



TRAVEL AND TOURISM CASE STUDY

INTRODUCING:
QUINTA REAL HOTELS & RESORTS TO THE
NORTH AMERICAN LUXURY MARKET

AT A GLANCE

CHALLENGES

- Luxury brand was unknown in North America.
- Generate trust within elite UHNW travel agents.
- Generate awareness in travel media.

BENEFITS

- Executive teams were positioned as ambassadors.
- Special events: collaboration with Preferred Hotels, featured sponsor at Tianguis Turistico
- Media and Travel Agent familiarization trips.



“this was a remarkable opportunity to showcase the brand’s elegance and authenticity.”

“Our strategy was to immerse influential media and travel agents in the Quinta Real experience, highlighting the impeccable service, cultural richness and sophistication that sets these properties apart.”

LOURDES DEL RIO VALDES
Oracle Method Group Inc.

OBJECTIVES

The objective was to elevate the brand presence of Quinta Real Hotels and Resorts positioning its nine luxury properties as premier destinations for both leisure and business travelers in Mexico. The brand positioning within affluent B2B and B2C in North American market was primary goal. The strategy required showcasing Quinta Real's commitment to exceptional service and authentic Mexican luxury.

SOLUTIONS

Oracle Method Group’s strategic initiatives successfully positioned Quinta Real Hotels and Resorts as a standout luxury hospitality brand in the North American market.

Elite Media Exposure: The events and familiarization trips generated 120 earned media features across high-profile luxury travel publications, four television interviews and 2 radio promotions bringing Quinta Real into the spotlight for affluent travelers.

Agency Inclusion: Quinta Real gained placement in the portfolios of 15 top-tier travel agencies, ensuring it became a recognized choice for luxury travel to Mexico.