

MEMORIES - BRAND POSITIONING



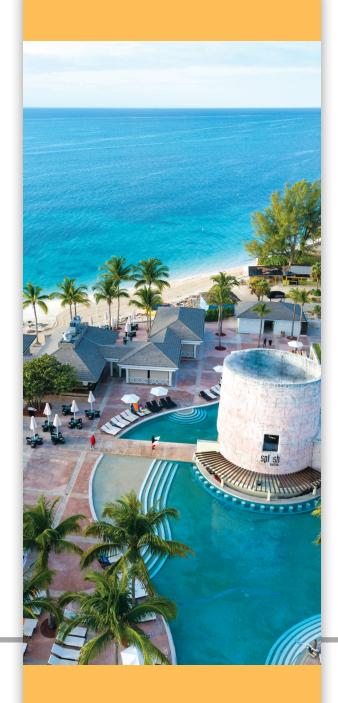




MEMORIES RESORTS

Memories Resorts & Spa welcomes guests to "Celebrate the Moments" with family and loved ones. These resorts offer a laid-back toes in the sand ambiance, suiting the needs of all travellers from families to couples. Guests are invited to enjoy reservation-free gourmet dining in a la carte restaurants, stay with loved ones in comfortably spacious guest rooms, and share their unforgettable moments thanks to the modern All-in Connectivity™ concept, promising free high-speed Wi-Fi throughout every resort.





PSYCHOGRAPHICS -

What do guests of Memories Resorts look for...

- Family oriented enjoy vacationing with grandparents on extended family getaways.
- Enjoy high energy employees and excellent service levels.
- Look for downtime to enjoy the beach and pools. Appreciate the full entertainment line up at the resort.
- Like to be connected to the world while on vacation.
- Enjoy quality food at the á la carte restaurants and buffet and enjoy the convenience of multiple quick service options around the resort.
- Like to see children entertained look for quality children's programming options.
- Desire spacious, comfortable rooms with quality amenities.
- Take advantage of the exercise component and having the family involved.





WHAT SELLS MEMORIES RESORTS & SPA

- Memories Resorts & Spa are set in some of the most pristine beaches in the Caribbean.
- Unforgettable vacation experiences for all ages with modern amenities.
- Free Wi-Fi throughout the resort including the beach.
- Memories offers gourmet dining featuring international fare and authentic Caribbean flavours.
- All drinks domestic beer, cocktails and international brands are included.
- Deluxe guestrooms offering modern amenities such as free WiFi, room service, satellite televisions, Bluetooth audio station, and mini-bars restocked daily.





WHAT SELLS MEMORIES RESORTS & SPA

- On-site water park or splash park featuring spray grounds, crystal clear pools, tubes, slides, and wave pools.
- Fun-filled supervised activities designed for children (ages 4-12) featuring kids' characters, cartoons, games and playgrounds.
- Teens Lounge featuring activities for teens (ages 13-17), billiards table and table tennis.
- Access to fitness and wellness facilities, plus daily entertainment and nonmotorized water sports such as introductory scuba diving lessons, snorkeling, and more.
- Memories Resorts & Spa sets the tone for a romantic holiday among loved ones, whether you're celebrating a wedding, honeymoon, or anniversary.





LUXURY EXTRAS TO ENHANCE GUEST EXPERIENCE (\$)

Weddings

Celebrate your unforgettable moments with the help of experienced wedding planners at Memories Resorts in the most sought-after Caribbean destinations. From complimentary wedding packages to custom religious ceremonies, a wedding at Memories offers a selection for every bride and budget.

Groups

Memories Resorts & Spa are specialists in group travel for weddings, professional events, meetings, conferences, and corporate retreats. Whether you're planning a dream wedding ceremony or an executive meeting Memories has great pricing and a professional team of event planners to ensure no detail is overlooked.

Diamond Club™

Enhance your vacation by selecting a Diamond Club™ room category and enjoy amenities such as premium in-room liquor and preferred room areas. Guests also receive a private check-in/check-out process, distinctive wrist bracelet, preferential reservations in a la carte restaurants and exclusive beach area with bar service.







LUXURY EXTRAS TO ENHANCE GUEST EXPERIENCE (\$)

Couples Dinner

A romantic moment is made unforgettable and special with an artfully crafted meal in a private location. Memories Resorts & Spa offers guests the option of creating a gourmet dining experience to celebrate important moments either by candlelight or by the beach.

Wine

Enjoy the pairing of delicious dinner with a carefully selected wine. Select a premium bottle of wine to accompany your gourmet dining experience in beautiful a la carte restaurants or during your private dinner.

Casino

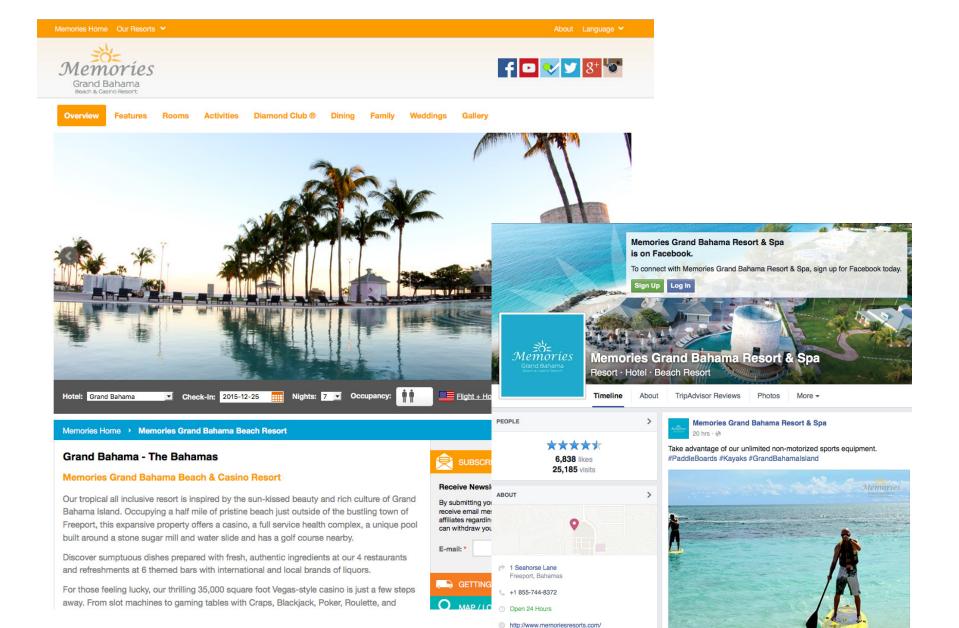
Spend an evening in our world-class casinos, designed to provide an exciting experience that makes a night of fun gaming. A variety of slot machines and table games mean there is something for everyone to enjoy!

Spa

The Spa at Memories offers a variety of traditional spa treatments designed to bring relaxation to guests on holiday. From after-sun treatments to couples massages there are rituals for every guest to enjoy promoting healing or providing comfort. Spend quality time together during a service that leaves you and your loved one glowing.









CELEBRATE Each Other

CAPTURE MEMORIES FOREVER

Celebrate your dream wedding with Memories Reiorts and create a lifetime of unforgettable memories in the Dominican Republic or the Bahamas. Our team of certified destination wedding specialists is committed to providing you with the peace of mind that your wedding will be nothing short of spectacular. From simple ceremonies to elaborate affairs, it is our pleasure to help plan and design your wedding of your dreams. We understand the importance of making your special day exceptional and pride ourselves on delivering this special moment along with lasting memories.

MEMORIES SPLASH PUNTA CANA, DOMINICAN REPUBLIC

Turn wedding dreams into reality at Memories Splash Punta Cana. The complex at Memories Splash offers you an extensive array of impressive options such as high-class friendly service, unlimited food and beverage in five world-class restauralits, each featuring exceptional cusine. With modern facilities that cater to every desire we ensure your wedding will be as unique and memorable as Memories Splash.

MEMORIES GRAND BAHAMA BEACH & CASINO BAHAMAS

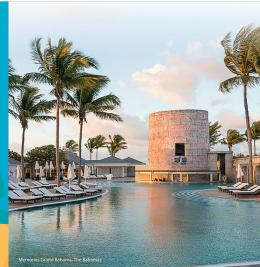
This tropical all inclusive resort is inspired by the sun-kissed beauty and rich culture of Grand Bahama Island. Memories Grand Bahama Beach & Casino is the ultimate backdrop for your destination wedding. Sitting atop pristine beaches nearly a mile long, and located just outside of bustling Freeport, this expansive property offers guests a casino, a unique pool built around a historic stone sugar mill, splash park, and nearby guests are welcome to enjoy a full service health and fitness or golf course with unlimited green fees included.



Memories Resorts & Spa

Memories Resorts are all inclusive properties situated on some of the Caribbean's most pristine beaches. Memories Grand Bahama and Memories Splash Punta Cana provides a wide range of a la carte dining options, top-rated children's facilities with supervised activities, and children's pools, splash pads or water parks on site. These all inclusive resorts also offer free Wi-Fi throughout, unlimited reservation-free dining, 24-hour concierge service, daily activities and more!

CELEBRATE THE MOMENTS





Punta Cana, Dominican Republic

Situated on the white sands of Bavaro Beach, only 30 minutes from the Punta Cana International Airport

- 522 room and suites
- 1 buffet and 3 à la carte restaurants
- 11 Bars
- 2 Pools
- Kids Club (4-12 yrs old);
 Teens Lounge (13-17 yrs old)
- Largest on-site waterpark in the Caribbean
- The Royal Spa and fitness centre (at Royalton Punta Cana)



Freeport, The Bahamas

Situated in Freeport on Grand Bahama Island

- 485 room and suites
- 1 buffet and 3 à la carte restaurants
- 6 Bars
- 2 Pools
- Spa and fitness centre nearby
- Kids Club (4-12 yrs old);
 Teens Lounge (13-17 yrs old)
- Vegas-style casino
- Unlimited Free Greens Fees at the Reef Club Golf Course









