



# DISTINCTIONS

PORTUGAL TRADE AWARDS (OSCARS OF PORTUGUESE TOURISM INDUSTRY)

Sublime Comporta *wins*  
“Best Exclusive Hotel  
*in Portugal*”



# MARKETS 2017

## RECOMMENDATIONS XPOSE

**USA** – Taking into consideration the love of Americans for discovering new destinations for culture and wine, as well as the new direct flights to Lisbon and the fact that the USA is currently the fastest growing tourism market to Portugal\*; Xpose recommended a primary focus on the US market, targeting prime publications such as: **TOWN & COUNTRY, TRAVEL&LEISURE, NEW YORK TIMES, FORBES ETC.**

**UK** – Continue marketing the destination with a focus on Sublime to upper middle class thereby expanding the hotels natural target (the French market) and growing the business. Target publications such as: **CONDE NAST TRAVELLER, HOW TO SPEND IT, SUNDAY TIMES, SUNDAY TIMES TRAVEL, FOOD AND TRAVEL, THE WEEK, TELEGRAPH** amongst others.

**FRANCE** – Take advantage of the existing notoriety in the French market to achieve more visibility guaranteeing **“TOP OF MIND”**.

**BRAZIL** – Taking into consideration Brasil’s economic situation, the fact that many Brazilians are investing abroad (namely in Portugal) and the existing historical relationship to this country, Xpose recommends a focus on this market as a “new” potential market for Sublime (real-estate component). A focus on wine, food and proximity of historical locations is recommended.  
\* Portugal Tourism Board.







## OBJECTIVES

**PROMOTE THE DESTINATION** (still relatively unknown) and the **HOTEL** to key markets ensuring visibility in the right publications for the target and positioning of the hotel.

# PR VALUE

## “What is it?”

*PR Value* is a criteria used by the PR industry to measure the results of their **achievements!**

There are 2 types of evaluation criteria.  
Qualitative and Quantitative.

There are 2 defined industry standards-  
x 3 Ad Value or x 2 Ad Value

Xpose has calculated the PR Value using the conservative industry standard of Advertising Value x 2 versus what many other companies use which is x 3.

Only quantitative measures have been applied. Qualitative measures have not been accounted for.

All distinctions were calculated based only on page value and not on additional visibility they bring. These are indicative of the quality of the coverage obtained due in large part to Xpose's relationship with journalists. This type of value cannot be calculated.





Weekend Refugios A Dois

Un pied à terre à Comporta



Comporta law forbids residents from building within 1km of the shoreline, which means you have the land all to yourself!



Comporta law forbids residents from building within 1km of the shoreline, which means you have the land all to yourself!



Weekend Refugios A Dois

Un pied à terre à Comporta

# RESULTS 2017

PR value  
€5  
million!

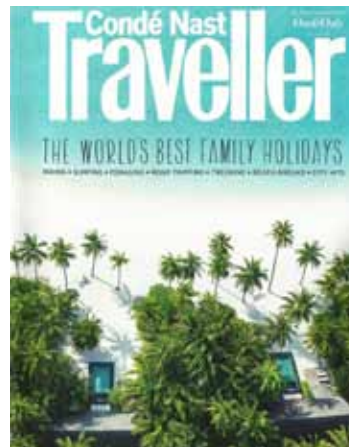


Weekend Refugios A Dois

Un pied à terre à Comporta





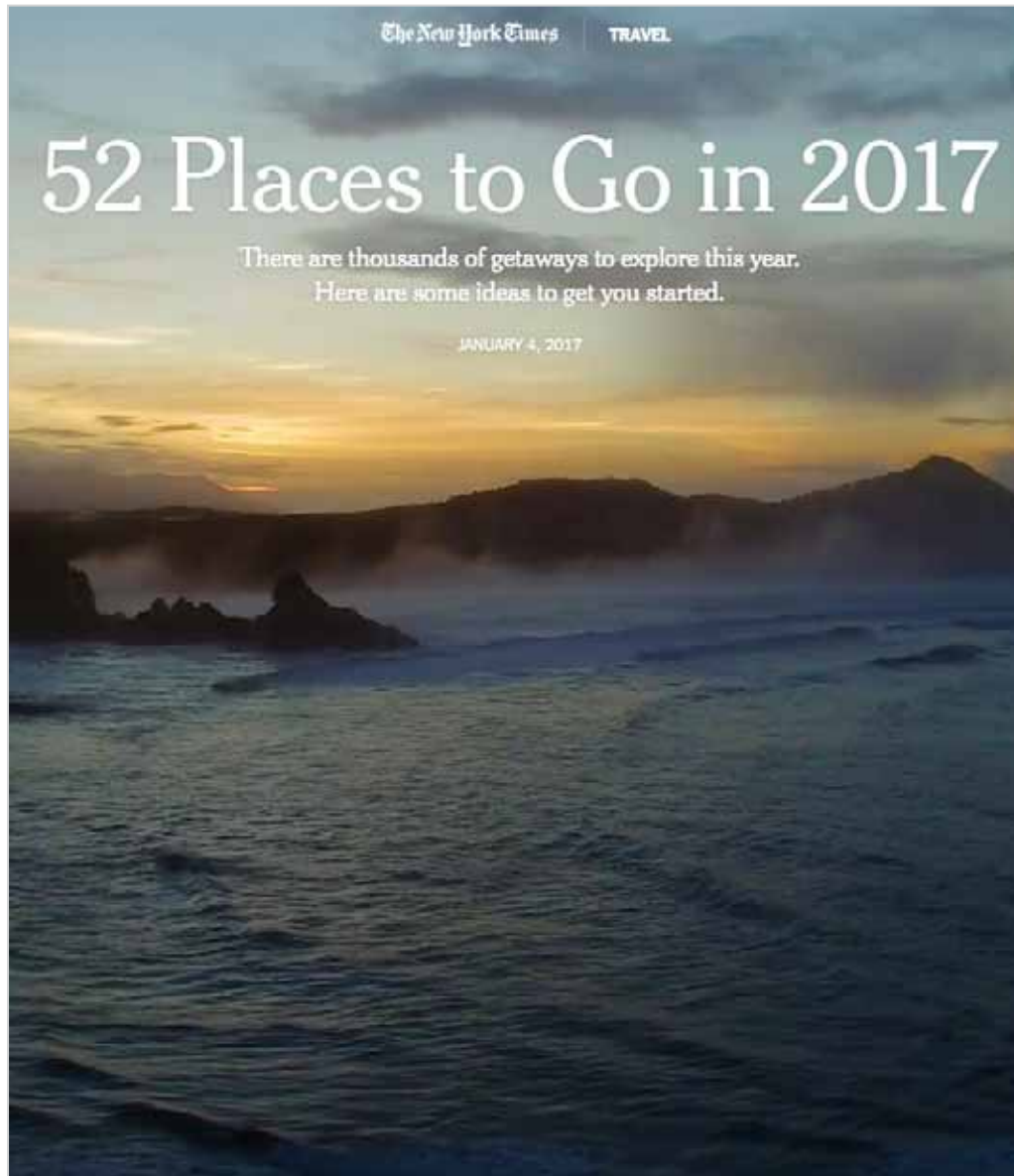


RESULTS 2017

“Over  
14 *countries*  
reached

with USA, UK, France  
and Brazil being  
top 4 international  
countries.”

(others include – Spain, Sweden,  
Holland, Switzerland, Belgium, Italy,  
Australia, India, Luxumburg).



**The New York Times**

HIGHLIGHTS PRESS  
2017

“52  
Places  
to Go in  
2017”

NEW YORK TIMES TRAVEL  
(CIRCULATION PRINT 1M)  
(1.4M VIEWS IN THE FIRST 2 DAYS OF PUBLICATION)





## HIGHLIGHTS PRESS 2017

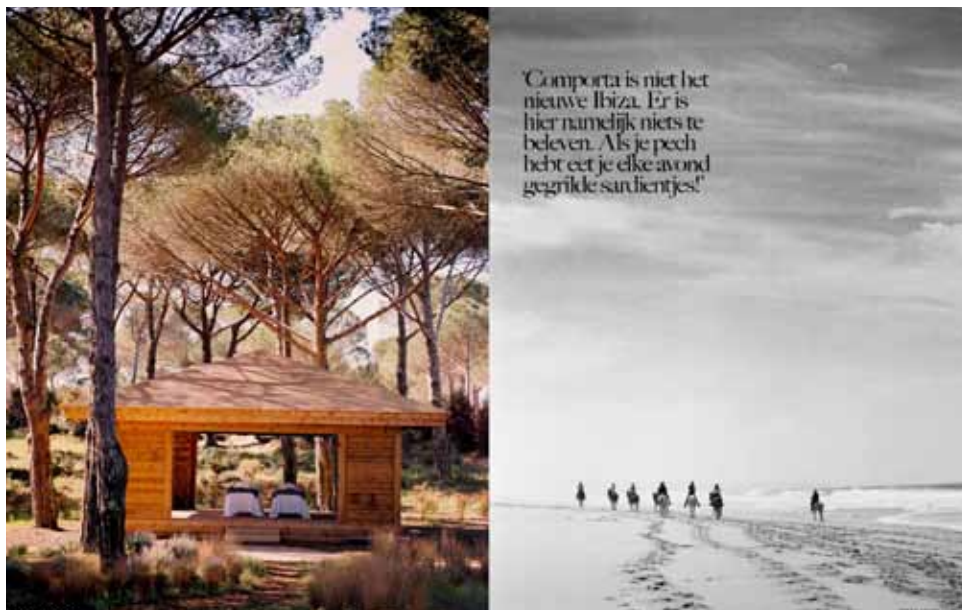
“By the time I reached Comporta ... I was primed for a bit of glamour. *Sublime* is its best, and only true luxury, hotel ... despite it being late October, I found it buzzing with stylish young French and Portuguese families down for the weekend.”



FINANCIAL TIMES  
**how to  
spend it**

“HOW TO SPEND IT” NYT  
REACH – 1.5M!

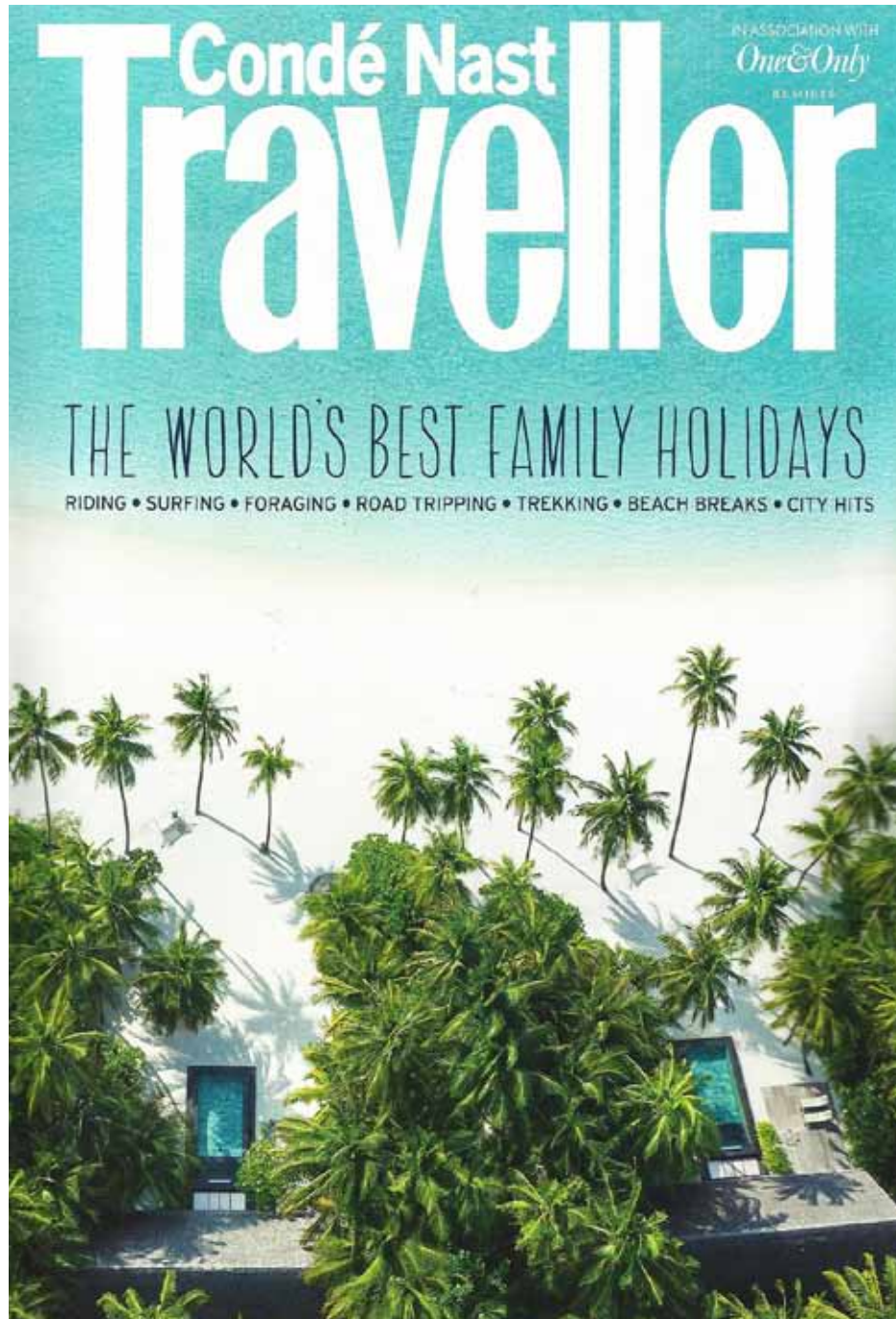




VOGUE LIVING  
REACH 238K







## HIGHLIGHTS PRESS 2017



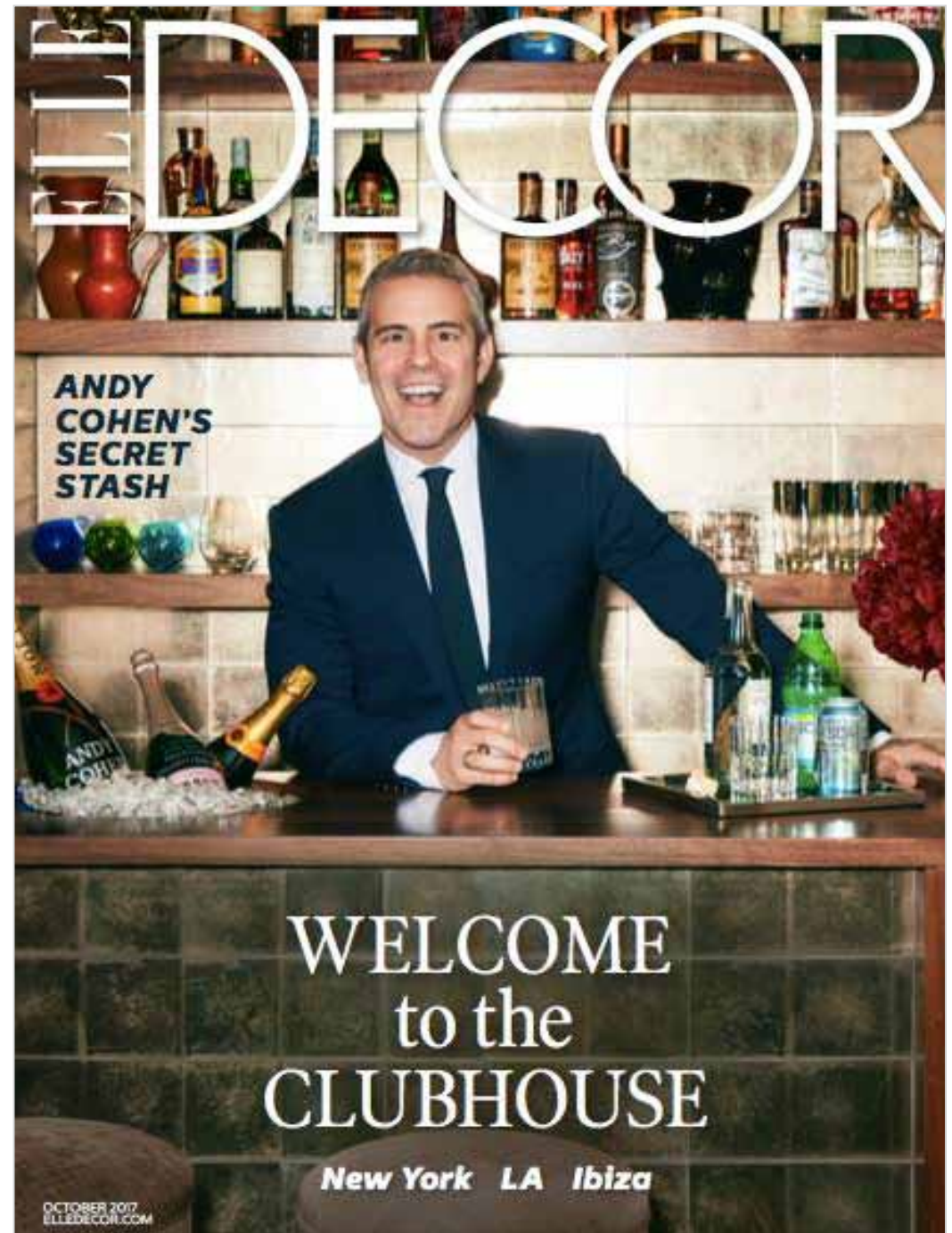
**CONDÉ NAST TRAVELLER**  
**READERSHIP 335K**



HIGHLIGHTS PRESS  
2017

“I like to base myself at *Sublime* a hotel surrounded by sand dunes, cork tress, and umbrella pines...”

ELLE DECOR USA  
CIRCULATION 517K









HIGHLIGHTS ONLINE  
2017

“one of the  
Best  
Places  
*to visit in*  
2018”

**SUITECASE MAGAZINE**  
**73 000 UNIQUE VISITORS!**



St Tropez in the Seventies, St Barths in the Eighties, Jose Ignacio in the Nineties – *the comparisons have come to Comporta thick and fast.* Like other fashionable beach destinations, this stretch of coast in southwest Portugal is frequented by a well-heeled crowd, who come in the summer to see everybody they know (while also imagining that nobody cares a jot who they are).



# HIGHLIGHTS ONLINE 2017

Esquire STYLE NEWS POLITICS ENTERTAINMENT FOOD & DRINK

SUBSCRIBE FOLLOW

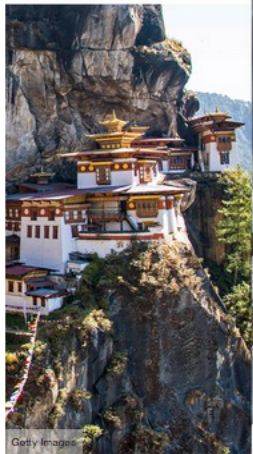
## The 13 Best Under-the-Radar Travel Destinations for 2018

From the reinvented to the relatively unknown, it's time to plan your next getaway.



BY IAN CENTRONE JAN 9, 2018

279



### Comporta, Portugal

This summer, get familiar with Comporta. Comprised of a small cluster of villages on Portugal's Troia Peninsula, this coastal getaway offers a relaxing reprieve from the country's more popular sites such as Lisbon and Cartagena. Whitewashed buildings with terracotta roofs lend to its carefree ambiance, and pristine beaches are bordered by rolling sand dunes, twisted cork trees, and vibrant rice fields. There aren't a ton of hotels or restaurants, which adds to Comporta's charisma, but Black Tomato offers curated experiences and will set you up at the [Sublime Comporta](#), a serene and chic retreat with just 14 rooms and villas. Step back in time and treat yourself to a well-deserved dose of summer escapism.

**W**ith each new year, people all over the world optimistically set their resolutions for the twelve months ahead. From establishing fitness routines to setting money-saving objectives, most tend to boil down to becoming better versions of ourselves. For some of us, one of those goals is to travel more, and with a bank of replenished vacation days, now is the perfect time to start narrowing down where to go in 2018.

While hot spots like Iceland and Thailand may have blown up your Instagram feed in 2017, this year will be all about discovering the world's newest up-and-coming destinations—and trust us, there are plenty of incredible contenders. From reinvented

**ESQUIRE MAGAZINE**  
**AUDIENCE -3.2M!**



The main lodge at Sublime Comporta, the only hotel in the region

For now, there's no glitz. Even the biggest village, also called Comporta, looks like any other southern Portuguese town, with lime-washed white buildings with bright blue trim and terra-cotta roofs, thatched little houses, and narrow streets and small squares dotted with red café umbrellas advertising Sagres beer. That is, until you go inside. There are several shops selling beautiful, locally made scarves for €200 and hippie-chic dresses for €800. The unassuming minimercado is stocked with caviar, pink Himalayan salt, imported cheese and French Champagne.

LE FIGARO.fr

## Indian summer in Comporta in Portugal

Wallpaper\*

Latest Architecture Design

## Sublime Comporta, Comporta

TRAVEL / 3 AUG 2017 / BY KATE HAMILTON

Twitter Facebook Google+ Pinterest LinkedIn



THE TIMES

OVERSEAS

## The new A-list holiday home location

The Comporta estate in Portugal is smart but unspoilt, and the stars like it that way

THE SPACES

NEWS ARCHITECTURE DESIGN ART PROPERTY

INFO Q



The Telegraph

HOME NEWS

VOGUE

## Mind in Comporta, Portugal

DECEMBER 4, 2017 11:10 PM BY LAURA BAILY



Travel Destinations

Destinations Hotels Offers Holiday types City Beach Tours Cruises



ONLINE ARTICLES - A SELECTION



# HIGHLIGHTS ONLINE 2017

## The 18 Romantic Destinations to Honeymoon in 2018

*Our top picks for a once-in-a-lifetime escape.*



By Lauren Hubbard Dec 29, 2017

2.7k



You've made it official—and now it's time to unwind. Whether you're the type of couple that wants to explore a once-in-a-lifetime destination, experience otherworldly food and architecture or simply veg out on one of **the world's most beautiful beaches**, we've got you covered. Wedding planning, while exciting, can be a major source of stress—and your honeymoon is likely going to be your first real chance to enjoy some quality time with your spouse. The trip should be relaxing, first and foremost, and suit your wants, needs and style as a couple. With that said, incorporating all of your favorite things into one trip can overwhelm, or take away from your time spent simply enjoying one another's company.

When planning, consider your bucket list (a honeymoon is the ultimate excuse to invest in a trip you'd otherwise never splurge on), your getaway goals (lounging poolside? A spa? Hiking? Indulging in local cuisine after all those months on a wedding diet?) and the best times to visit your dream destinations. Keep in mind that while off-season travel can save you money, it can also be unpredictable. Decide whether you're the type of couple who can



Getty Images

Ibiza is *so* 2017. Instead, we suggest newlyweds turn their sights on this seaside getaway. Just an hour south of Lisbon, this cluster of villages is often referred to as “the Hamptons of Portugal,” with high profile names like Christian Louboutin, Jacques Grange, and Philippe Starck all boasting homes along the rolling dunes of this rice paddy-striped coast. Relaxed sophistication is the order of the day here, making it a perfect choice for honeymooners looking for a place where they can walk down the beach in bare feet and also choose from a full roster of vintage champagne.

**HARPERS BAZAAR MAGAZINE**  
**AUDIENCE 762K**

## ONLINE ARTICLES - A SELECTION

Readership habits  
are changing.  
Newspaper and magazine  
circulation is shifting  
to online.  
In order to  
accompany  
the trends  
Xpose has focused  
more on online  
coverage.

*\* UK Audit Bureau of Circulation*

### **FORBES - THE NEXT GREAT BEACH DESTINATION: COMPORTA IN PORTUGAL**

**47M UNIQUE VISITORS/ MONTH**

<https://www.forbes.com/sites/annabel/2017/06/05/the-next-great-beach-destination-comporta-in-portugal/2/#7b9c09375306>

### **WALLPAPER - 100K AUDIENCE**

<https://www.wallpaper.com/travel/portugal/comporta/hotels/sublime-comporta>

### **THE SPACES - WHY PORTUGAL'S WILD COMPORTA COASTLINE SHOULD BE YOUR SUMMER SANCTUARY**

<https://thespaces.com/2017/08/21/why-portugals-wild-comporta-coastline-should-be-your-summer-sanctuary/2/>

### **FORBES "TRAVEL THAT CHANGES YOU".**

**47M UNIQUE VISITORS/ MONTH**

<https://www.forbes.com/sites/annabel/2017/12/28/travel-that-changes-you-my-10-best-adventures-of-2017/#2836793f7007>

### **LE MONDE - "#COMPORTA OU LE VILLAGE QUI GARDE LA PÊCHE"**

[http://www.lemonde.fr/m-styles/article/2017/08/06/comporta-ou-le-village-qui-garde-la-peche\\_5169385\\_4497319.html#RQQY8IIeiodHZ8U.99](http://www.lemonde.fr/m-styles/article/2017/08/06/comporta-ou-le-village-qui-garde-la-peche_5169385_4497319.html#RQQY8IIeiodHZ8U.99)

### **VOGUE UK - LAURA BAILEY FINDS A NEW STATE OF MIND IN COMPORTA, PORTUGAL**

<https://www.vogue.com/article/laura-bailey-comporta-portugal-travel-diary>

### **WORLD TRAVEL GUIDE - PORTUGALS BAREFOOT ANSWER TO THE HAMPTONS**

<https://worldoffoodanddrink.worldtravelguide.net/columnists/portugals-discreet-hideaway/>

### **THE TELEGRAPH - 1.2M AUDIENCE**

<http://www.telegraph.co.uk/travel/destinations/europe/portugal/alentejo/comporta/hotels/Sublime-Comporta-hotel/>

### **LE FIGARO - L'ÉTÉ INDIEN À COMPORTA AU PORTUGAL - 396K AUDIENCE**

<http://www.lefigaro.fr/voyages/2016/09/21/30003-20160921ARTFIG00049-l-ete-indien-a-comporta-au-portugal.php>

### **LES ECHOS - WEEKEND - COMPORTA LE PORTUGAL SECRET DES ROBINSONS CHICS**

[https://www.lesechos.fr/16/09/2016/LesEchosWeekEnd/00045-021-ECWE\\_comporta-le-portugal-secret-des-robinsons-chics.htm](https://www.lesechos.fr/16/09/2016/LesEchosWeekEnd/00045-021-ECWE_comporta-le-portugal-secret-des-robinsons-chics.htm)

### **SUNDAY TIMES - BRICKS AND MORTAR THE NEW A-LIST HOLIDAY HOME LOCATION 1.9M AUDIENCE**

<https://www.thetimes.co.uk/edition/bricks-mortar/the-new-a-list-holiday-home-location-vpjwkd6nd>

### **CONDE NAST TRAVELLER - COMPORTA - PORTUGALS BEST SECRET BEACH SPOT**

<http://www.cntraveller.com/gallery/comporta-portugal-beach-holidays>

### **WELL AND GOOD - WHY PORTUGAL'S THE PLACE ALL THE COOL KIDS OF WELLNESS WILL GO TO UNPLUG IN 2018**

<https://www.wellandgood.com/good-travel/portugal-healthy-travel-destination-2018/>



# TV PROGRAMS - A SELECTION

Você procurou por: sublime, comporta



Home Atualidade Entrevistas e Opinião **Emissões** Conteúdos Especiais

Home > Emissões > SIC Notícias > Peças > Reportagem: Um Verão "Sublime" na Comporta



17 de julho de 2017  
Reportagem: Um Verão "Sublime" na Comporta

tviplayer | Jornal das 8



Ljubomir Stanisić junta chefes em combate gastronómico

 **Público**

TODOS LOS PROGRAMAS DE PÚBLICO TV



## OPINION LEADERS & PUBLIC FIGURES 2017

“Due, in part, to the visibility obtained in the *right publications* and the right *“word of mouth”*, several opinion leaders and/or public figures have frequented Sublime Comporta.”



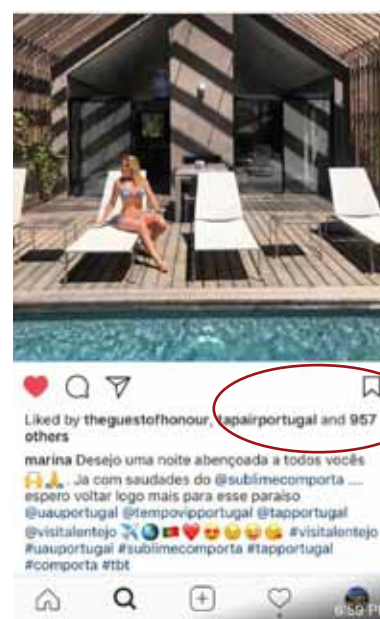
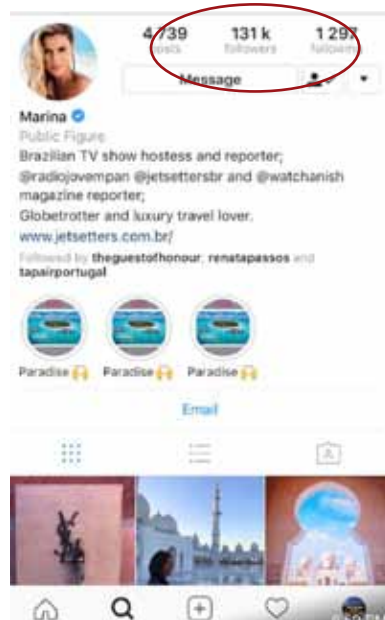
WHEN ASKED HER HOW  
GWYNETH PALTROW HEARD ABOUT  
SUBLIME SHE SAID “NY TIMES”



*Some highlights are;*

Gwyneth Paltrow  
Madonna  
Michael Fassbender  
Alicia Vikander  
Jason Segal





## RESULTS 2017

“Reached increased *dramatically* due in part to quality of articles/publications, strong online presence, features on television, as well social media.

Estimated 4m followers we reached on Instagram via some influencers.

Some highlights ; *Leticia Bronstein* (Brazil – 466k active followers), *Marina Mantega* (Brazil 130k active followers), *Ana Maria Junqueiro* (Brazil 260k active followers) *Yasmin Sewell* (UK 151k active followers)



# SOCIAL MEDIA 2017

## Facebook likes

from 12,441 in December 2016  
to 17,230 in December 2017

Engaged community

- Posts in general had higher engagement  
(increase of 42%).

Reactions, comments and shares  
all increasing.

## Instagram followers

from 3,183 in December 2016  
to 12,300 in December 2017

Quality 'followers' and 'followed'  
individuals and publications  
(influencers, architects,  
designers, photographers, artists,  
high end media outlets,  
PR professionals)

O Sublime Comporta Ganha - Melhor Exclusive Hotel

Temos o prazer de partilhar que o Sublime Comporta foi seleccionado como "Melhor Exclusive Hotel" naqueles que são considerados os "Oscars de Hotelaria" Portuguesa - os Publituris "Portugal Travel Awards".

Esta distinção é um testemunho de um investimento na qualidade do produto, cujo objetivo foi o de destacar a oferta regional de carácter extraordinário, e de um serviço ao cliente personalizado e atencioso....  
See More



16,643 people reached

Boost Post



View Insights

Promote Again



Liked by cobhampilates, pinewoodweddings and 1 843 others

sublimecomporta Two bedroom villa #cabanas  
#architecture #design #sublimecomporta #comporta  
#portugal



View Insights

Promote



Liked by marina, domestic\_slut and 959 others

sublimecomporta We won! Feeling Proud... Sublime  
Comporta Wins "Best Exclusive Hotel" in Portugal  
We're happy to share that Sublime Comporta has  
won the distinction of "Best Exclusive Hotel In



The 18 Romantic Destinations to Honeymoon in 2018

Our top picks for a once-in-a-lifetime escape.

HARPERSBAZAAR.COM



View Insights

Promote



Liked by marina, domestic\_slut and 838 others

sublimecomporta December Escape  
Start planning your December Escape. Book 2 nights  
from December 1st to 10th and the third night is on  
us!







# INITIATIVES & LAUNCHES

*launch of*  
Sem Porta

*launch of*  
Food Club

*launch of*  
New Villas

*workshops*  
Sarah Britton

*art initiatives*  
Sandra Baia

*partnership*  
Vida Portuguesa



# XPOSE

DESTINATION & LIFESTYLE **MARKETING**