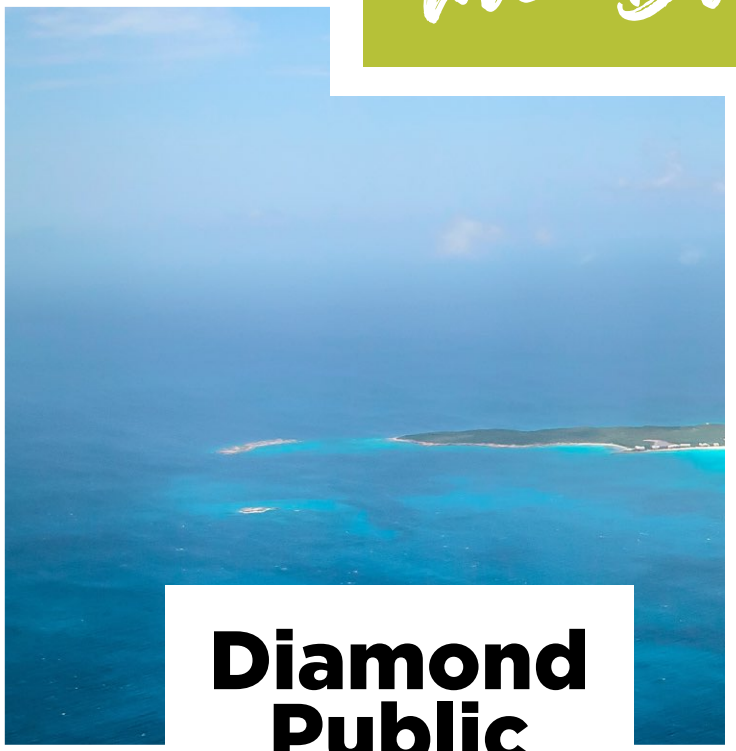
St. Maarten

2021 NORTH AMERICAN SALES, MARKETING & PUBLIC RELATIONS

MAAGICAL ST. MAARTEN

diamond public relations + social media

the Diamond & Co umbrella



Diamond Public Relations

media relations

TruMarketing

travel agent relations

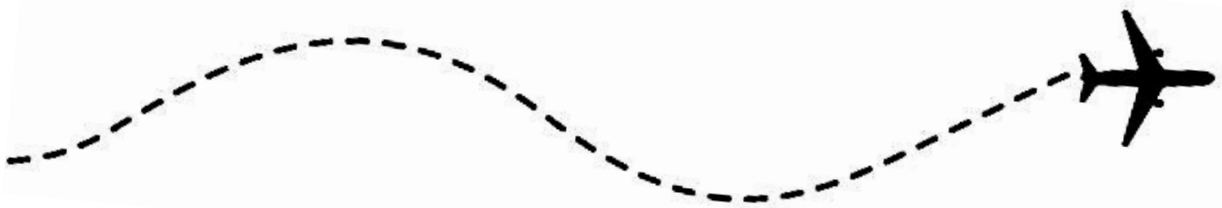
Travel Culture Collab

partnerships

let's talk public relations

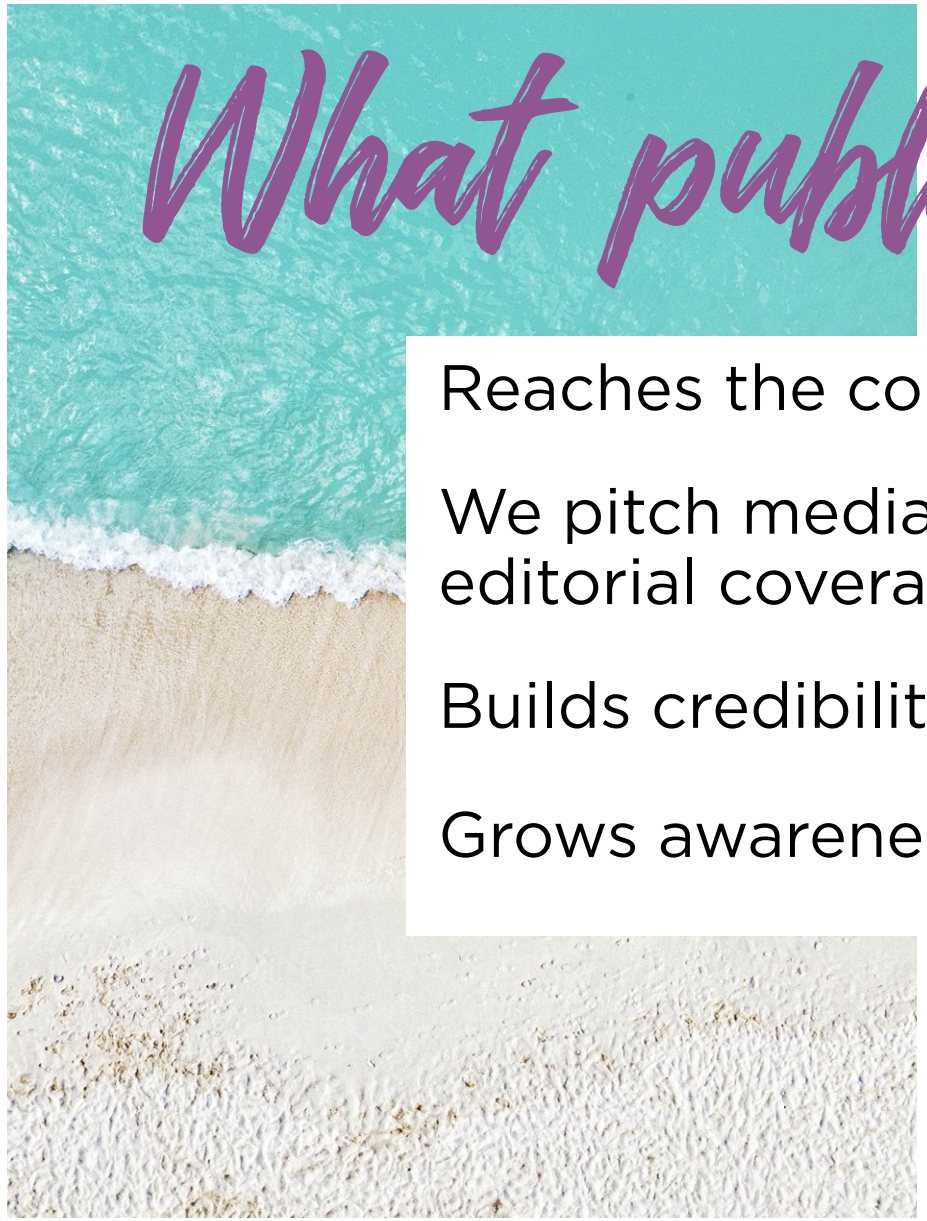
Diamond PR

- Offices in Miami and Los Angeles.
- 100% travel and tourism.
- Thousands of travel media contacts.
- Years and years of experience in Caribbean destinations.
- Progressive, proactive, edgy, and creative.
- We are here *to make some noise!*



MAAGICAL ST. MAARTEN

diamond public relations + social media



What public relations does:

Reaches the consumer via third-party media outlets.

We pitch media compelling story angles to generate editorial coverage that inspires travel decisions.

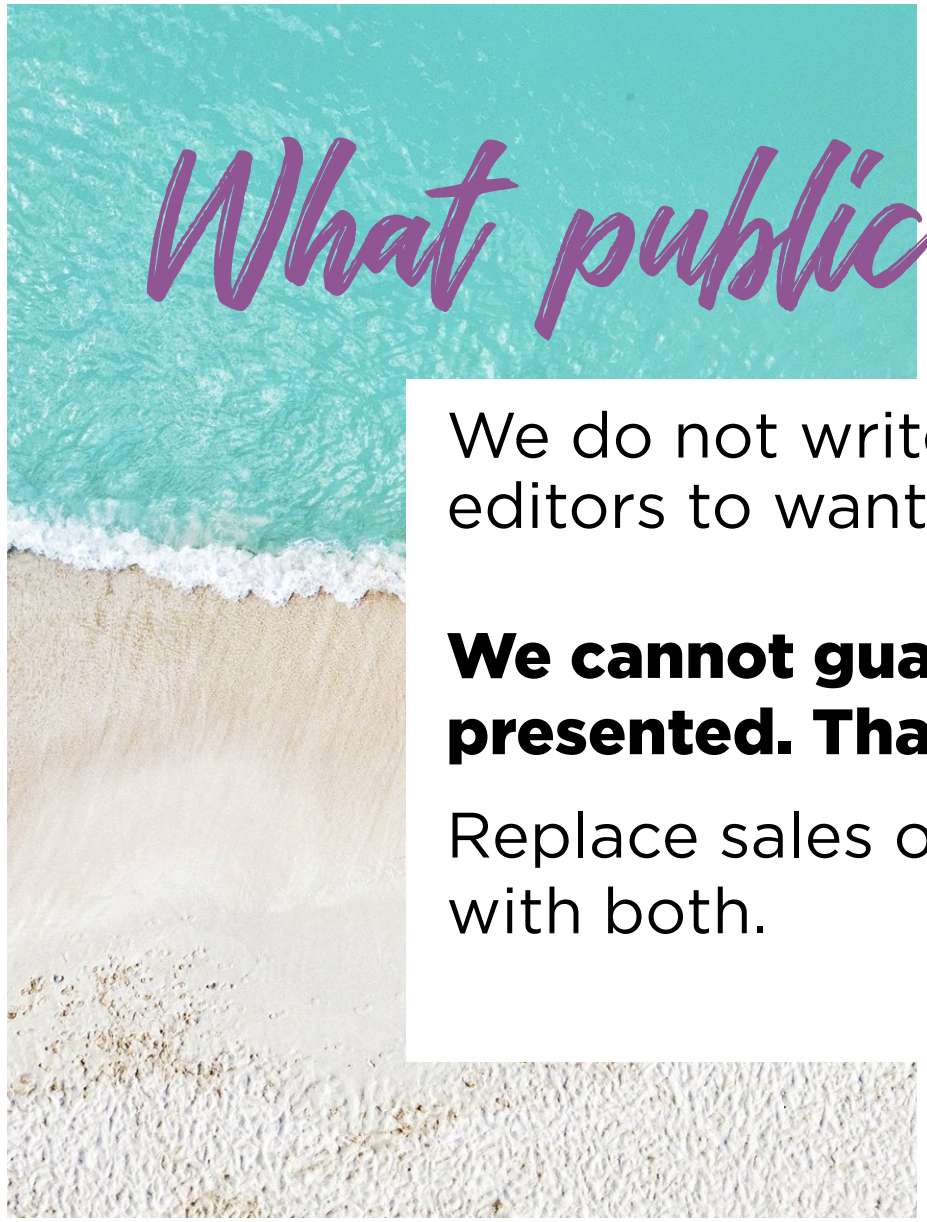
Builds credibility and enhances positive perception.

Grows awareness, generates demand, and...

drives tourism!

MAAGICAL ST. MAARTEN

diamond public relations • social media



What public relations does not do:

We do not write the stories — our job is to convince editors to want to write them.

We cannot guarantee how a story is worded or presented. That is called advertising ($$$).

Replace sales or social media strategy. But we align with both.

We cannot perform miracles.
But we do work our magic.

advertising vs. public relations

PAID	EARNED
BUILDS EXPOSURE	BUILDS TRUST
AUDIENCE IS SKEPTICAL	MEDIA DRIVES THIRD PARTY VALIDATION
GUARANTEED PLACEMENT ($$$)	NO GUARANTEE - MUST PERSUADE MEDIA
COMPLETE CREATIVE CONTROL	MEDIA CONTROLS FINAL VERSION
ADS ARE MOSTLY VISUAL	PR USES LANGUAGE
MORE EXPENSIVE	LESS EXPENSIVE
“BUY THIS PRODUCT”	“THIS MATTERS”

MAAGICAL ST. MAARTEN

diamond public relations • social media

The art of the pitch...

Hi K.C.,

While safe destinations are definitely top-of-mind for travelers beginning to explore the world again, another recent trend is the desire to make up for lost time by visiting bucket-list destinations and spending more time/money on fulfilling activities. Think: seeing the Northern Lights, swimming with sharks, flying 2,000 feet down a mountain, staying at a dreamy private villa, spiritual escapades, and more.

I'd love to gauge your interest in a round-up of travel experiences so sensational, they will make travelers **feel alive again** — knowing that the last year of halted vacations has made their next adventure totally worth the wait. Experiences like...

Flying High in Sint Maarten
Glide down the world's steepest zipline — The Flying Dutchman — in St. Maarten's Rockland Estate. While harnessed in a chair, you will launch down the mountain on a 2,800-foot flight line while dropping 1,050 feet in elevation… talk about a thrill.

I can also provide more examples from some of our other clients. Looking forward to your thoughts!

Best,
Melody

The Result:

TRIPS to DISCOVER

15 Sensational Travel Experiences to Make You Feel Alive Again

After months and months of lockdowns and quarantines, travelers will soon be looking to make up for lost time. If you're one of them, bucket-list experiences are definitely the way to go for the perfect way to truly feel alive again. By taking part in any of these adventures, you'll know that wait was worth it.

Rainforest Adventure at Rockland Estate, St. Maarten

Rainforest Adventure at Rockland Estate - St. Maarten

angles getting traction

the media is responding to:

a bubbling art scene: *the island is a living, breathing palette.*

an unexpected movement towards wellness and vegetarianism.

One stop, limitless experiences.

SXM: a passport to people and experiences.

hiking and eco-tourism.

under-the-radar sailing and events.

endearing and entrepreneurial locals.

cruising - and what's new on island.

Media Results

SO FAR...

FEBRUARY 15 - JULY 23, 2021

72

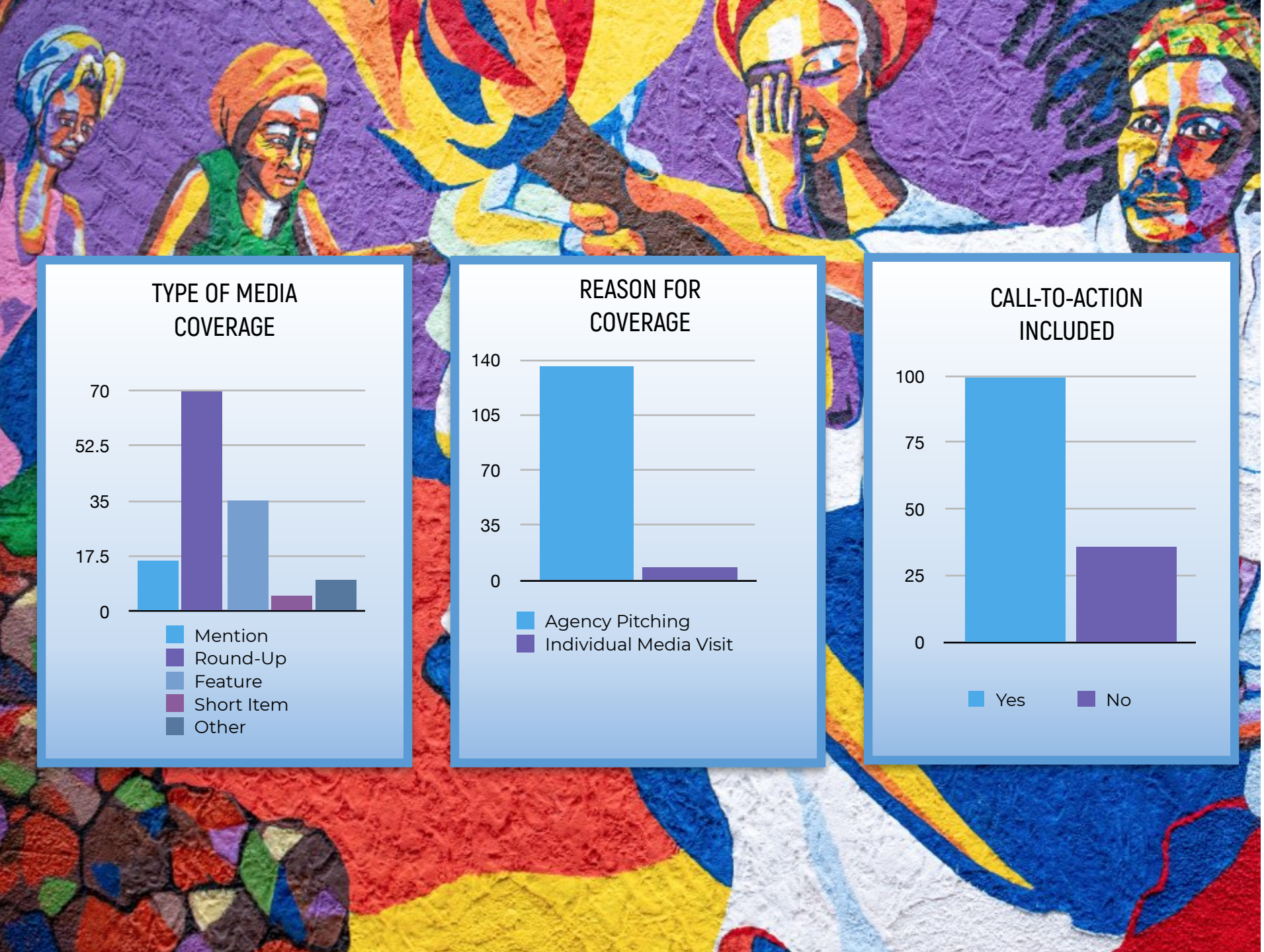
CLIPS SECURED TO DATE

8M+

APPROX. CONSUMERS REACHED

MAAGICAL ST. MAARTEN

diamond public relations + social media

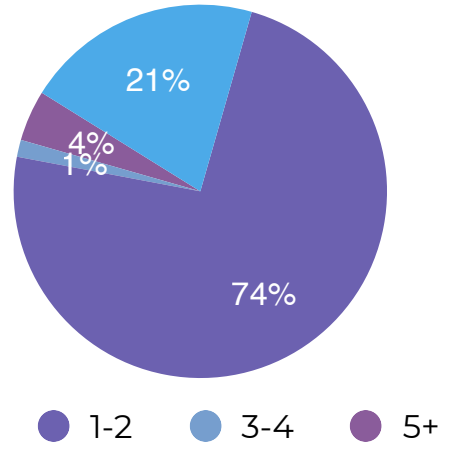


TYPE OF MEDIA COVERAGE

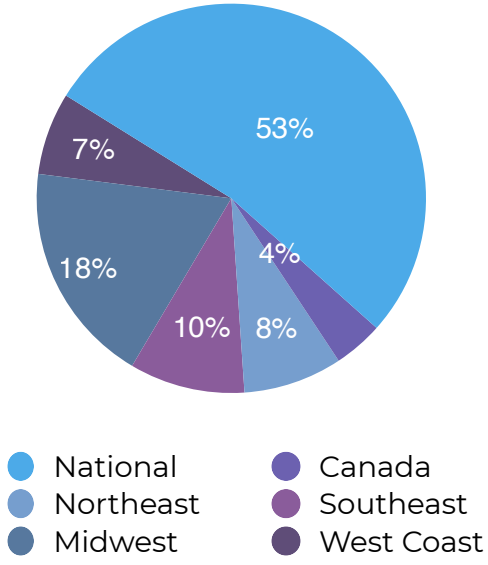
REASON FOR COVERAGE

CALL-TO-ACTION INCLUDED

PHOTOS

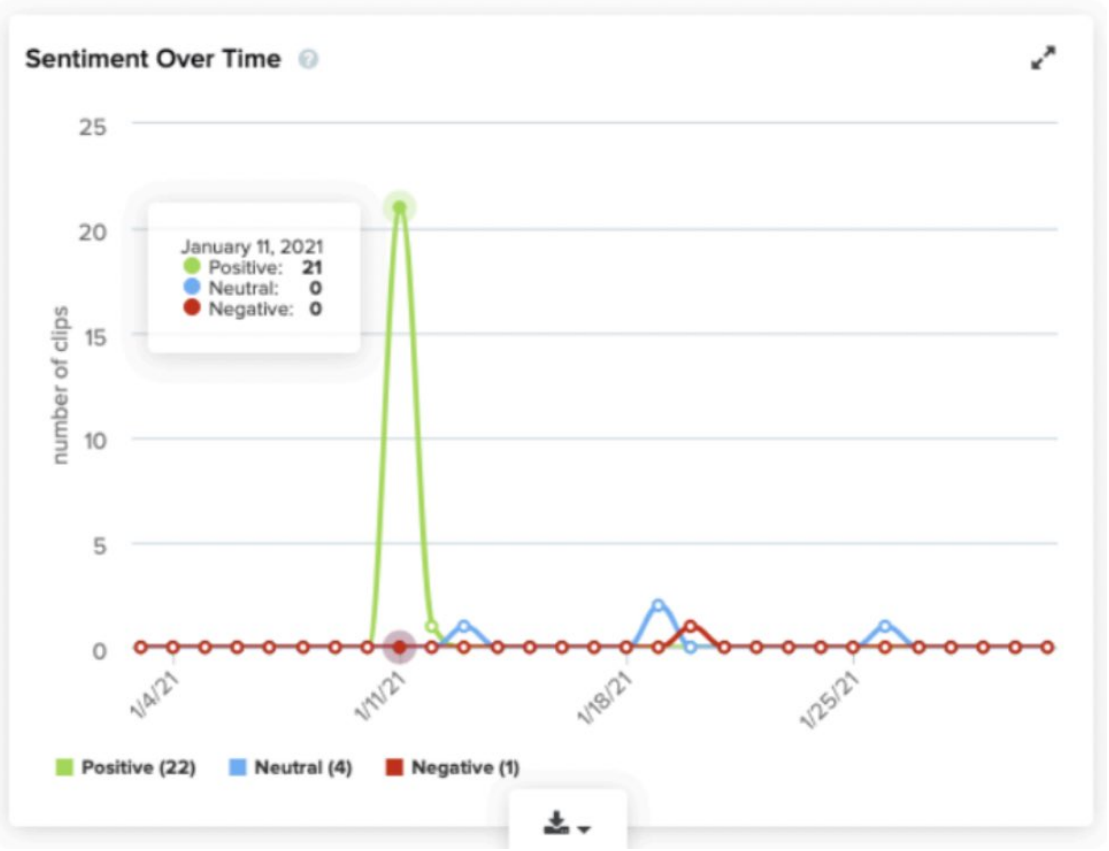


GEOGRAPHIC MARKETS

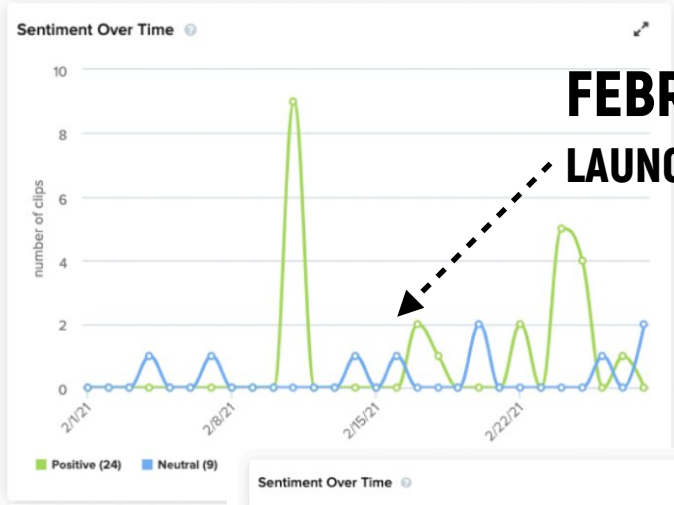


Measuring Sentiment

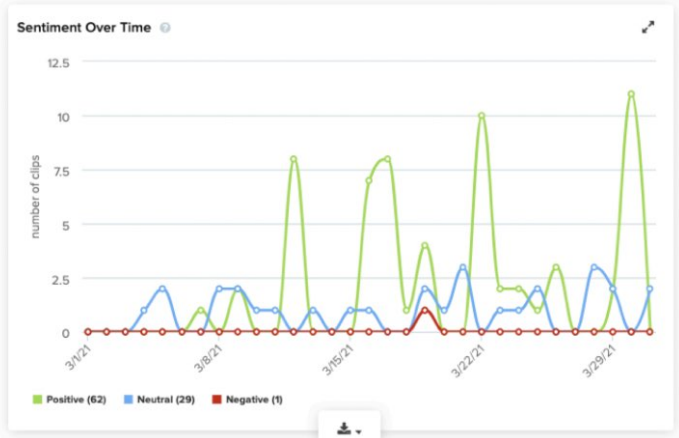
THE POWER OF PROACTIVELY PUSHING POSITIVE MESSAGING.



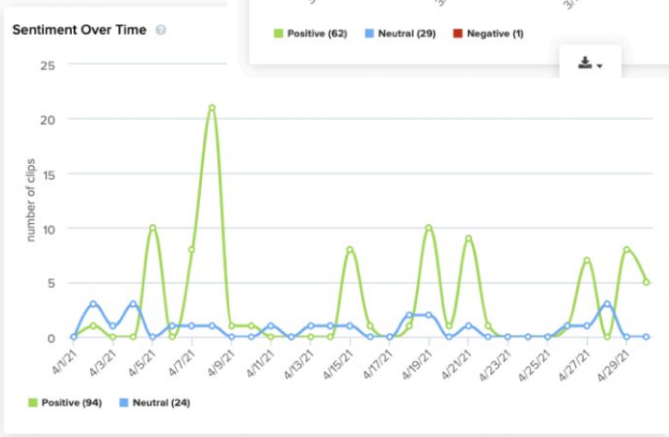
JANUARY, PRE PR LAUNCH



FEBRUARY,
LAUNCHED FEB 15



MARCH



APRIL

Trade Coverage

SXM MAKES HEADLINES

TRAVEL WEEKLY

CARIBBEAN

Updated: The latest Caribbean travel protocols for U.S. visitors and map

By Gay Nagle Myers | Feb 21, 2021

This map of the Caribbean shows which islands are open for U.S. tourism. Updated regularly with new information. Credit: Jennifer Martins

• **St. Maarten/St. Martin:** The Dutch side of the island is open to U.S. visitors; the French side is closed per a mandate from the French government. For visitors: A completed health declaration must be uploaded at stmaartenentry.com before departing; U.S. visitors must submit proof of a negative Covid test result taken within five days before arrival or an FDA-approved rapid test taken within 48 hours of departure. The St. Maarten SXM Protection Plan is mandatory health coverage for visitors. The plan covers hospital costs, ICU costs, doctor consultations, Covid-19 tests and, if necessary, medical evacuation. For those 15 and up, the cost is $30 for visits up to 180 days; it's $10 for those under 15 years of age. *Updated Feb. 22.*

TRAVEL PULSE

New Sint Maarten COVID-19 Protocols Expand Test Entry Options

DESTINATION & TOURISM | BRIAN MAJOR | FEBRUARY 23, 2021

Travelers to Sint Maarten will find expanded COVID-19 entry test options. (Photo by Brian Major)

Sint Maarten has updated traveler protocols to permit passengers arriving from the U.S. and Canada beginning this week to utilize all U.S. Food and Drug Administration (FDA)-approved rapid antigen tests for entry, Sint Maarten Tourism Bureau officials said Tuesday.

Travelers arriving from the U.S. or Canada are required to submit proof of an rt-PCR test for the SARS-COV-2 virus obtained from a naso-pharyngeal swab performed within 120 hours prior to departure, including the last leg in the case of connecting flights, said Tourism Bureau officials in a statement.

TRAVEL WEEKLY

THE TRAVEL INDUSTRY'S TRUSTED VOICE

CRUISE

Island destinations making the most of homeport opportunities

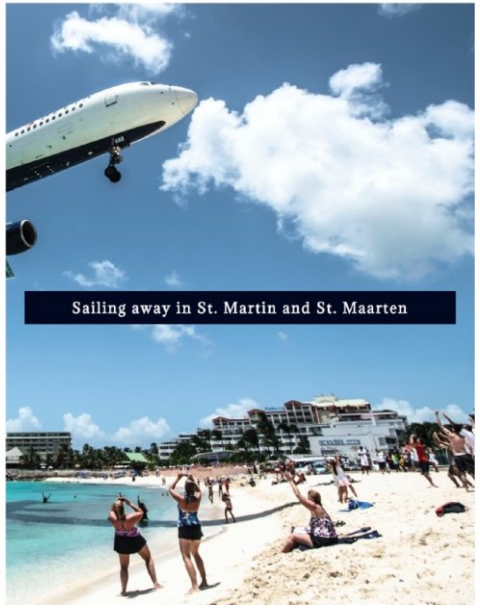
By Johanna Jainchill | May 15, 2021

Boating on the Martha Brae River in Jamaica, a popular Montego Bay excursion.

The CDC's continued ban on cruising from U.S. waters has given ports just outside our borders the opportunity this summer to serve as cruise ship homeports for the first time or to host their largest ships to date.

TRAVEL COURIER®

Ready for the recovery in St. Martin and St. Maarten



Consumer News

KEEPING TRAVELERS INFORMED

SMARTERTRAVEL

Where Can Americans Travel Right Now?

With the seventh most powerful passport in the world, Americans are used to the privilege of access to almost any country on demand. Before the pandemic, Americans could travel to 185 of the world's 195 countries visa-free, or with a visa on arrival. But due to the high coronavirus rates in the U.S., dozens of destinations (including the European Union) have deemed the U.S. 'high risk' and closed their doors to Americans. So what countries can Americans visit right now?

Some countries have slowly begun to re-accept U.S. passport holders, providing they agree to specific regulations such as PCR testing for COVID-19 or mandatory quarantines. You'll also now need to show a negative PCR test result (taken up to three days before your flight) in order to board any aircraft returning to the U.S. from overseas. (Alternatively, you can show medical documents if you had COVID-19 in the past 90 days.) The situation is still in flux and each country has different requirements. All the changes have left many travelers confused about which countries Americans can visit now. If you're thinking of heading overseas, here's what you need to know about where you can go and what the requirements are for American visitors.

Sint Maarten/Saint-Martin (Dutch/French)

Whether you're going to the French-side or the Dutch-side of this popular Caribbean destination, you'll need to complete an online immigration card and present a FDA-approved rapid antigen test, taken up to 48 hours before your flight, or a negative PCR test, taken up to 72 hours before your flight. This includes antigen tests with Emergency Use Authorization (EUA) but excludes home tests.In addition, you'll have to sign a statement saying you have no coronavirus symptoms and haven't been in contact with anyone who had COVID-19 within 14 days of your flight. You also have to monitor your temperature and look out for symptoms for 14 days. Health insurance is another requirement for entry – the St Maarten Protection Plan covers any COVID-related costs for travelers if they test positive while on the island. Masks are required in public and there are temperature scans and officials watching for people who might be displaying coronavirus symptoms at the airport. The tourist board posts updates here (Dutch side) and here (French side).

CNN travel

UNLOCKING THE WORLD

Find out which countries are welcoming US tourists back

Editor's Note — CNN Travel updates this article periodically. It was last updated in its entirety on March 6. The US State Department advises that travelers consult country-specific travel advisories via their website or consult the CDC's latest guidance. Before you make any international travel plans, check these sites first and again before you depart.

(CNN) — Once one of the world's most powerful travel documents, the might of the United States passport has been diminished during the pandemic. With US Covid-19 cases near the 29 million mark, some nations continue to view American vacationers warily.

Unlocking the World

In the end, it's up to you to decide whether travel to international destinations is a good idea. The health risks are obvious. Nations might change their rules at any time. You may have to adhere to stricter curfews and mask mandates than Americans are used to following. Violations could involve hefty fines and even jail time.

If you want expert input into your decision, the US State Department and the US Centers for Disease Control and Prevention provide Covid-19 risk assessments by country. The CDC rates many of the countries open to US travelers at Level 4, at the highest risk for Covid-19.

Also, keep this in mind: All air passengers 2 and older must show proof of a negative Covid-19 test that's no more than 72 hours old to enter the United States. That includes US citizens returning from trips to other countries. Be sure to get information on testing sites in your destination for your return trip. US embassies report some countries are having trouble returning test results within the 72-hour window.

What follows is an alphabetical list of countries and territories where it's still possible for US passport holders to go for a vacation:

Sint Maarten: An autonomous country within the Kingdom of the Netherlands, Sint Maarten shares an island with the French collectivity of Saint-Martin. (Like the French holding of St. Barts, it's currently closed to US visitors as France has closed its borders, including its overseas territories, to all but EU members).

To visit the Dutch side, US visitors must fill out a mandatory health authorization application. You must also have a negative result from a PCR test for Covid-19 taken within 120 hours or less. Covid-19 health insurance is mandatory.

Get more US consulate information on all these Dutch islands by clicking here.

msn

20/22 SLIDES © SeanPavonePhoto / iStock / Getty Images Plus Full screen

Sint Maarten (St. Maarten and St. Martin)

Border Status: Open to U.S. and Canadian travelers.

Pre-entry negative COVID-19 test proof: Yes.

COVID-19 testing on arrival: No.

Entry procedure: Travelers must complete online Self-Health Declaration form and submit proof of a negative rt-PCR test result obtained within 120 hours of departure, including the last leg of connecting flights. Travelers may submit results from FDA-approved rapid antigen tests including tests with Emergency Use Authorization but not including at-home tests. Visitors will undergo temperature checks upon arrival.

Travel insurance: Required.

THE POINTS GUY

UPDATED: A country-by-country guide to Caribbean reopenings

As the travel industry reopens following COVID-19 shutdowns, TPG suggests that you talk to your doctor, follow health officials' guidance and research local travel restrictions before booking that next trip. We will be here to help you prepare, whether it is next month or later this year.

By a show of hands, who's ready for a beach vacation? We definitely are.

With more and more people getting vaccinated, we're starting to see travel restrictions ease in some places. While international travel still requires jumping through a few hoops, there are destinations open to U.S.-based travelers — including many in the Caribbean.

For more travel news and advice, make sure to sign up for our daily newsletter!

However, the U.S. State Department has many Caribbean destinations as Level 3 or Level 4 when it comes to COVID-19 risk. So while some island destinations may be open for U.S. tourists, it's important to consider whether travel is worth the risk.

As of March 7, Level 4 ("Do not travel") countries include: Antigua and Barbuda, Curacao, St. Barths, Aruba, Barbados, Cuba, Haiti, Jamaica, Puerto Rico, St. Lucia, St. Martin, St. Vincent and the Grenadines, Sint Maarten, Turks and Caicos and the U.S. Virgin Islands. Additionally, all cruise travel is listed as a Level 4. Level 3 ("Reconsider") countries include: Burmuda, the Bahamas and Trinidad and Tobago.

Here's what you need to know if you are planning a Caribbean trip.

This guide is current as of the time of publication, and we will keep information regularly updated as the global situation progresses.

NATIONAL

Forbes

69 Of The Newest Summer Hotel Openings Around The World

This summer, during the months of June, July and August, dozens of new hotels will open their doors joining hundreds of others that opened over the past year. As vaccination numbers grow and confidence slowly resumes, the world is eager to travel again. Here's where to find some of this summer's newest and most exciting hotel openings around the United States and the world.

Latin America and the Caribbean

The Morgan Resort & Spa opens this month in St. Maarten. THE MORGAN RESORT & SPA ST. MAARTEN

The Morgan Resort & Spa opens this month on the Caribbean island of St. Maarten. On property will be an infinity-edge pool with swim-up bar and a rooftop lounge perfect for plane spotters wanting to watch the island's famous airport approach with planes landing just over the Maho Beach.

The Washington Post

Where can Americans travel to in the Caribbean?

A look at the Caribbean's border closures and travel restrictions for tourists from the United States.

As the world's vaccine rollout continues and countries consider vaccine passports, travel abroad remains uncertain for Americans. Some countries have a blanket ban on visitors altogether, while others restrict incoming tourism depending on the origin country. Still others have near-open door policies and are welcoming back all tourists, vaccinated or not.

While the Centers for Disease Control and Prevention said it is safe for fully vaccinated people to travel, the agency also advised people to stay home since much of the population is unvaccinated and variant risks remain high.

But for Americans hoping to escape somewhere warm with their first vaccinated trips, these are the Caribbean destinations technically open for U.S. tourists.

This list has been updated.

St. Martin/St. Maarten

The island of St. Martin, divided into a French side and a Dutch side, opened to travelers from the Caribbean, Europe and Canada in July and to Americans on Aug. 1, 2020 requiring negative coronavirus test results. According to the U.S. Consulate General's website, social distancing protocols remain in effect.

Bloomberg

Travel

Cruise Lines Steer Away From U.S. Ports With Covid Curbs Lingering

With $56 billion on the line, the willingness of Caribbean countries to negotiate with cruise lines is forcing the hand of the CDC—and the point of vaccines for all.

By Fran Golden
April 8, 2021, 5:20 AM EDT

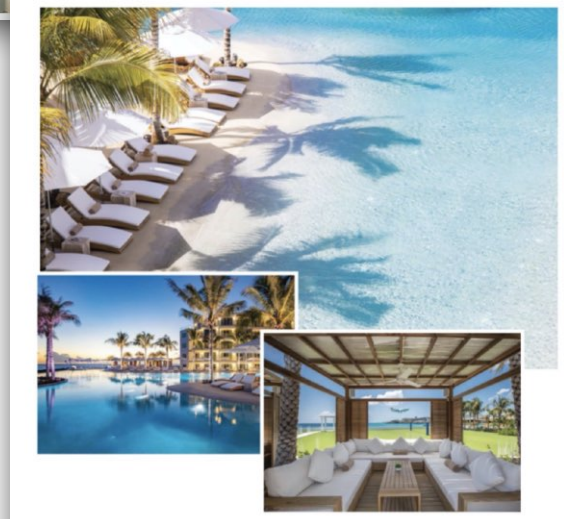
Crystal Serenity Source: Crystal Cruises

BRIDES

05 of 20 St. Maarten Causeway Bridge, Phillipsburg, Sint Maarten

COURTESY OF ST. MAARTEN TOURISM BUREAU

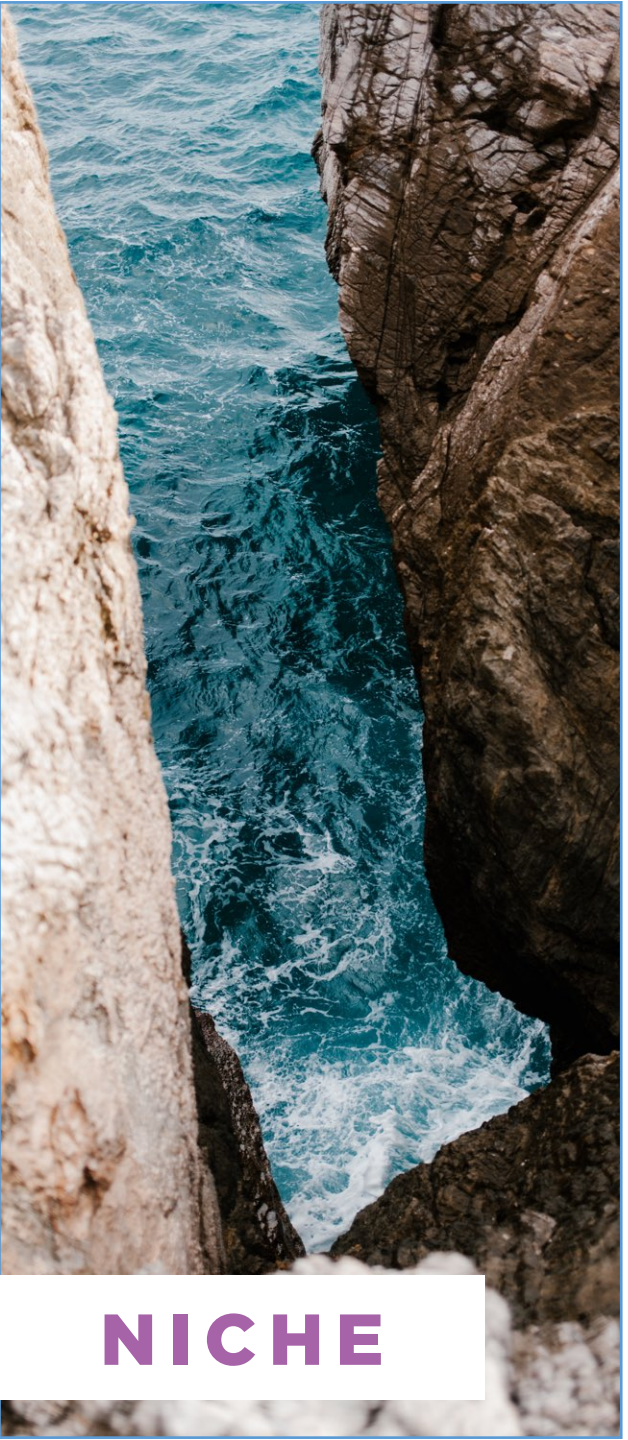
The Dutch Caribbean territory of Sint Maarten has its own "love zone" right on the St. Maarten Causeway Bridge, where three giant heart-shaped installations are covered with locks adoringly placed by tourists and locals alike. Spanning the full width of the Simpson Bay Lagoon, couples enjoy a lovely stroll over one of the island's many serene lagoons before placing their locks.



ST. MAARTEN

St. Maarten's newest hotel, The Morgan Resort & Spa, brings an added touch of luxury and paradise to the Dutch-owned Caribbean island. Opened June 2021, the sleek boutique hotel is home to 124 guest rooms and suites and offers an intimate feels-like-home vibe paired with stunning architecture. In rooms, guests can expect tranquil and modern design with spa-like showers and gorgeous blue views. Overlooking the turquoise Caribbean sea, its patio features a spectacular and one-of-a-kind beach-style walk-in infinity pool. A rooftop observation deck allows for uninterrupted views of the jet landings at St. Maarten Princess Juliana Airport, or for a closer view, the famous Maho Beach is just a one minute walk away.

www.themorganresort.com



NICHE

Oyster

12 Best LGBTQ-Friendly All-Inclusive Resorts Around the World

While every one of the below properties offers a wide array of amenities to choose from plus plenty of perks, including on-site nightlife, private beaches, and spa offerings, to name a few — a handful of them are also members of the International LGBTQ+ Travel Association (IGLTA) which indicates their support to the LGBTQ+ community.

You'll also notice that some are adults-only, while others are more family-friendly. Regardless of which property you choose, you can expect a warm, inclusive environment, plus welcoming staff members.

Read on for a few of our favorite LGBTQ-friendly hotels from around the world.

Sonesta Ocean Point Resort, St. Maarten

LGBTQ+

GO PRIDE

Travel rebounds after pandemic, consider these LGBTQ-friendly getaways

PRIDE JOURNEYS

5 Reasons You Should Visit St. Maarten this Summer

The Culture is Captivating

St. Maarten combines island vibes with a truly incomparable Caribbean cosmopolitan flair. If culture is where your heart lies, there's an evolving art scene with 12 stunning, colorful (and let's face it … importantly, Instagram-worthy) street art and murals created during COVID in Philipsburg. All pieces showcase each artist's modern twist on their own culture. Island festivals are making their return this summer with the Oualichi Festival set to hit center stage (or better yet, beach) as part of SXM Best Week on July 26-Aug. 1. Guests will enjoy concerts from Soca music acts, discounted shopping and specials at bars and restaurants, but if you want to get into the music yourself you can take a steel pan class led by the charming (and hilarious) Mighty Dow.

seattlepi

Spacious cultural getaways to Maui, Sint Maarten, Las Vegas for family fun

1 of 3

Sint Maarten

Courtesy of Kristina May

DESTINATION SPOTLIGHT

THE PERFECT FUSION

By Theresa Storm

Savour the multicultural culinary roots of Sint Maarten/St. Martin, a unique mash-up of Dutch, French, Caribbean and Indonesia influences

It's dinner time in Sint Maarten, one of the Caribbean's most-visited islands and a popular port for cruise ships. A line of hungry locals and visitors snakes from the simple, but cheerful, bright yellow-and-red wooden food stand in Simpson Bay's Kim Sha Marketplace. It's on the southern Dutch side of this dual-nation island, the world's smallest territory shared by two countries (France and the Netherlands).

Smoke wafts from the oil drum barbecue at The Captain's Rib Shack, releasing intoxicating wisps of sizzling, succulent, butter-drenched spiny lobster, sticky, saucy ribs, and chicken satay brushed with special sauce, an homage to Indonesia's colonial ties with Holland.

My stomach rumbles. "It be worth the wait, ma'am," reassures a cheerful St. Maartener in line ahead of me. He's right; it is, and I devour every flaky morsel of a fried red snapper topped with grilled onions and vibrant red and green peppers, rice and peas, and warm fried johnnycakes — an island specialty — at a picnic table on the front porch. A frosty Amstel Bright, the local brew, is the perfect accompaniment.

The next day I seek a *lolo* — a low-cost, local, casual outdoor eatery — in the [illegible] cottages, at the [illegible] covered terraces. [illegible] Cynthia's Talk of the [illegible] where live music keeps [illegible] while my order of garlic [illegible]

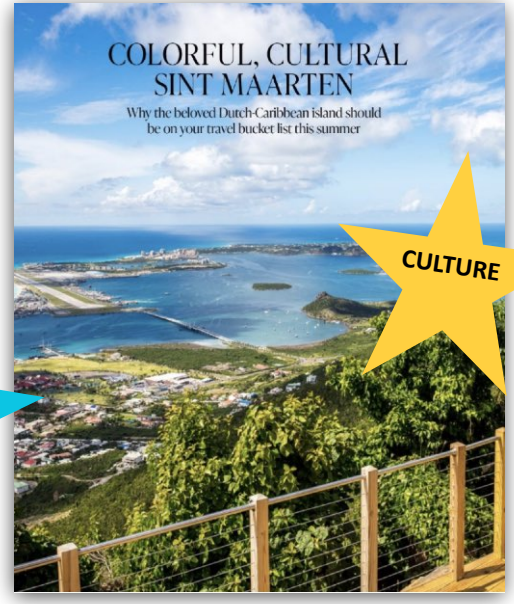
Whether on the Dutch [illegible] chefs combine Carib[illegible] inspiration from t[illegible] The island's cuis[illegible] melded flavours [illegible] styles originating fr[illegible] multicultural roots of at least 130 nationalities who have settled here: Africans, East Indians, Asians, Europeans, Latin Americans and more. The result of their long cohabitation is

58 | BON VIVANT 2021

CULINARY

COLORFUL, CULTURAL SINT MAARTEN

Why the beloved Dutch-Caribbean island should be on your travel bucket list this summer



CULTURE

MEDIA INITIATIVES

Completed

onboarding

DEVELOP COMPREHENSIVE **PRESS KIT**

DRAFTED AND DISSEMINATED **PRESS RELEASES**

ONGOING MEDIA **PITCHING**

DEVELOPED **BOILERPLATE**

CREATED **PR PLAN**

HOSTED VIRTUAL **MEET & GREET** SESSIONS WITH PARTNERS

DEVELOP ONLINE **EBLAST PLATFORM FOR PARTNER OUTREACH**

COORDINATED **INDIVIDUAL MEDIA VISITS**

COORDINATED **SITE VISIT**

SECURED **BROADCAST GIVEAWAY OPPS**

IDEATED AND PITCHED **SXM VILLA VIBES INITIATIVE**

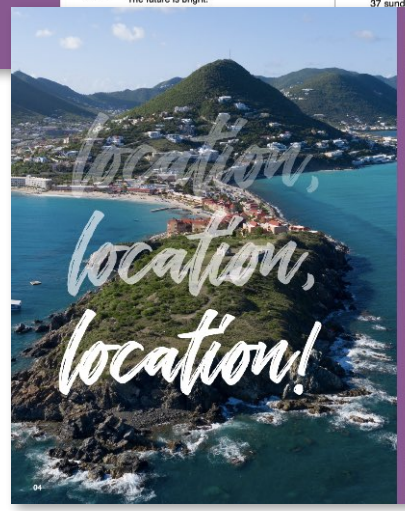
A Press Kit You Can't Put Down

The **charismatic, ever-cultural Caribbean island nation of St. Maarten** welcomes curious visitors inspired to renew their passion for life via authentic, nature-immersive, and experiential travel opportunities.

Occupying the southern part of the island it shares with French overseas territory Saint Martin, the beloved, **Dutch-owned Caribbean destination** offers inspirited travelers one of the region's most diverse menus of **multicultural experiences** -- a coveted hub where **quintessential island vibes meet incomparable Caribbean cosmopolitan flair** – inclusive of the color-laden capital of Philipsburg, serene lagoons, 37 sundry beaches, fascinating salt pans,

From the snorkeler to the shopper, from the surfer to the foodie, from the thrill seeker to the history enthusiast…

In St. Maa
all lifestyle
their place
the sun.



As part of the southeastern Caribbean Sea's Leeward Islands, **Sint Maarten** occupies the southern half of the island it shares with the French territory of **Saint Martin**, with visitors able to freely move from one side of the island to the other, by default having two dynamic destinations at their fingertips.

Additionally, with its prime location, Sint Maarten is dubbed the **'Crossroads of the Caribbean'**, proudly serving as a hub for exploration by giving its visitors unparalleled access to islands like Anguilla, St. Kitts, Nevis, Saba, St. Barts and St. Eustatius, via air and ferry service.

Keeping Up with Island Partners

E-NEWSLETTERS

AMAZING ST. MAARTEN + diamond public relations • social media

A Maagical Maatch!

On behalf of the Sint Maarten **Tourism Bureau**, we are pleased to introduce **Diamond & Co** -- a results-driven group of creative partners with an all-encompassing **sales, marketing** and **public relations** strategy geared toward the North American market. We are honored to be entrusted with the important work of reinvigorating Sint Maarten's rich tourism industry as the destination continues on a bright path forward that celebrates its most unique attributes.

"Diamond & Co shares our sharp, focused vision for Sint Maarten's success and ever-bright future. This, combined with a thoughtful, creative and integrative campaign, will put Sint Maarten at the forefront as a pioneer in the Caribbean's beautiful comeback story."
- May-Ling Chun, Director of Tourism for the Government of Sint Maarten

To request the full announcement, please click here.

Look Out For: Virtual Meet-And-Greet Sessions
Diamond & Co and Sint Maarten Tourism Bureau will be scheduling a series of virtual meet-and-greet sessions via Zoom to introduce the new PR, sales and marketing team, as well as share the overarching strategy for the island -- and how you play an integral role in that process and our success. Invitation to follow.

In The Meantime, Meet The Team!
Diamond & Co. is comprised of partners Diamond Public Relations, TruMarketing and Travel Culture Collab.

MAAGICAL ST. MAARTEN

DEAR PARTNERS:
WE NEED YOUR VOTES!

Great news! Condé Nast Traveler's 2021 Readers' Choice Awards survey is live and our amazing St. Maarten is on the ballot in two categories. These awards drive national recognition and support our efforts to grow awareness of our Friendly Island, intriguing curious travelers to discover SXM for themselves. Being a nominee is the first step in bringing home a sweet win.

Now it's time to vote, and **we need your support!**

To vote, please click the link below. You will need to create a login with Condé Nast Traveler. Not to worry, the entire process takes just a few minutes!

Click to Vote: www.cntraveler.com/vote

Once registered, find St. Maarten within the following categories and complete the brief questionnaire:

Countries - St. Maarten
Islands - St. Maarten

MAAGICAL ST. MAARTEN diamond public relations • social media

ST. MAARTEN IN THE NEWS

10 USA TODAY 10Best

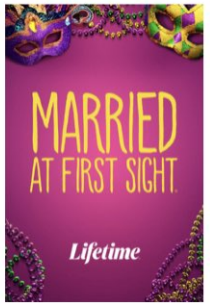
Explore Sint Maarten's delightful Dutch sights and shores on this photo tour

Photo courtesy of iStock / SeanPavonePhoto

Welcome to Sint Maarten

Sint Maarten - St. Martin is the smallest landmass in the world divided by two nations. The Dutch half of the island is known for its white sand beaches, turquoise waters and European flair. Let these photos inspire a future escape to this tropical paradise.

MAAGICAL ST. MAARTEN diamond public relations • social media



HOTEL PARTNER NEEDED FOR "MARRIED AT FIRST SIGHT," A NATIONAL TV SHOW REACHING 2.1 MILLION VIEWERS.

Diamond Public Relations and STB are in communication wtih the producers of the reality television show, **Married At First Sight,** which airs nationally on Lifetime Network in the United States — **reaching approximately 2.1 million viewers per episode.**

This is one of the biggest wedding shows in the world, consistently topping the charts as the most watched cable series for its night.

The show is shooting in the summer and considering St. Maarten as a destination. To move forward, a hotel partner must agree to offer a combination of crew rooms at a reduced rate and complimentary suites.

HOTEL PARTNER TO PROVIDE:
Dates: July 26 - August 1
**dates may be slightly flexible*
60 crew rooms at reduced rate
Five (5) Cast Suites

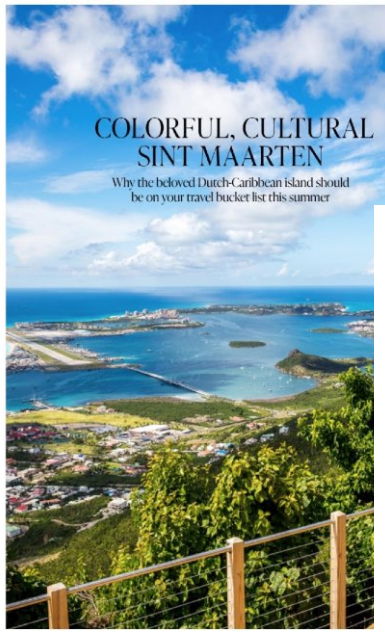
Wheels up, Dallas.

Secured a 6-page travel feature reaching affluent readers in Dallas, highlighting new American Airlines flight. Advertorial was in exchange for a six-night stay with experiences.

Summertime Destinations

Wheels up, Dallas! As of June 5th, paradise is just one American Airlines flight away.

The charismatic, ever-cultural Caribbean island of St. Maarten welcomes curious visitors inspired to renew their passion for life via nature-immersive, wellness, and experiential travel opportunities. Occupying the southern part of the island it shares with French overseas territory Saint Martin, the Dutch-owned Caribbean destination offers inspirited travelers one of the region's most diverse menus of multicultural experiences — a coveted hub where quintessential island vibes meet incomparable Caribbean cosmopolitan flair — inclusive of the color-laden capital of Philipsburg, serene lagoons, 37 sundry beaches, fascinating salt pans, and beyond. From the snorkeler to the shopper, from the surfer to the foodie, from the thrill seeker to the history enthusiast, in Sint Maarten, all lifestyles find their place under the sun.


COLORFUL, CULTURAL
SINT MAARTEN

Why the beloved Dutch-Caribbean island should be on your travel bucket list this summer

Summertime Destinations

The Friendly Island

This energetic nation is appropriately nicknamed "The Friendly Island" — because befriending just one local gives you a passport to a wide variety of people and experiences. While the island is home to well-known attractions, there are many under-the-radar experiences where its dynamic culture shows its true colors. In the last year, the art scene has bubbled to the surface with 12 new murals painted by local artists around Philipsburg, each piece showcasing its artist's modern twist on their own culture. For Carnival vibes without the big crowds, small and intimate concerts are frequently hosted on-island, such as the Our Roots Festival and Moonlight Drum Festivals, where local artists of all kinds, including singers, dancers, poets, saxophonists, and more, proudly show off their skills. St. Maarten's music scene boasts a wide variety of sounds ranging from African koras to electronic, and local bands frequently tour the island playing live entertainment at the various restaurants. No matter which St. Maarten activity you participate in, the locals will ensure their zestful culture is always at the forefront of all of these beautiful and enriching experiences.

Adventure for All

For travel experiences that will make you feel alive again, look no further than Rainforest Adventure. It starts with St. Maarten's Rockland Estate, which is home to two ziplines: The Scenic Hill Zipline and The Flying Dutchman — the steepest zipline in the world. Start your day by taking a 20-minute ride up Scenic Hill on the Socatina Sky Explorer chairlift. Once atop the hill, enjoy a drink while taking in some of the best views of the island: the mountains-to-ocean landscapes, the colorful capital of Philipsburg, hundreds of yachts and sailboats, and if you look close enough, you may even spot one of the neighboring islands. Then, fly all the way down! Harnessed in a chair, The Flying Dutchman will launch you down the mountain on a 2,850-foot flight line while dropping 1,050 feet in elevation. The Schooner Ride is also a thrilling way to make your way down while sitting in a tube and surfing through the twists and turns of Scenic Hill. Book at rainforestadventure.com/st-maarten.

The Ocean is Calling

St. Maarten's turquoise beaches are known to set the stage for perfect sights, but for the ultimate Caribbean dusk views,

Say cheese!

St. Maarten's delightful Dutch sites and shores were part of USA Today's 10Best Virtual Photo Tours, reaching more than 577,000 readers.

USA TODAY 10Best

Explore Sint Maarten's delightful Dutch sights and shores on this photo tour

Photo courtesy of iStock / SeanPavonePhoto

Welcome to Sint Maarten

Sint Maarten - St. Martin is the smallest landmass in the world divided by two nations. The Dutch half of the island is known for its white sand teaches, turquoise waters and European flair. Let these photos inspire a future escape to this tropical paradise.

Photo courtesy of Sint Maarten Tourism Bureau

Cupecoy Beach

Sun seekers in Sint Maarten have plenty of beaches to choose from, including the secluded Cupecoy Beach. Surrounded by limestone cliffs, this stretch of sand near the French border attracts surfers and sunbathers in equal measure. It's also one of the top spots on the island to watch a sunset, with the island of Saba in the distance.

Photo courtesy of Sint Maarten Tourism Bureau

Colorful Front Street

For some of the best shopping and sightseeing in Sint Maarten, head to Front Street in Philipsburg. This main drag features a collection of souvenir shops, jewelry stores, parfumeries and other shops, all with duty-free status.

Photo courtesy of Sint Maarten Tourism Bureau

Sint Maarten Boardwalk

This island has long been a popular port of call for cruise ships. For many visitors, the capital of Philipsburg is a first stop. The Philipsburg Boardwalk runs nearly the entire length of the Great Bay waterfront, with the sea to one side and a collection of hotels, restaurants and shops to the other.

St. Maarten on T.V.

The island of St. Maarten and Oyster Bay Beach Resort were featured on **LIVE! With Kelly and Ryan**.

The **#1 rated morning talk show** on ABC is hosted by Kelly Ripa & Ryan Seacrest.

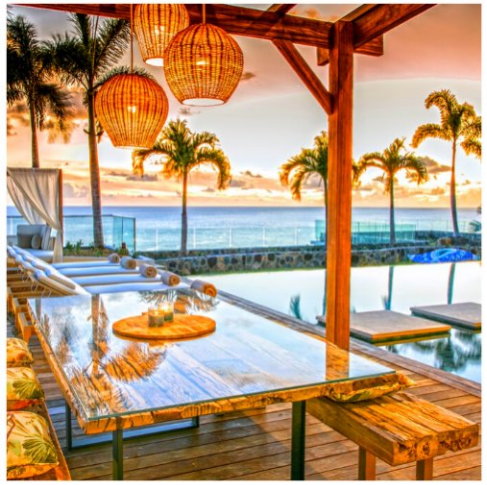
NO. OF DAILY VIEWERS: 3.5 M+

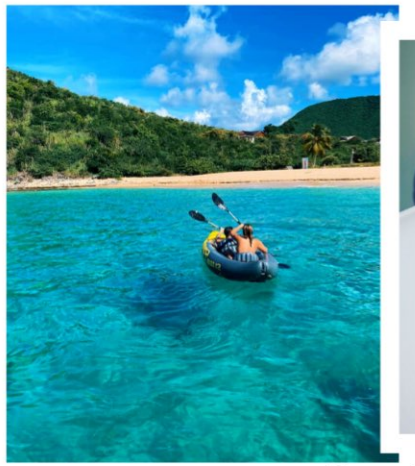
LIVE KELLY AND RYAN

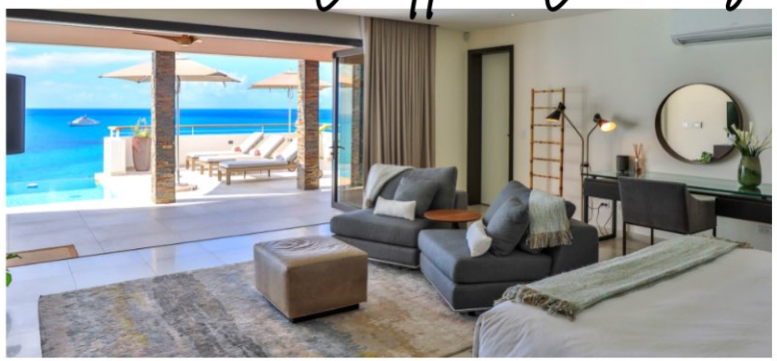
ISLAND WIDE CAMPAIGN:

SXM Villa Vibes

Highlighting St. Maarten's exclusive villa product with booking perks and add-ons for consumers.







www.sxmvillavibes.com

Media in St. Maarten

Fran Golden

Contributor to Cruise Critic, AFAR and Bloomberg; stayed at Coral Beach Club.

Ramsey Qubein

Contributor to Forbes, Traveler, MSN, USA Today.

Dana Freeman

Contributor to ClubLife Magazine.

MEDIA INITIATIVES

on the horizon

Influencer Visit
OCTOBER 2021

LGBTQ+ influencers **Barry Hoy** and **Teraj Music** will travel to the island in October.

In addition to social media, a destination video guide will be produced for Out Traveler Magazine and Pride Media.

Accommodations and experiences needed!

Press Trip Themes

CULTURAL AWAKENING

Create an itinerary that immerses the media in the newest, most intriguing cultural aspects such as the new art and vegan dining scene.

ONE STOP, LIMITLESS EXPERIENCES

From the French side to the neighboring islands to the variety of experiences available in SXM, position the destination as a hub for enriching extended stays.

Accommodations and experiences will be needed!

Also in the works...

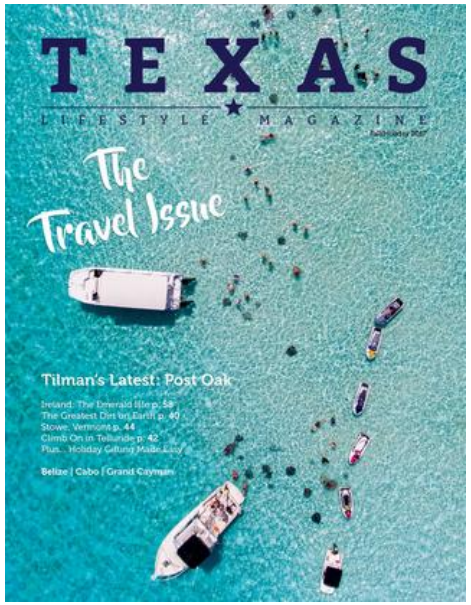
A print feature in MAXIM Magazine surrounding the return of the Heineken Regatta in 2022.

LIVE KELLY AND RYAN

TODAY

The BACHELOR

Ongoing discussions with national television programs.



A media visit with Texas Lifestyle & Travel Magazine, highlighting new route from Dallas.

St. Maarten for Season

Diamond PR will write a press release that encompasses all things new for travelers to experience in St. Maarten in time for season.

For example:

- Divi Little Bay expansion
- Dutch Blonde Beach Bar escape room experience
- Navy Beach SXM debut
- YOUR INFORMATION HERE.

WE NEED YOUR NEWS! PLEASE SEND DETAILS TO STMAARTEN@DIAMONDPR.COM.

Questions / Comments?
Thank you.