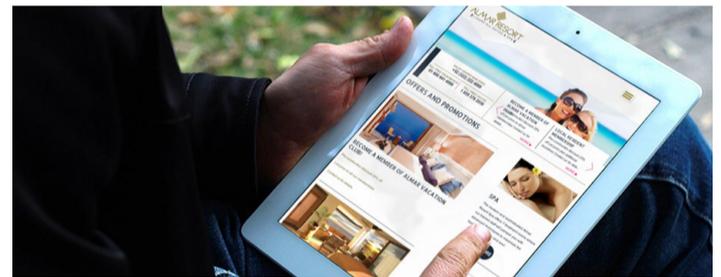


Almar Resort Luxury all Suites & Spa

Digital focus to lead 5 star resort's sales strategy. Almar Resort poised to compete for affluent LGBT and GBT friendly segment.

The Almar Resort's launch as a 5 star boutique-resort targeted at affluent single travelers and their DINK counterparts (Dual Income No Kids an acronym which includes both straight and gay, upwardly mobile professionals) is reflective of the continuing change in Puerto Vallarta's strategy and image.

While Puerto Vallarta has long been known as a gay haven, the city has in recent years been more openly courting the LGBT sector and the strategy appears to be working. Almar Resort Luxury All Suites & Spa worked with a leading local agency to develop the brand ID in 2011. Then, the resort's developers reevaluated and realigned their strategy to focus more directly on the LGBT segment.



In March of 2013 Almar Resort's developers contracted Mijo! Brands to develop its online strategy including both social media and development of a responsive web design, a first for the hotel sector in the city. The website has been designed to "intuitively" adapt how it is viewed across different devices used to access the website, whether it be a smart phone, tablet or desktop device.

Responsive technology has quickly become an industry standard as web usage continues to evolve at a rapid pace in the highly competitive mobile communications market. Responsive design will become increasingly important as statistics indicate a growing tendency towards mobile usage during each of the 5 stages of travel that include investigating destinations, reservations and post travel social sharing of experiences.



The construction of Almar Resort has started as well as the vacation club pre-sales. The construction of the beach club will be completed by November 2013 and the project will be totally completed by 2015.

