

ATLANTIS, PARADISE ISLAND “CREATING A TRAVEL ICON”



Situation Analysis:

In 1994, M. Silver Associates was hired to promote Sun International’s acquisition and transformation of Resorts International properties to Atlantis, Paradise Island resort. At the time, Sun International had very little name recognition in North America outside a few hospitality and gaming industry figures. The Bahamas as a tourism destination had suffered significant declines in relation to competition in Florida and the Caribbean, with outdated facilities, services and infrastructure. The Resorts International property had likewise suffered from lack of investment in improvements, updating and service.

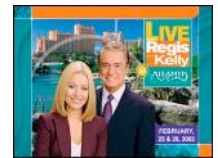
Statement of Objectives and Goals:

- Overcome the negative image of existing resort product and The Bahamas
- Introduce and build credibility for a new, but unknown, resort owner
- Create ongoing excitement and demand during resort’s four-year construction cycle
- Help support efforts to increase air lift to The Bahamas
- Attract “blue chip” customers
- Create new “family-friendly” image for Atlantis



Program Planning and Strategy:

- Established new brand awareness through a “Discover Atlantis” campaign:
 - Visiting journalist program
 - Multi-market media tours, interviews, editorial roundtables for senior management
 - Retail, media, product and Internet promotions
 - Travel agent and meeting planner marketing programs
 - Special interest and niche marketing
 - Special events on and off island
- High profile entertainment, celebrity and media emphasis:
 - Feature segments on Good Morning America, The Today Show, CBS Morning Show, CNN, Entertainment Tonight, Access Hollywood
 - Gloria Estefan CBS concert
 - Sports Illustrated Swimsuit issue
 - Hollywood Squares “Bahamas Week”
 - QVC Live Broadcasts
 - Discovery Channel “Shark Week”
 - All My Children soap opera broadcast
 - Olsen Twins “Holiday in the Sun” movie
 - Michael Jordan Celebrity Golf Invitational



Results:

- Atlantis enjoys global recognition as a resort icon of international proportions
- Atlantis is the recognized leader in innovation, service, popularity in the Caribbean
- Atlantis has changed the face and economy of a nation and is generally credited with the turnaround of The Bahamas as a tourism destination
- Property enjoys the highest year-round occupancy and rates in the Caribbean, even with over 2,300 rooms
- Company, now Kerzner International, regarded as one of the world’s most dynamic resort developers