

## M. Silver Associates / Atlantis, Paradise Island - Creating a Travel Icon

### Challenge

In 1994, M. Silver Associates was hired to promote Sol Kerzner's acquisition and transformation of Resorts International properties to Atlantis, Paradise Island resort. At the time, Kerzner 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a tourism destination had suffered significant declines in relation to competition in Florida and the Caribbean, with outdated facilities, services and infrastructure.

### Strategy and Action

- Established new brand awareness through a "Discover Atlantis" campaign that encompassed a Visiting Journalist Program; Multi-market media tours and interviews for senior management; product promotions; Special Interest marketing campaigns to niche travelers
- \$4 million opening of Royal Towers featuring high profile entertainment, celebrities with feature segments on Good Morning America, The Today Show, CBS Morning Show, CNN, Entertainment Tonight, Access Hollywood

### Results

- Atlantis enjoys global recognition as a resort icon of international proportions
- 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 most dynamic resort developers

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