



CASE STUDY:

CARIBE ROYALE ABC EMAIL CAMPAIGN



CARIBE
ROYALE
ORLANDO

Caribe Royale, one of Orlando's premier all-suite resorts and convention centers, partnered with evok to increase visibility among meeting planners and drive group bookings through a fresh, interactive campaign. With over 150,000 square feet of flexible meeting space and a reputation as one of Central Florida's largest independent meeting facilities, the resort sought to highlight its unique "All Basics Complimentary" (ABC) program—an incentive package designed to deliver exceptional value to planners organizing conferences, conventions, and special events.

Evok's task was to transform this promotion into an engaging digital experience that captured attention and encouraged participation. Our team developed a branded email campaign and accompanying microsite featuring an interactive slot machine game that showcased the ABC benefits in a playful, memorable way. Combined with targeted social media outreach and strategic content distribution, the initiative successfully elevated Caribe Royale's profile within the meetings and conventions market.

The campaign's performance underscored the power of creativity, interactivity, and data-driven strategy in hospitality marketing—generating strong engagement metrics, high email open rates, and measurable new business revenue for the resort.



INDUSTRY

HOTELS
TRAVEL & TOURISM
MEETINGS & CONVENTIONS



AUDIENCE

HOSPITALITY/TRAVEL
INDUSTRY PROFESSIONALS
MEETING PLANNERS
CORPORATE AND ASSOCIATION
EVENT ORGANIZERS



CATEGORY/TACTICS

BRANDED EMAIL CAMPAIGN
INTERACTIVE MICROSITE
SOCIAL MEDIA
TRADE PUBLICATION
OUTREACH
PERFORMANCE TRACKING



IDEAS.

The Caribe Royale Resort and Convention Center is a hotel compound comprised of three properties: the 279 all-suite Buena Vista Suites, the 1,300 all-suite Caribe Royale, and the 150,000 square-foot Convention Center.

As the ninth largest meeting facility in Orlando, the Caribe is unique to other properties in that all of its rooms are suites and its meeting space is capable of hosting groups ranging in size from SMERFs to banquets to large conventions.

Our research uncovered that 72% of the Caribe's business mix was comprised of meetings. While the hotel is not a traditional resort, and does not have a traditional spa, there are several amenities on-site worth promoting, including two pools, fitness center, tennis, basketball, business center and spa services, as well as close relationships with nearby world-class golf facilities. There are also four restaurants, including the AAA Four Diamond Venetian Room.

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Website

THE TASK:

How do we raise awareness about the Caribe to meeting planners and get them to engage with the brand and its offerings while informing them of special incentives and exclusive offers to planners?

THE PROMOTION:

ABC (All Basics Complimentary) was proven successful for properties and included:

- One Complimentary Suite for Every 40 Paid Suites
- Complimentary In-suite Internet for All Paid Attendees
- Complimentary Morning and Afternoon Breaks
- Complimentary Internet Connections and IP Addresses for Meeting Rooms, Up to 10 Additional Breakout Lines from Initial Three
- Complimentary Meeting Space
- Complimentary Parking
- Complimentary Fitness Center
- 25% Off Additional AV Requirements
- No Resort Fee
- Qualified Dates and a Sales Representative to Confirm Rates



Evok developed an interactive communication tool to showcase the benefits of the ABC promotion to current and potential meeting planners. It included:

BRANDED E-MAIL & ACCOMPANYING MICROSITE

To communicate all positive aspects of the promotion in a fun and interactive way, evok developed the ABC Slot Machine. Serving as the perfect way to showcase the promotion's benefits, this Slot Machine engaged meeting planners to continue playing the game as they hoped the wheel would land on ABC for the BIG PRIZE.

Our research showed consumers spent an average of three seconds on a traditional website page. However, time increased dramatically if an interactive game was involved. Additionally, while spinning the wheel, other aspects of ABC could be highlighted to further enforce the promotion's benefits (i.e. No Resort Fee, 25% off AV Requirements, and more). In creating and directing meeting planners to a microsite, we were able to directly monitor traffic.

SOCIAL MEDIA

Along with reaching out to trade publications, evok engaged with meeting planners using social media. We created and managed a Twitter account, deploying messages regarding the promotion two times per day. We also utilized evok proprietary software to grow their following as well as ensure the account was engaging people in the business and travel/meeting planner industry.

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MEETINGS ARE AS EASY AS A-B-C AT THE CARIBE ROYALE

Everybody wins when you plan a meeting at the Caribe Royal

If you're looking to find the right place, people and services to make your event a success, then experience the beautiful Caribe Royale Hotel. We are the ninth largest meeting hotel in Orlando, and can easily accommodate groups up to 4400. Designed and operated with meetings in mind, the Caribe Royale is unique in that every one of our 1336 rooms is a suite or villa. Amenities include pool, fitness center, tennis, basketball, business center and spa services. The property also features four restaurants including the award winning AAA Four Diamond The Verandah Room.

Spin the A-B-C Slot Machine to learn more about Caribe Royale's All Basics Complimentary meeting package. Then register to win up to 10,000 bonus Stash Hotel Rewards that you can use at over 100 hotels nationwide! If you're already a Stash Hotel Rewards member include your name and Stash member ID and we will credit your account within the next few days. If you're not presently a member, spin the slot machine then register for your chance to win Stash Rewards points.

Stash Rewards is a reward program exclusively for independent hotels. Earn rewards you can use at properties across the U.S.!

All of Your Meeting Basics are Included
CARIBE ROYALE **PLAY**

Caribe Royale Orlando 407-238-8000 | Sales 407-238-8000 | 807 World Center Drive, Orlando, FL 32827

Email

Take Caribe Royale for a Spin! **SPIN TO WIN**

CARIBE ROYALE
ALL-SUITE HOTEL & CONVENTION CENTER
ORLANDO **SPIN TO WIN**

Banner Ads



CARIBE
ROYALE
ORLANDO

ARE YOU
PLANNING
A MEETING

**IN
FL**



**SPIN
TO
WIN**



CARIBE
ROYALE
ORLANDO

TAKE CARIBE
ROYALE
FOR A

**SP
IN**



**SPIN
TO
WIN**



CARIBE
ROYALE
ORLANDO



**SPIN
TO
WIN**

Banner Ads



RESULTS.

9%

opened more than once

over 50%

forwarded game to a friend

14%

higher than industry average

12 minute

avg time spent of website

over \$40k

of new business

890

successful deliveries - 77% of the total number

KEY TAKEAWAYS

- Turning a traditional incentive into an interactive slot machine game increased dwell time and audience participation.
- Integrating email, microsite, and social media outreach created a cohesive digital ecosystem that reinforced the resort's meeting planner incentives.
- Gamified content kept users engaged for an average of 12 minutes—well above industry benchmarks for hospitality campaigns.
- Continuous performance tracking revealed high engagement, with open rates 14% above industry averages and more than half of recipients sharing the campaign.
- Combining strategic insights with playful design elevated Caribe Royale's visibility and generated measurable new business revenue in a competitive meetings market.