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<tr>
<td>June</td>
<td>Flower Power Month</td>
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<tr>
<td>July</td>
<td>All-American Pie</td>
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<tr>
<td>August</td>
<td>Hottest Month of the Year</td>
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<tr>
<td>September</td>
<td>The Planet’s Sexiest DJs</td>
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<tr>
<td>October</td>
<td>Oktoberfest</td>
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<tr>
<td>November</td>
<td>Thanksgiving Feast</td>
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<tr>
<td>December</td>
<td>White New Year’s Party</td>
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- **January 2015 Kickoff NFL Playoffs**
  - Enjoy football themed parties and events throughout the month.

- **February Carnival Festival of Colors**
  - A celebration with parades, color, live music, sexy salsa, and more!

- **March Ménage à Deux or à Trois**
  - Party with lingerie cat walks, evening fashion shows, and dining for 3 specials.

- **April Play with a Hot Bunny**
  - Guest bunny DJs spin for late night pool parties.

- **May Bacchus Welcomes Summer**
  - Welcome summer with Hellenic wardrobe, wine and grapes, topless horseback riding, and more.

- **June Flower Power Month**
  - Enjoy 70’s themed parties, body painting, and freestyle dance classes.

- **July All-American Pie**
  - Celebrate with beach BBQ’s, bikini contests, American music and dance shows.

- **August Hottest Month of the Year**
  - Cool off with pool parties, water nymph hosts and foam parties.

- **September The Planet’s Sexiest DJs**
  - Enjoy live performances from the world’s sexiest DJs every weekend.

- **October Oktoberfest | Halloween**
  - Party with German cuisine, beer tasting and Halloween events.

- **November Thanksgiving Feast**
  - Enjoy a month of Thanksgiving themed events plus fire dances, spirit readings and canoe rides.

- **December White New Year’s Party**
  - Meet Santa and his naughty helpers at a wild New Year’s party!
# Late Night Fun: Weekly Shows
To keep your clients celebrating all night long
Beginning at 11:00pm

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
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<tbody>
<tr>
<td><strong>Lingerie Black Light Party</strong></td>
<td><strong>White Beach Party</strong>&lt;br&gt;Enjoy live music, a DJ, a fire show, and body painted performers every Tuesday night on the beach.</td>
<td><strong>Dirty Dancing Night</strong>&lt;br&gt;Dance dirty after hours at the Cigar Bar on Wednesdays.</td>
<td><strong>Mega Dance Party &amp; Resident DJ</strong>&lt;br&gt;Vibrant colors, entertainers, dancers and glow in the dark paint every Thursday night.</td>
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<tr>
<td>Celebrate lingerie through the ages at this sexy dance party every Monday night.</td>
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<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
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<td><strong>Sensuality Show</strong>&lt;br&gt;Get excited at the sensuality show every Friday night.</td>
<td><strong>Gatsby Party</strong>&lt;br&gt;Flappers and a speakeasy themed bar service every Saturday night. Don’t forget your 1920’s outfits!</td>
<td><strong>Anything Can Happen</strong>&lt;br&gt;Anything goes at this weekly party.</td>
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**How to do it:**
- Social Media
- Blog Posts
- Flyers
- Email blasts
- Word of mouth
Just around the corner...

- Elevated experiences for your clients' enjoyment: Coming soon!

- **Energy Centers**
  - Pop-up performers throughout the day, weekly after hour pool parties

- **In-Room Amenities**
  - In-room sensuality kit, iPod docks, upgraded mini bar with merchandise

- **Spas & Fitness Centers**
  - Fitness Centers open 24-hours and pop-up saxophone performers in the spas

*Applicable at Breathless Punta Cana*
Selling “Seduction”

Entice the perfect client
Selling “Seduction”

How do you like to do it?:

• Evolutionize the Breathless Resorts & Spas brand by utilizing flyers, email blasts, social media and banners to position and attract the perfect client.

• Promote this brand utilizing current promotions in combination with weekly and monthly events calendars.

• Leverage current packages and promotions to maximize sales:
  • 3G
  • 3’s a Party
  • Save Your Date
  • Last Fling Before the Ring
  • Sip, Savor & See Dining Experience
Co-Branded Print Advertising
Flyers

Co-Branded Flyer

- **Target audience:** Agents
- **Printed promotional piece** distributed to travel agents through sales shows, sales calls, product launches, etc.
- **Ability to co-brand flyer for** distribution through your sales force
Email Blast

- Target audience: Agents and Consumers
- Customizable email blasts with your call to action
- Social media sharing capabilities to create a viral component
Co-Branded Banners

- Target audience: Travel Agents and Consumers
- Run of site banners pushed live on your sites to direct clients to updated Breathless Resorts & Spas landing pages
- Ability to co-brand and resize banners
Videos & Social Media

Social Media Tools

- Target audience: Travel Agents and Consumers
- Cross promotion via Facebook, Twitter and Instagram
- Breathless Resorts & Spas viral video campaign
- Breathless Resorts & Spas brand commercial
- Visit our social channels for more information, content and tools for you