



Case study

The Moorings



A formerly 'top secret' deluxe hideaway in the Florida Keys

Nestling among the groves of an ancient former coconut plantation in the heart of Islamorada, halfway between Miami and Key West, The Moorings is an exclusive 18-acre resort consisting of 18 outstanding houses and cottages.

The challenge

Until they spoke to us, our client had done no advertising or marketing of any kind. Indeed, they had never worked with the travel industry, either at home or abroad. Recommendations and referrals had always been sufficient to keep The Moorings fully booked. However, after enjoying many years of minimal competition, their market became diluted as rival developments began to claim a share of their business.

Our client knew that tourists from the UK flock to Florida every year in huge numbers. They were eager to tap into this business, but only in a discrete, discerning way. They had no wish to be mass marketed or to spend a large amount of money on the exercise.

The solution

We proposed that we develop a select leisure travel network in the UK, comprising agents with clients who had a genuine interest in their product - and also the means to afford it. We suggested that this should be managed by a single tour operator who would act as a dedicated UK sales agent for their product.

The outcome

The result was dramatic. Our client began to receive enquiries from the UK within four weeks, and we continue to introduce new clients. The Godley Read network remains The Moorings' only point of contact with the travel industry, and that includes the USA.

www.mooringsvillage.com

