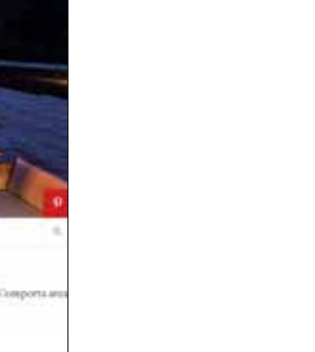
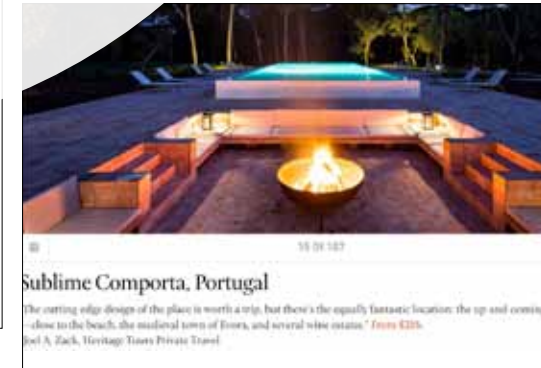




SUBLIME COMPORTA Results 2015/2016





OBJECTIVES

Promote the Destination (still relatively unknown) and the *Hotel* to key markets *ensuring visibility* in the right publications for the target and positioning of the hotel.

MARKETS 2015/2016

Recommendations Xpose

UK – Begin marketing the destination with a focus on Sublime to upper middle class thereby expanding the hotels natural target (the French market) and growing the business.

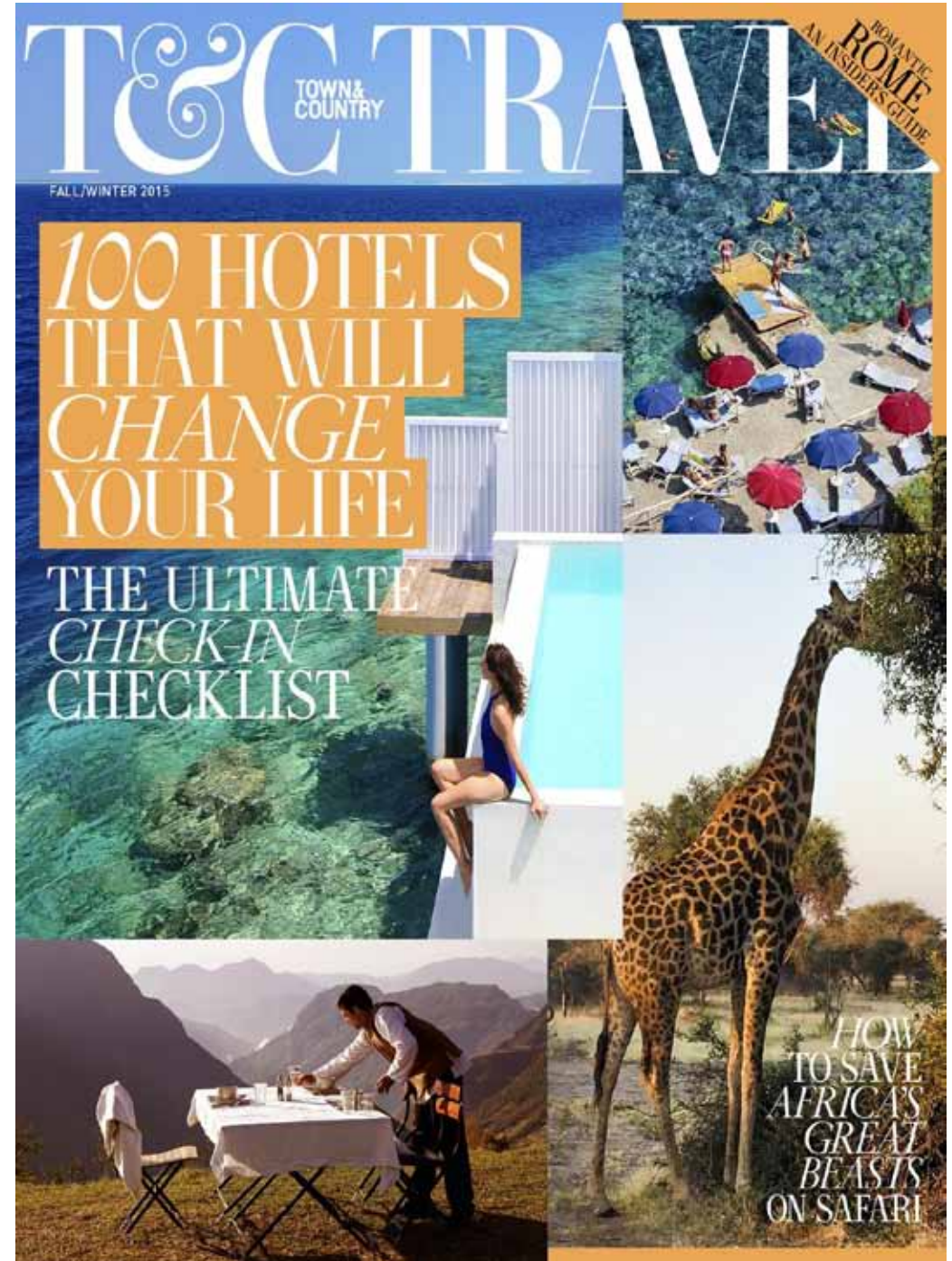
Target publications such as – Conde Nast Traveller, How to Spend it, Sunday Times, Sunday Times Travel, Food and Travel, The Week, Telegraph amongst others.

USA – Taking into consideration the love of Americans for discovering new destinations, culture and wine, the new direct flights to Lisbon and the fact that the USA is currently the fastest growing tourism market*; Xpose recommended focusing on the US market, targeting prime publications such as Town & Country, Travel&Leisure, New York Times, Forbes etc.

France – Take advantage of the existing notoriety in the French market to achieve more visibility guaranteeing “Top of Mind”.

Germany – Due to the size of this market and its interest for nature, begin communicating to this audience, gaining notoriety and “Top of Mind”.

* Portugal Tourism Board.



PR VALUE

“What is it?”

PR Value is a criteria used by the PR industry to measure the results of their **achievements!**

There are 2 types of evaluation criteria.
Qualitative and Quantitative.

There are 2 defined industry standards-
x 3 Ad Value or x 2 Ad Value

Xpose has calculated the PR Value using the conservative industry standard of Advertising Value x 2 versus what many other companies use which is x 3.

Only quantitative measures have been applied. Qualitative measures have not been accounted for.

All distinctions were calculated based only on page value and not on additional visibility they bring. These are indicative of the quality of the coverage obtained due in large part to Xpose's relationship with journalists. This type of value cannot be calculated.



DISTINCTIONS
2015/2016

“It List –
One of the
*hottest
new hotels*
on the
planet”

Travel & Leisure
(circulation 839k)

DISTINCTIONS 2015/2016

“One of the Best 100 Hotels in the World”

Town & Country distinguishes
Sublime Comporta as
“One of the Best 100 Hotels in the World”
alongside hotels such prestigious hotels
such as “Aman Hotels- Amanpulo”,
“North Island Seychelles”, “Tierra Atacama”,
“La Mamounia” and “The Ranch at Rock
Creek” and Jacks Camp Botswana.

Town & Country
(circulation 480k)



THE T&C TRAVEL

100

THE ULTIMATE CHECK-IN CHECKLIST

If you're like us, just any old—or new—hotel won't do. We want to stay in a place with charm and character, excellent service, delicious food, and the kind of atmosphere that never quite lets you go. Here, published for the first time, is the T&C list of the 100 most wonderful hotels in the world, personally vetted by an exclusive roundtable of consummate travel insiders who regularly journey the world to discover the very best experiences out there.

They are all members of a highly exclusive club, Wendy Perrin's Wow List—which is harder to get into than Harvard. For more details on each, and to book with them, if you wish, go to WendyPerrin.com. Here, their specialties, in brief.

THE ROUNDTABLE

MEG AUSTIN, The Travel Society

Family holidays and adventure travel—skiing, scuba diving—in the United States, the Caribbean, South and Central America, and the South Pacific. MEG2BOOK@GMAIL.COM, 303-932-0434

MAITA BARRENECHEA, MAI 10 Exceptional trips throughout Argentina, Chile, and Uruguay. MAITA@MAI10.COM.AR, 011-54-11-4314-3390

CHERRI BRIGGS, Explore Inc. Conservation-minded safaris in southern Africa. EXPLOREAFRICA.NET, CHERRI@EXPLOREAFRICA.NET, 888-596-6377

ALEX DATSEV, Exeter International Itineraries in Croatia, Slovenia,

and the Balkans, including private trips along the Dalmatian Coast. EXETERINTERNATIONAL.COM, ALEX@EXETERINTERNATIONAL.COM, 800-633-1008

BRIAN DORE and MARIA GABRIELLA LANDERS, Concierge in Umbria Food- and culture-focused holidays throughout Italy. CIUTALY.COM, INFO@CIUTRAVEL.COM, 212-769-4767

BERTIE and VICTORIA DYER, India Beat Trips focused on architecture, yoga, photography, history, and shopping. INDIABEAT.CO.UK, 011-44-1263-588-929

JONATHAN EPSTEIN, Celebrated Experiences Bespoke England, Ireland, and Scotland. CELEBRATEDEXPERIENCES →→



DISTINCTIONS
2015/2016

*“Best Boutique Hotel
in Portugal”*

Elle Germany selects Portugal as
“Country of the Year” and Highlights
Sublime Comporta as
“Best Boutique Hotel in Portugal”

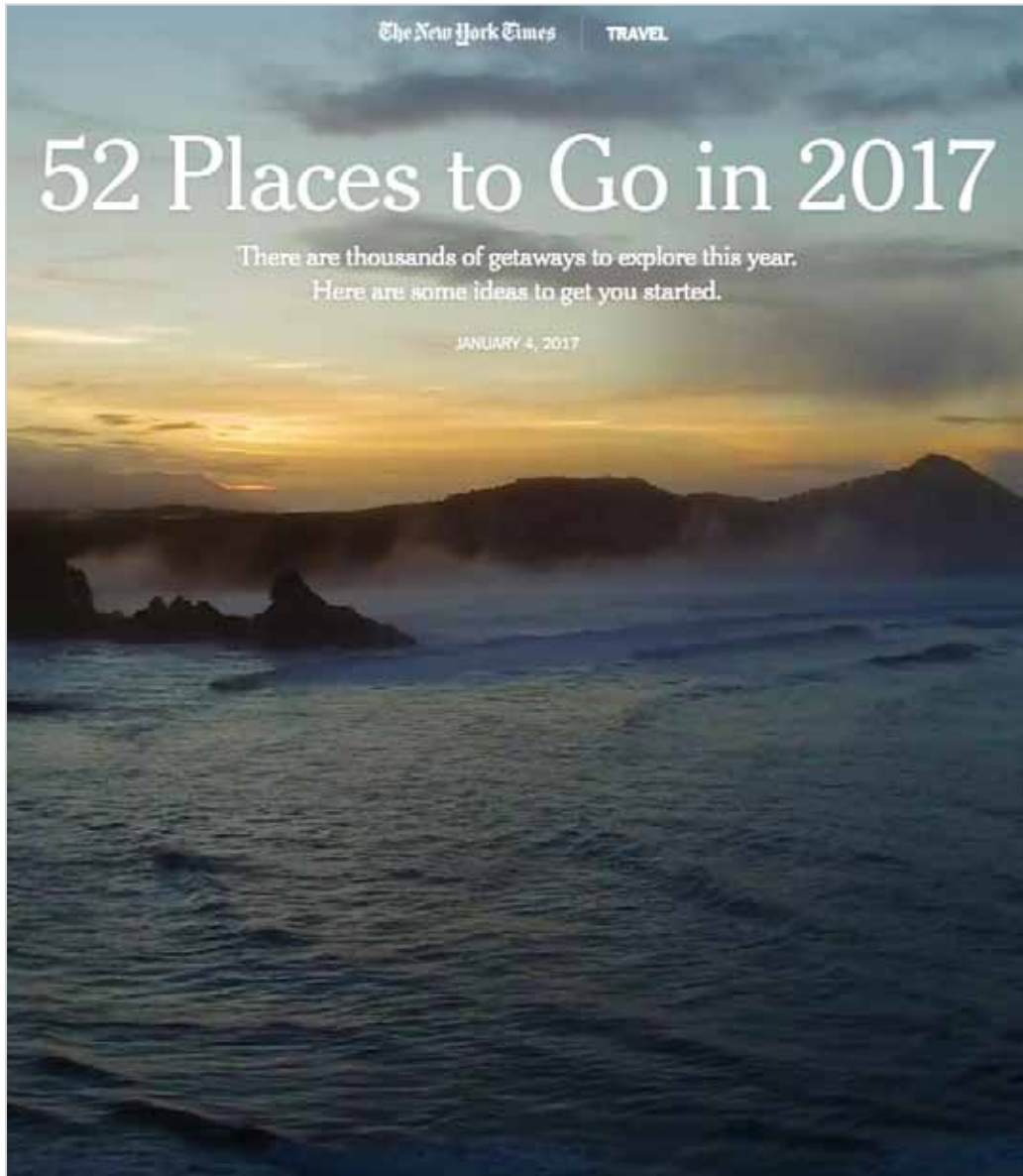
Elle Germany
(circulation – 161k)



DISTINCTIONS 2015/2016

“One of Portugal’s 20 *hippest hotels*”

The Times
(circulation 2m)



The New York Times

DISTINCTIONS
2015/2016

“52
Places
to Go in
2017”

New York Times Travel
(circulation print 1m)
(1.4m views in the first 2 days of publication)



DISTINCTIONS 2015/2016

“One of Portugal’s *Best Luxury Hotels*”

The Telegraph
(circulation 486k; online 18m)



PORTUGUESE DISTINCTIONS 2015/2016

“Best Rural Tourism Project ” 2015

Alentejo Tourism Board

“Best Countryside Hotel” 2016

Publituris (Portugals Best Tourism Magazine)

RESULTS 2015

(May to December)

Estimated
PR value
€1.6
million!

Important Note:

Due to the fact that a clipping service has not been contracted, Xpose is unable to track articles that were published in other international markets.

UK

May

The Observer

1m readers print
120m unique users online

PR Value €27 080

June

Food&Travel

Circulation 29k
Readership 84k

PR Value €31 432

August

The Times (Double Page Spread)

1.2m daily readers

PR Value €220 651

The Week

542k readers

PR Value €72 828

September

Conde Nast Traveller
UK

335K Readership

3.4m Online

PR Value €28 108

October

Business Insider –
Under the Radar
Foodie Hotels

2.1m (89m online users)

PR Value – Not available

Discover & Deliver

15k monthly users

PR Value – Not available

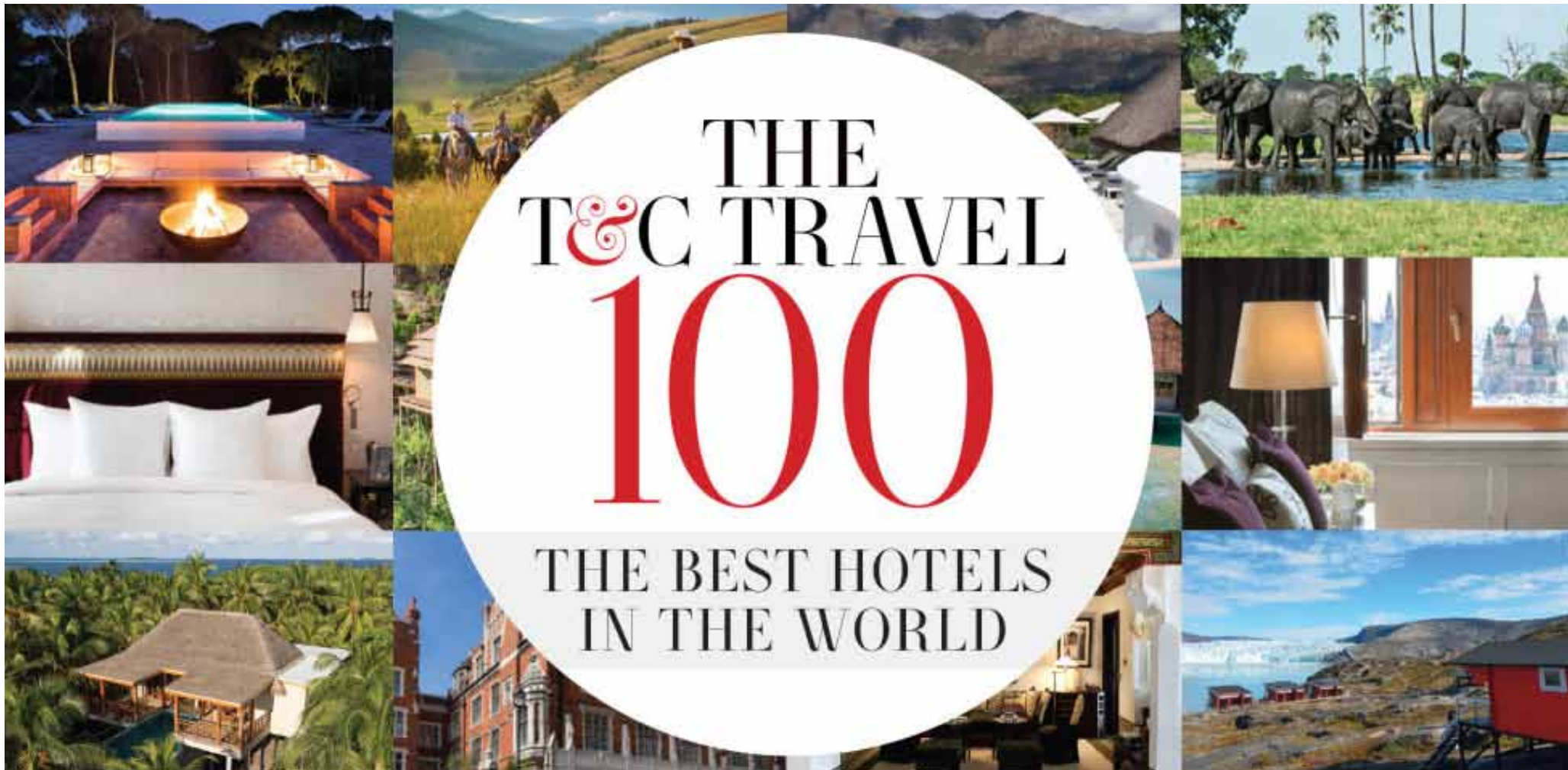
December

Telegraph

8m readers/month

103m page views

PR Value €326 000



USA

September

*Town & Country -
100 Best Hotels of the World*

480k readers

PR Value €884 450

Note – This type of distinction is not measurable as the visibility and PR value is extremely significant. Calculated PR value based on 2 pages and cover.

October

*Business Insider -
Under the Radar
Foodie Hotels*

2.1m (89k online users)

PR Value Not available



Germany

May

Food & Travel

Circulation 29k

Readership 84k

PR Value €31 432

September

Madame Magazine

(5 Pages)

Circulation 370k

PR Value €242 000

December

Elle Germany

Circulation 186k

PR Value €65 000

France

July

“La Maison France”

Sublime featured on

1 hour TV Show

Ireland

August

Cara Aer Lingus

1.4m readers per issue

PR Value €70 218

Spain

August

AD Spain

42k

PR Value €18 000

Switzerland

Woman in Business

Norway

February

The Scandinavian

Portugal

May

Faz Sentido Program Sic TV

July

Boa Cama, Boa Mesa

Program Sic TV

August

Lux Woman

October

Vivre Le Portugal

PR Value €8 350

December

Essential Algarve

100k readers.

PR Value €40 700

Maxima Online – 9 Photos

1.5m users.

2016 RESULTS
(January to December)

Estimated
PR value
€3
million!

Important Note:

Due to the fact that a clipping service has not been contracted, Xpose is unable to track articles that were published in other international markets.

UK

March

Food & Travel

84k readers per issue

PR Value €214 300

April

The Telegraph

“One of Portugal’s
Best Luxury Hotels”

Print 500k. Online 18m

PR Value Print €102 000

August

*The Sunday Times
Travel*

2m readers

PR Value €63 000

*The Telegraph Online
- Travel Destinations*

Print 500k. Online 18m

PR Value €159 000

The Times

“One of Portugal’s
20 hippest hotels”

1.2m

PR Value €32 015

November

Sunday Times

– *Real Estate* (1 page)

PR Value €180 000

Travel & Leisure

Portugal selected as
Destination of the Year
& Comporta is highlighted

931k readers

PR Value €236 819

USA

August

Forbes Online

46m page views

PR Value €304 000

Germany

March

Elle Germany

(2nd article 4 pages)

160k readers per issue
(more than Vogue)

PR Value €90 000



France

June

Mademoiselle Le K

Article shared on
Visit Portugal's Twitter

54k followers

Monsieur

188k readers

PR Value €6 000

September

Mr. Tripper – Places to go in September

Les Echos Weekend

(1 page)

PR Value €92 000

Le Figaro (1 page)

395k circulation

PR Value €791 000

Libre Essentielle

(1 page)

PR Value €13 000

December

Air France Madame

(4 page)

1.2m

Age Silver Hotels

Spain

March

Joyce – 5 Pages

105k readers per issue

PR Value €214 300

August

Actualidade

(Spanish Chamber
of Commerce Publication)

6k readers

PR Value €3 800

Finland

February

Mondo Magazine

(4 page) - Finland's most
important Travel Magazine.

107k readers per issue

Turkey

Conde Nast Turkey

Mexico

Vogue Mexico

314k circulation

(distributed all Latin
American countries)

PR Value 295 000

Portugal

July

NiT Blog

August

Up Magazine Tap

(4 page)

1.5m readers

PR Value €51 440

Time Out

Boa Cama, Boa Mesa

– restaurant

September

Fugas Publico (3 page)

PR Value €23 000

Visão (4 page)

PR Value €15 000

Casal Mistério

Observador (1 page)

8m page views

December

Boa Cama, Boa Mesa repost

Look Magazine – New Years

Canela e Hortelã – New Years

September

Vogue (1 page)

29k circulation

PR Value €15 000

Mais Alentejo

SOCIAL MEDIA 2015/16

Facebook

from 8 532 *Likes*

December 2015 to 12 441

December 2016

Increased Reach (from an average of 5-7k fans to 8-22k fans). Posts in general had higher engagement.

Learning – Worth investing in payed posts (small investment + large visibility). Example - New Years ad investment of \$20 led to a reach to 14 773 users

Instagram

from 350 *followers in*

December 2015 to 3 183 in 2016

Quality 'followers' and 'followed' individuals and publications (influencers, architects, designers, photographers, artists, high end media outlets, PR professionals)

Sublime Comporta added 5 new photos.
Published by Teresa Barros (T) · December 4, 2016 · ©

Start 2017 in style at the breath taking Sublime Comporta. Delight in the cuisine, featuring regional recipes and local wines, experience horseback riding along the rice fields, sand dunes and deserted beaches of Comporta, revitalize yourself in the calmness of our spa and enjoy a simple yet exquisite New Years Dinner, with live music and dancing.

The best Comporta has to offer at Sublime. Our NEW YEARS WEEKEND includes :

- 2 nights stay in room, suite or villa of your cho... See More

14,773 people reached [View Results](#)

Like Comment Share

Miguel Farola, Euridice Vedor Ibramogy and 149 others Top Comments

Sublime Comporta added 10 new photos to the album: Villas - 2 Bedroom.
Published by Teresa Barros (T) · December 26, 2016 · ©

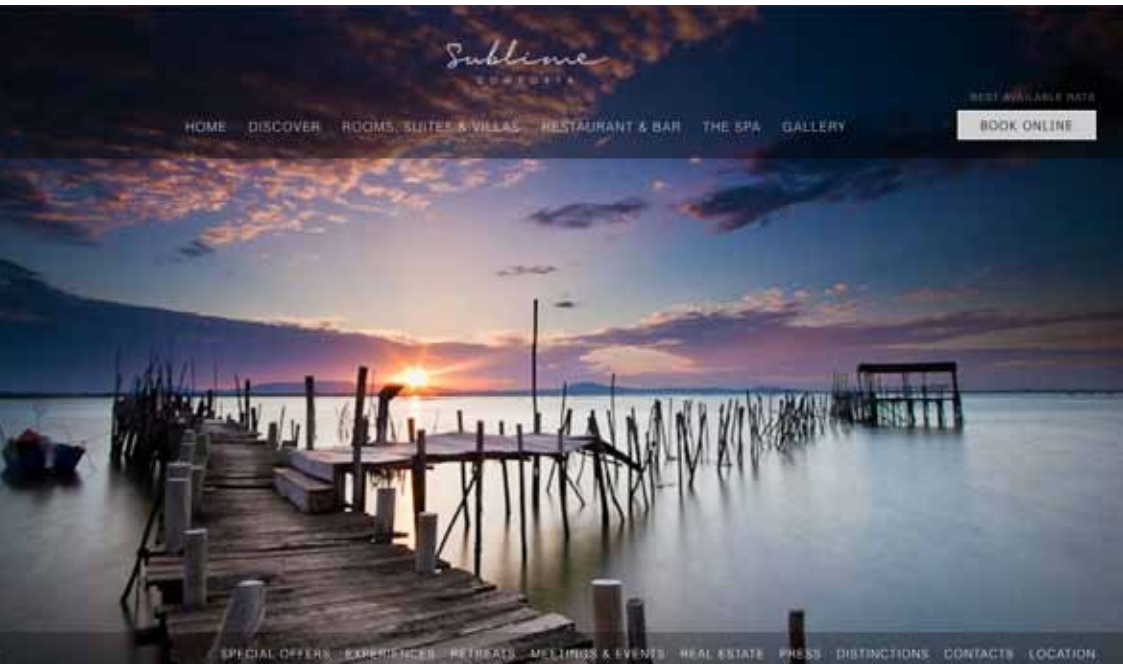
7,107 people reached [Boost Post](#)

Like Comment Share

Sandra Chelmo, Carla Almeida and 511 others Top Comments

Sublime Comporta, Portugal

The cutting edge design of the place is worth a trip, but there's the equally fantastic location: the up-and-coming Comporta area — close to the beach, the medieval town of Evora, and several wine estates." [From \\$216.](#)
Joel A. Zack, Heritage Tours Private Travel



NEW WEBSITE

New Website - with updated information a look which is more aligned with the hotels positioning, illustrative of Comporta and reflective of Sublime Comporta's fantastic updated offer - New Reception, New Restaurant, New Cabana Rooms, New Cabana Suites, New 2 Bedroom Villas with private pools and large outdoor deck area, Expanded Spa, Tennis Court. www.sublimecomporta.pt.

Xpose - Execution of Design / Elaboration of Texts / SEO / Selection of Photographs / Briefing Photographers

PARTNERSHIPS & INTRODUCTIONS

Food

Michelin Star Chef Nuno Mendes

Introduced Chef Nuno Mendes. Set up meetings with a view to exploring a potential partnership.

Michelin Star Chef José Avillez

Introduced Chef Jose Avillez and promoted brainstorming meeting.

Award Winning Chef André Magalhães

Introduced Chef André Magalhães - Promoted meeting for exploration of eventual collaboration.





Andy Haslam



Manuel Gomes de Costa

PHOTOGRAPHY

Recommendation and Selection of Photographers
Briefing and accompanying photo shoots.

PARTNERSHIPS

Travel

Introduction of key players as well as lobbying with all at the following institutions:

Turismo de Portugal

Turismo Alentejo

Secretária de Estado do Turismo

TAP - Negotiation of support of flight cost

Workshops

Cobham Pilates – UK

Managing relationship and communication-SOLD OUT

Pensée Sauvage – FR

Managing relationship and communication

Conceição Espada - Stress Detox – ES/FR/SW

Managing relationship and communication

Teresa Alves Barata e Isa Guitana – PT

Conception of workshop and communication

Rosemary Ferguson – UK

My New Roots – Denmark and Canada

Spa

Organic Pharmacy

Negotiated Partnership. One of only 2 hotels in Portugal to work with this brand (the other is Six Senses Douro Valley)



ART INITIATIVES

Sandra Baia

Art Installation



ART INITIATIVES

Mirror House - *Concept*





EVENTS

Launch Event

Invitations / Database construction and management / Follow up - Elaboration of Database of 1000 opinion leaders.
Personalized follow-up of each.

Concept - Quality event in tune with Comporta vibe (“hippy chique”) - Argentine Barbeque with Oyster bar.

Selection of entertainment -
(Singer and Saxofonist) to accompany DJ.

Result – Successful 500 person event with the presence of several high profile opinion leaders.

Summer Program

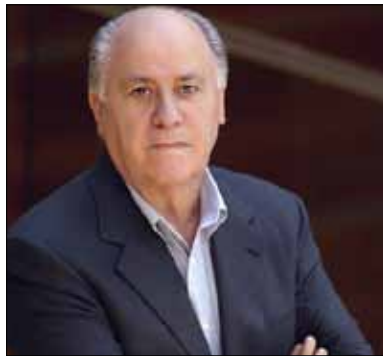
Briefing and identification of potential partner with a view to conceiving of a dynamic that will attract more business to Celeiro Restaurant as well as increase profit at the bar.

OPINION LEADERS

High profile opinion leaders 2016
liased with...

- Harrison Ford
- Anselm Kiefer
- Philippe Starck
- Jacques Grange - *Decorator to Frances wealthy*
- Amancio Ortega - *Owner of Zara*
- Christian Courtin-Clarins - *Owner of Clairins*
- Gayle King - *Oprah Winfreys Best Friend and CEO of her magazine OWN**
- Pierre Bouissou - *CEO of Bucheron*
- Margo Marron - *Owner of Organic Pharmacy*
- CEO of Mark Jacobs
- Jason Martin - *British Artist*
- Nuno Mendes - *Michelin Star Chef and head chef of Chiltern Firehouse, - London*
- Whils - *Portuguese artist currently living in Hong Kong*
- José Avillez - *Michelin Star Chef*

**Alentejo Tourism Board*



XPOSE

DESTINATION & LIFESTYLE **MARKETING**