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OMB No. 1124-0006; Expires May 31, 2020

U.S. Department of Justice

Washington, DC 20530

Exhibit A to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name and Address of Registrant
MMGY Global, LLC
4601 Madison Avenue
Kansas City, MO 64112

2. Registration No.
6492

3. Name of Foreign Principal
Government of St. Maarten

4. Principal Address of Foreign Principal
PO Box 943
Clem La Bega Square
Philipsburg, Sint Maarten

5. Indicate whether your foreign principal is one of the following:

- ☒ Government of a foreign country [1]
- ☐ Foreign political party
- ☐ Foreign or domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☐ Corporation
  - ☐ Association
  - ☐ Committee
  - ☐ Voluntary group
  - ☐ Other *(specify)* _____
- ☐ Individual-State nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant

Tourism, Economic Affairs, Traffic and Telecommunication

b) Name and title of official with whom registrant deals

Mellissa Arrindell-Doncher, Minister of Tourism

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals

c) Principal aim

[1] "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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8. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
September 19, 2017	Misti Borchers, Accounting Manager	/s/ Misti Borchers eSigned

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Washington, DC 20530

Exhibit B to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration No.
MMGY Global, LLC	6492

3. Name of Foreign Principal

Government of St. Maarten

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Provide public relations and promotion services, including coordinating media relations and marketing efforts, to promote St. Maarten as a travel destination.

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8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See #7.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
September 19, 2017	Misti Borchers, Accounting Manager	/s/ Misti Borchers eSigned

Footnote: "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

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GOVERNMENT OF ST. MAARTEN

THIS INDENTURE made this_____ day of May 2017, by and between **THE GOVERNMENT OF ST. MAARTEN**, a legal entity according to the Laws of Sint Maarten, located at Soualuiga Boulevard 1, Philipsburg, Sint Maarten, hereby duly represented by the Minister of Tourism, Economic Affairs, Traffic and Telecommunication, Mellissa Arrindell-Doncher, hereinafter referred to as **"the Government"**

And

MMGY Global LLC, d/b/a Spring O'Brien/Myriad Marketing, represented by Mr. Al Merschen, located at 6033 West Century Blvd., Suite 900, Los Angeles California, United States of America, hereinafter referred to as **"the Company"**

WITNESSETH:

WHEREAS the Government requires promotional/public relations and advertising services for in North American Market (namely, United States & Canada) not limited to the program outline described in Appendix A.

WHEREAS the Company is desirous of performing such services, under the following stipulations, covenants and conditions.

NOW, THEREFORE, IT IS MUTUALLY AGREED UPON AS FOLLOWS:

Article 1.0.
TERMS AND OBJECT OF THE AGREEMENT

1.1 This agreement is entered into for a period of three (3) years, commencing on April 1, 2017 and ending on March 31, 2020

1.2 Either party may terminate this agreement by giving the other party at least sixty (60) days written notice prior to the expiration of the agreement.

1.3 The Company shall provide sales representation and promotional/public relations and advertising services for the Government including but not limited to the program outline described in Appendix A, which forms an integral part of this Agreement.

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Article 2.0.
PAYMENTS

2.1. The Company shall receive for the proper, timely and satisfactory performance of services the amount of US$500,000.00 per annum or the equivalent thereof in Antillean Guilders (at the time of payment) of this contract commencing April 1, 2017 and ending March 31, 2020. Based on the three years, the amount to be paid for the services rendered of this contract is US$500,000.00 per annum or the equivalent thereof in Antillean Guilders (at the time of payment). The amount is itemized as follows per annum:

- April 1, 2017 to March 31, 2018 the amount of US$500,000.00
- April 1, 2018 to March 31, 2019 the amount of US$500,000.00
- April 1, 2020 to March 31, 2020 the amount of US$500,000.00

2.2. The fixed quarterly fees are US$35,000.00 and are to be paid in advance commencing on April 1, 2017 for a three year period.

2.3 Payments will be made thereafter on the first of the month for services during that month and are due within 30 days of invoice. The Company shall be responsible for any and all taxes and other payments due on payments received by him from the Government hereunder.

2.4 The some of the following actions are in-cooperated in the monthly fee: Marketing, PR and Administration. An expense report will be submitted by the Company at the end of each month.

The Government shall pay the Company in a timely manner after an approval of monthly expenses report, and in any event no later than 30 days in which the expense report was received.

2.5 The Company will provide the Government with invoices for other services rendered, which services must be approved in advance by the Government. The Company will provide the Government with a specific payment due date based on the understanding that the Government's funds shall be in the Company's hands in time to make timely payment to the media and other suppliers in accordance with the generally recognized principle that Company will not be required to finance the marketing programs of the Government.

2.6 The Company shall keep accounts, books and records pertaining to the services performed and reimbursable expenses incurred on the basis of generally accepted accounting principles and in accordance with such reasonable requirements to facilitate reviews the Government may require. The Government or representative of same designated thereto shall have the right to inspect, review, or audit, in conformity with generally accepted auditing standards, the accounts, books, records and activities of the Company necessary to determine its compliance with the provisions and requirements of this agreement.

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Article 3.0
THE SERVICES

3.1 This agreement between the Government and the Company covers the representation of the Government in sales, marketing, advertising, social media, website management/maintenance, and public relations to travel industry professionals and consumers in the North American Market (United States and Canada). The Company shall provide amongst others the following services:

- Overall Destination Marketing & Promotions in the North American Markets.
- Provide support to the trade partners and overall Sales Representation.
- Public Relations, Media Relations, Crisis Management & Event Marketing.
- Maintaining and developing Strategic Partnerships.
- Consumer Promotions Actions Targeting.
- Internet Marketing and Strategic Alliances with key partners and players in the Market.
- Developing cooperative marketing support and strategies with trade partners.
- Advertising Services and Media Buys.

Issue a monthly and annual report to the Government detailing a summary of all activities undertaken by the Company during said month, activities underway and those in the planning stages.

3.2 The Company is obligated to perform the services under this agreement in conformity with the highest professional standards. Consistent failure to comply with same can and shall be qualified as a default and provide the Government with legal grounds to prematurely terminate this agreement without being liable for any further payments under this agreement. Notification of such a premature termination shall be given in accordance with the clause in reference hereto, hereinafter.

3.3 The Company represents and warrants that all work performed by the Company, and all work produced thereby, will not infringe upon or violate any patent, copyright, trademark, trade secret, or other intellectual property right any former employer, client, or other third party.

Article 4.0
OBJECTIVES, RESTRICTIONS AND LIABILITIES

4.1 The Company is retained as an independent consultant and is therefore responsible for the proper payment of payroll and taxes for its personnel under this agreement, and the Government shall not be liable for said payments based on this agreement, and is merely responsible for payment of the fees and expenses mentioned herein for the services performed by the Company.

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4.2 The Company shall maintain in confidence all government's business information, which becomes available to the Company in connection with its obligation to perform the service under this agreement. All data and information developed by the Company in the performance of the services under this agreement shall immediately become the property of the Government and shall not be disclosed by the Company without the prior express written approval of the Government. In addition to all rights, title and interests, including copyright to all data, information and other work generated or created pursuant to this agreement, shall be and remains property of the Government. This clause shall survive any termination or expiration of this agreement.

4.3 It is expressly agreed upon that this agreement does not constitute any exclusivity and that the Company and/or Government shall be at liberty to enter into agreements with others for the provision or attainment of similar services.

4.4 The Government will indemnify the Company and hold the Company harmless with respect to any claims or actions instituted by third parties which result from the use by the Company of materials furnished by the Government or where material created by the Company is substantially changed by the Government. Information or data obtained by the Company from the Government to substantiate claims made in advertising, sales promotion or collateral materials shall be deemed to be "materials" furnished by the Government. In the event of any proceeding against the Government by any regulatory agency or in the event of any court action or self-regulatory action challenging any advertising prepared by the Company, the Company shall assist in the preparation of the defense of such action or proceeding and cooperate with the Government and its attorneys. The Government will reimburse the Company for any out-of-pocket costs incurred in connection with any such action or proceeding.

4.5 The Company will indemnify and save the Government harmless from and against any and all claims, actions, damages, liability and expenses in connection with the loss of life, personal injury and/or damages to persons or property arising from the performance of the Company, its acts or its operations due to its fault (including that of its personnel). In the event the Government is, without fault on its part, made a party to any litigation commenced by or against the Company, the Company shall protect and hold the Government harmless and pay all reasonable counsel and legal fees incurred or paid by the Government in connection with such litigation. The Government shall defend, indemnify and hold harmless the Company from all claims, losses, and damages of any nature whatsoever resulting from or arising from Government's conduct and representations

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Article 5.0
DEFAULT

5.1 The following circumstances/actions constitute a default and are grounds for premature termination of this agreement:
a. Consistent failure in the proper performance, whether or not due to the fault of the Company;
b. In the event of misrepresentation or the occurrence of a conflict of interest in which information is or can be used to the disadvantage of the Government.

5.2 In the event of any such a default, the complaining party will deliver a written notice to the other party that specialize the act of omission constituting a default and that informs the other party that this agreement will terminate thirty (30) days after receipt of such notice by the complaining party if the breach is not remedied within 21 days after receipt of such notice.

5.3 The dissolution or liquidation of the Company or the bankruptcy of the Company is ground for immediate termination without prior notification.

5.4 The corresponding addresses for the parties to this agreement are:

The Government:
P.O. Box 943,
Clem LaBega Square
Philipsburg, Sint Maarten
Telephone: +1 721 542-2081
Fax: +1 721 542-4884

The Company:
MMGY Global, LLC d/b/a Spring/O' Brien/Myriad Marketing
245 Fifth Avenue
New York, NY 10016
United States

Article 6.0
GOVERNING LAW AND FINAL PROVISIONS

6.1 This agreement will be governed by the Laws of St. Maarten and will inure to the benefit of and be binding upon the parties, their heirs, assigns and respective successors.

6.2 If any condition of this agreement or the application thereof to any extent, should be invalid or unenforceable, the remainder of this agreement will not be affected thereby and each condition of this agreement will be valid and be enforced to the fullest extent permitted by Law.

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6.3 In the event of premature termination, all products, data, etc., mentioned in subdivision 4.2. shall be returned to the Government within 30 days of receipt of the notification of termination by the Company. In the event of expiration of this agreement same shall be returned to the Government within 30 days of the expiration date.

6.4 This agreement sets forth the entire understanding between the parties as to the subject matter hereof and supersedes all prior or collateral agreements and representations. This agreement may not be amended or modified unless parties mutually agree thereto in writing.

In Witness Whereof parties have executed this agreement on the date first above mentioned.

The Government

11-8-20

The Government of St. Maarten
Minister of Tourism, Economic Affairs,
Transportation and Telecommunication

The Company

Al Merschen
CEO & President
MMGY Global, LLC d/b/a Spring O' Brien/Myriad Marketing

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Appendix A

North American Market (United States) Program Outline
MMGY Global, LLC d/b/a Spring O'Brien/Myriad Marketing
April 1, 2017–March 31, 2020

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MAAGICAL ST. MAARTEN

SPRING O'BRIEN

ST. MAARTEN TOURISM BUREAU
NORTH AMERICA MARKETING PLAN

Spring O'Brien, a division of Myriad Marketing, has many years experience working as the official representation and/or Public Relations office for numerous tourist boards. We understand the demands, pressure and needs of tourism boards, and the balance between effective account administration and proactive sales, marketing and PR. Our team is committed to developing long--term marketing and sales goals for St. Maarten through our established strong trade industry and lifestyle partners. With a strong, multi--faceted marketing and public relations campaign, Spring O'Brien intends to generate increased travelers and greater spend for St. Maarten along with extensive media coverage highlighting the destination's key attributes.

Overall Objectives:

- Create a compelling image of St. Maarten as a multifaceted vacation destination for key target markets and niche travelers
- Continue to reinforce the USP of St. Maarten: The "Culinary Capital of the Caribbean" with stunning water, variety of accommodations, nightlife like no other island, best duty free and tax free shopping, wide dining options, seasonal events, etc.
- Raise awareness of St. Maarten's natural, historic, cultural and social attractiveness
- Increase product offerings of various North American tour operators for St. Maarten
- Partner with travel consortia to access their vast networks of travel agents for maximum impact in the market
- Increase travel to St. Maarten via key tour operator partners such as JetBlue Getaways and Delta Vacations
- Access general consumers via online advertising and retargeting campaigns
- Engage with traditional media for earned consumer and trade publication placements
- Reach consumers through persuasive stories that leverage current lifestyle and travel trends, placed in high value editorial outlets
- Leverage the message of accessibility from the North America to attract first time and repeat visitors
- Strengthen visitation during the shoulder season

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MAAGICAL ST. MAARTEN

SPRING O'BRIEN

Below is a top-view breakdown of Spring O'Brien's projected activities on behalf of St. Maarten Tourist Bureau over the course of the next three years.

All Year 1 activities would be assessed and implemented in Years 2 and 3, subject to amendment pending success results.

Category	Activity	Budget Year 1	Budget Year 2	Budget Year 3
Trade	Trade (Consortia and Operators) - Year 1: Establish relationships with trade with existing St. Maarten product, e.g. Classic Vacations - Year 2: Introduce new wholesalers to St. Maarten, e.g. Delta Vacations - Year 3: Continue building upon established relationships with trade, while looking for opportunities to introduce new wholesalers to St. Maarten	$30,000	$35,000	$30,000
	Trade shows - Year 1: National Trade Shows: Caribbean Week among others - Year 2: Participation in the December USTOA Annual Conference & Marketplace, which brings together the leading North American travel companies with tourism suppliers and destinations from around the globe in an intimate and exclusive setting - Year 3: In addition to key	$25,000	$20,000	$30,000

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MAAGICAL ST. MAARTEN

SPRING O'BRIEN

	national shows, attend niche shows such as Sailing Week and dive show DEMA			
Consumer Marketing	Co-op Marketing with Trade Partners - Year 1: Create campaigns with sellers with existing St. Maarten packages and product - Year 2: Establish relationships with trade partners who are not currently selling St. Maarten to create packages - Year 3: Establish relationships and partnerships with cruise-focused agencies operators	$70,000	$70,000	$70,000
	Consumer Direct - Year 1: Retarget consumers via pixels who've already shown interest via the St. Maarten web sites, offering deals and packages - Partner with airline or OTA to secure tactical offers linked to retargeting efforts - Year 2: Partner with OTA to secure tactical offers linked to retargeting efforts focused on national as well as niche sites to support trade and media activities - Year 3: Implement paid search & site optimization (SEM) to aid website and dedicate funds to social media advertising to enhance and support	$120,000	$100,000	$110,000

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	influencer efforts			
Public Relations	Consumer Media Press Trips - Year 1: Focus: National travel and lifestyle publications - Year 2: Focus: Social media influencers and travel trade - Year 3: Focus: Social media influencers and travel trade	$30,000	$30,000	$30,000
	Media relations - Year 1: Establish relationships with media as St. Maarten's North America representative - Year 2: Host event designed to provide an update on the destination and announce tourism news with key media, arrangements can be made for either a small, intimate media luncheon or a large scale event that incorporates consumer, media and trade elements, allowing guests to sample a taste of St. Maarten - Year 3: Host a broadcast satellite media tour for St. Maarten spokesperson during Caribbean Week	$10,000	$20,000	$15,000
Social Media	Instagram, Pinterest, Facebook, Twitter - Year 1: Refinement of existing channels - Year 2: Host Facebook Live events and Twitter Chats - Year 3: Host round table with influencers currently traveling	$50,000	$50,000	$50,000

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MAAGICAL ST. MAARTEN

SPRING O'BRIEN

	in St. Maarten			
Agency Fees				
-	Marketing Fee	65,000.00	65,000.00	65,000.00
-	PR Fee	60,000.00	60,000.00	60,000.00
-	Social Media fee	50,000.00	50,000.00	50,000.00
Turn Over Tax (TOT)		25,000.00	25,000.00	25,000.00
Administration		15,000.00	15,000.00	15,000.00
TOTAL		500,000.00	500,000.00	500,000.00

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MAAGICAL ST. MAARTEN

SPRING O'BRIEN

DETAILED ACTIVITY PLAN - YEAR ONE

TRADE ACTIVITIES

Project Name:	**Trade (Consortia and Operators) Relationships & Education**

Project Description:	• Conduct a brochure/product audit
	• Engage with consortia and operators to provide further education for agents through trainings & seminars with the overall intention of increasing organic sales of St. Maarten through agent recommendations.
	• Yearly staff training for wholesale reservation staff on the East coast of US
	• Develop sales call calendar, targeting 20 - 25 key distribution accounts
	• Focusing on:
	  ○ Partners who currently offer St. Maarten
	  ○ Partners who do not currently but have potential to offer St. Maarten
	• Establish marketing relationship with appropriate consortium, i.e. Signature Travel Network, Virtuoso or Travel Leaders
	• Destination trainings to increase consortia agent knowledge of St. Maarten

Targets	• Major tour operators with existing St. Maarten content, including:
	  ○ JetBlue Getaways
	  ○ Classic Vacations
	  ○ Travel Impressions
	• New tour operators for increased St. Maarten offerings

Timing:	• September 2016 - August 2017
Budget:	**$ 30,000.0**
Measurement Tools:	• Number of education / training sessions • Number of 2017 brochure pages/online pages • Level of inquiries
Reporting:	• Brochure / project audit with advised next steps • Summary of staff trainings, including attendance and next steps • Delivery of target distribution accounts for sales calls; delivery of meeting schedule; summary of interaction, response, and next steps

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MAAGICAL
ST. MAARTEN

SPRING O'BRIEN

	• Monthly report of ongoing and new engagement with sales call contacts, agents, and operators

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ST. MAARTEN

SPRING O'BRIEN

Project Name:	**Trade Shows / Roadshows**
Project Description:	• Attend trade and roadshows covering key consumer markets throughout North America on behalf of St. Maarten • Meet and network with product managers, operations personnel of North American tour operators, and agents • Increase number of operators to include St. Maarten in their product line or increase the number of offerings in the current St. Maarten products • Host webinar to educate agents about St. Maarten • Draft and distribute trade newsletters
Trade Shows:	• Caribbean Week • Seatrade • CTO
Timing:	• January, February, and June 2017
Budget:	**$25,000.00**
Measurement:	• Number of scheduled meetings • Request for materials • Opportunities that develop from trade show presence • Increase in St. Maarten products in the market • Interests aroused and conversations initiated for the destination St. Maarten
Reporting:	• Weekly progress updates leading up to show/event • Full summary of meetings and networking interactions following show/event, including leads and next steps • Delivery of webinar presentation and summary of attendance, response, and next steps • Presentation of newsletter draft for client approval; summary of newsletter outreach list, open rate, and all responses

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CONSUMER MARKETING

Project Name:	**Co-op Marketing with Trade Partners**

Project Description:	• Work with existing distribution channels to reach their established customer bases
	• Review and participate in multiple co-op activities with wholesalers, large scale agencies and consortia
	• Receive benefit of budget matching and higher levels of awareness in US
	• Specific activities will include:
	  ○ New product offerings (packages created)
	  ○ Wholesale partners travel agent road shows
	  ○ Agents seminars
	  ○ Print advertising
	  ○ Online advertising

Specific Projects:	Online Advertising & Retargeting Program: • Partnerships with tour operators who allow us to place tracking on their dedicated St. Maarten pages to retarget interested consumers. • Develop a digital profile of a typical "St. Maarten customer" including his/her interests, spending habits, travel patterns etc. This profile can then generate a pool of look-alike customers, to reach with our ongoing advertising
Timing:	• October – December, 2016 • January - April, 2017 • May - September, 2017: Special off-season incentive
Budget:	**$ 70,000.00**
Measurement Tools:	• Website traffic • Website clicks • Website bookings • Number of calls / inquiries generated • Number of packages sold • Feedback from trade partners
Reporting:	• Comprehensive status report of all KPI goals set at the beginning of each campaign, to be delivered at end of campaign • Screenshots of campaign components

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Project Name:	**Consumer Direct Online Advertising**
Project Description:	• Advertising online can reach a large portion of the North America travel audience, as current research shows that consumers use on average 21 websites in the process of planning a vacation • Much of a US consumer's travel planning is also largely via mobile device • Retarget consumers who've already shown interest via the St. Maarten web sites, offering deals and packages • Place pixel on the VacationStMaarten.com landing page to acheive retargeting goals • Partner with airline or OTA (e.g. Expedia or CheapCaribbean.com) to secure tactical offers linked to retargeting efforts
Specific Projects	Competitive Caribbean & Travel Booker Targeting: • Advertising on key sites to reach consumers as they plan their vacation. I.e. travel research & inspiration sites, OTA's & Meta Search • Ability to target consumers searching for Caribbean destinations • Ability to serve content to those consumers considering a Caribbean trip and specifically St. Maarten or St. Martin
Targets	• Online Users in North America that have shown a predisposition for travel • Geographically target consumers who have expressed interest and purchasing power in Caribbean travel, timeshares, family travel, and other key demographics.
Timing:	• September 2016 - August 2017
Budget:	**$120,000.00**
Measurement:	• Website traffic • Website clicks • Number of impressions • Number of click thrus from banner advertisements • Number of visits to designated landing page • Number of room nights for St. Maarten hotels • Length of stay & revenue data (where possible)
Reporting:	• Comprehensive status report of all KPI goals set at the beginning of each campaign, to be delivered at end of campaign • Screenshots of campaign components

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PUBLIC RELATIONS

Project Name:	**Press Trips**

Project Description:	• Editorial coverage in print and online publications is a form of destination communication trusted by consumers and travel trade members
	• Develop three consumer and trade media group trips for 2017
	• Proposed themes include:
	  ○ Learn to Sail
	  ○ St. Maarten for Night Owls
	  ○ Luxury Meets Adventure
	  ○ Culinary Capital of the Caribbean
	  ○ Family Fun
	• Invite top-tier writers and editors to experience St. Maarten along target themes resulting in consumer and/or trade media coverage in North America
	• Develop custom itineraries for individual media press trips, on a case-by-case basis as opportunity arises

Targets:	• 4 - 6 writers per group press trip
	• Mix of writers from:
	  ○ Consumer publications
	  ○ Consumer websites
	  ○ Freelancers with assignments
	  ○ Trade publications

Timing	• November, February, June • Individual trips as requested
Budget:	**$ 30,000.00**
Measurement Tools:	• Quality of resulting articles in target and niche publications • Value of media coverage received • Social media coverage, including destination geo-tags and hashtags

Reporting:	• Monthly activity reports will be submitted, outlining:
	  ○ Communications conducted each month
	  ○ Vetted press visit opportunities
	  ○ Status updates regarding all upcoming press visits and required next steps
	  ○ Clip report including all coverage resulting from completed press visits, including social media posts

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Project Name:	**Media Relations**
Project Description:	• Draft and distribute newsworthy pitches and press releases • Update and maintain strong media database • Monitor industry and media to discern trends and hot topics • Develop/update background materials • Develop social media blueprint for best practices • Seek out interview opportunities for St. Maarten executives • Keep vigilant about editorial calendars and timely deadlines to secure coverage in both short and long lead publications • Media monitoring for coverage on the destination, as the latest relevant international destination, hotel and resort, travel and trends news • Secure one-on-one media meetings for client or destination spokesperson(s), with editors at key market local, regional and national outlets • Distribution of major destination news and announcements via the national newswire
Targets:	• Staff writers, editors and freelance writers at publications including: o Travel/Lifestyle Magazines o Newspapers (Top 50 DMAs) o Niche o Weddings & Honeymoons o Family o Culinary o Travel Trades
Timing	• Ongoing
Budget:	**$ 10,000.00**
Measurement Tools:	• Quality of resulting articles in target and niche publications • Value of media coverage received
Reporting:	• At the conclusion of all PR campaigns and activities, complete campaign wrap-up documents will be developed and delivered to client, reporting on on all agreed upon components and KPIs • Monthly activity reports will be submitted, outlining: o Activities conducted and related measurements

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	○ Public relations activities and clip reports ○ Communications conducted each month ○ The current state of the North American travel market and emerging travel trends ○ Updates on St. Maarten in the media

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Project Name:	**Social Media**

Project Description:	• Tier 1
	  ○ Social media audit and delivery of "Best Practices and Guidelines" document
	• Tier 2
	  ○ Social media audit and delivery of "Best Practices and Guidelines" document
	  ○ Competitor analysis for up to three competitors
	  ○ Maintain and post on four existing social media outlets: Facebook, Twitter, Instagram, and Pinterest
	  ○ Maximum one daily post per day per channel, mapped in advance
	  ○ Comment and direct message engagement
	  ○ Monthly reporting
	• Additional projects
	  ○ Advertising ("boosted posts")
	  ○ Sweepstakes and Giveaways
	  ○ Crisis management
	  ○ Influencer program
	  ○ Twitter chats

Targets:	• Social media users ages 25-75 • If budget allows, ads can be geo-targeted to East Coast cities with direct or minimal connection flights to St. Maarten
Timing	• Ongoing
Budget:	**Tier 1 - Included in Public Relations budget** **Tier 2 - $48,000** **Additional Projects - TBD**
Measurement Tools:	Tier 2: • Quantity of social media posts • Number of comments • Impressions • Follower increase • Competitor status

Reporting:	Tier 2:
	• Monthly report will include, per channel:
	  ○ Total Impressions and engagement
	  ○ Total Growth and KPI Status
	  ○ Top Posts and Highlights
	  ○ Summary of Direct Message Engagement

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ADDITIONAL CAMPAIGN RECOMMENDATIONS BEYOND CORE SCOPE

- Strategic Alliances
  - As another means of gaining broader national recognition, we could seek out barter and/or paid promotional opportunities, to add value and leverage budgets. We would marry the St. Maarten brand with aligned brands in the travel and lifestyle world to create meaningful partnerships such as media sweepstakes, TV prizes, brand partnerships, gift bags/auctions, etc.
- Cruise Passenger Activation
  - Engage cruise passengers before, during and/or after their visit to St. Maarten in an effort to increase interest in revisiting the destination
- Airline Arrival Card
  - Work with St. Maarten to develop an airline arrival card used to gather key information about arriving travelers

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Reporting:

Monthly Report
Below is an example of what would be included in the monthly reports, to be delivered to client by the 15th day of following month

Monthly Activities

- Trade
  - No. of sales calls
  - Summary of interactions, feedback, and next steps
  - Status and results of current campaigns
  - Summary of upcoming campaigns
- Consumer
  - Status report of current campaigns
- PR
  - No. of media meetings
  - Summary of pitches & feedback
  - Clippings and results of recent coverage
  - Summary of pending coverage
  - Press trip status
- Social
  - Per-channel KPI status update
  - Per-channel highlights
  - Summary of direct message and follower engagement

Upcoming Activities

- Overview of key consumer, trade, and PR activities and events for upcoming month
- Overview of key social media promotions for upcoming month
- Calendar of upcoming activities and events

Market Intelligence

- State of the Market
- Economic Update

Campaign Reporting

- Specific campaign wrap reports with full results

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