



**MEXICAN
CARIBBEAN**

Industry

Travel & Tourism

Services

Social Media

Digital Marketing

Date of Service

February – May 2021

Case Study

Attracting Niche Markets to the Mexican Caribbean

Situation

As the height of the COVID-19 pandemic eased and travelers from the United States began to eye safe and seamless destinations to visit, the Mexican Caribbean sought to attract U.S. consumers by focusing on a niche market strongly served by the destination. PTG Consulting was hired to identify the appropriate market and develop a creative social and digital media plan to target that audience.

Solution

PTG Consulting selected golf travel as the focus area because consumers who are passionate about their pastimes, such as golfers, were projected to be among the first to return to travel as pandemic-related restrictions were lifted; golf travel bounced back because it's outdoors and there were never pandemic-related restrictions on the activity; golfers make up a group of consumers well-positioned to have the means and desire to travel to enjoy their preferred leisure pursuit; and golfers often travel in groups of other enthusiasts or with friends and family members. PTG Consulting launched the "Girls Golf Getaway in the Mexican Caribbean" program and brought three major golf personalities – CBS Sports reporter Amanda Balionis (@balionis), LPGA winner Mel Reid (@melreidgolf), and trick shot artist Tania Tare (@taniatare63) – to the Riviera Maya for four nights when they played some of the region's most iconic golf courses and took part in engaging activities, while capturing everything on their social media channels.



Results

- ✓ Received more than 120,000 views from four Instagram Live sessions in-destination with the selected golf personalities who showcased different golf courses and hotels within the Mexican Caribbean
- ✓ Generated a minimum of 20 Instagram Stories each day of the trip, published collectively by the influencers
- ✓ Produced four wellness-focused videos starring the influencers for the Mexican Caribbean's social media channels and website
- ✓ Conducted a native content partnership with FATHOM, a leading online travel publisher, that generated more than 550,000 impressions and 2,400 email newsletter clickthroughs to MexicanCaribbean.travel

566:1

ROI

\$586,907

Ad value of Instagram exposure

97

Media placements,
generating 42 million
impressions

33 million+

Impressions across Instagram
and digital media outlets

550,000+

Impressions from native content
partnership

173

Instagram stories generating
more than 1.9 million
impressions and more than
33,000 click-throughs



Healthy Cooking Class led by Rosewood Mayakoba Executive Chef Juan Pablo Loza



Golf Tips with Mel Reid at PGA Riviera Maya



Trick shots with Tania Tare at El Camaleón Golf Course

INSTAGRAM LIVE SESSIONS



Sunrise yoga session with Amanda Balionis at Moon Palace Cancun

NATIVE CONTENT PARTNERSHIP



The Girls' Golf Getaway

The Mexican Caribbean is a dream destination for a girls' getaway. Adventures in nature, luxury resorts with all the comforts, and culinary experiences are but a few of the reasons to start planning.

Just about 3 weeks ago, 3 golf celebs spent a very special weekend enjoying beaches, cenotes, golf courses, great meals, cooking classes, and a spa day. And they caught it on film.

[SEE THEIR ADVENTURE](#)