



UNIQUE LODGES OF THE WORLD™

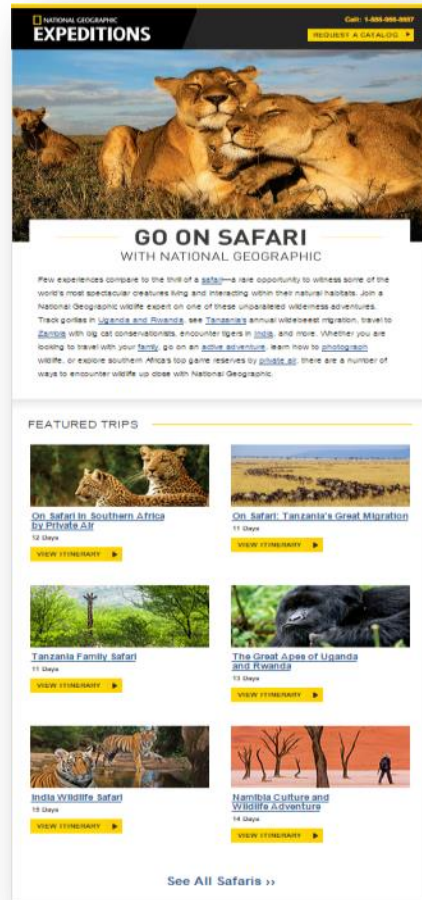
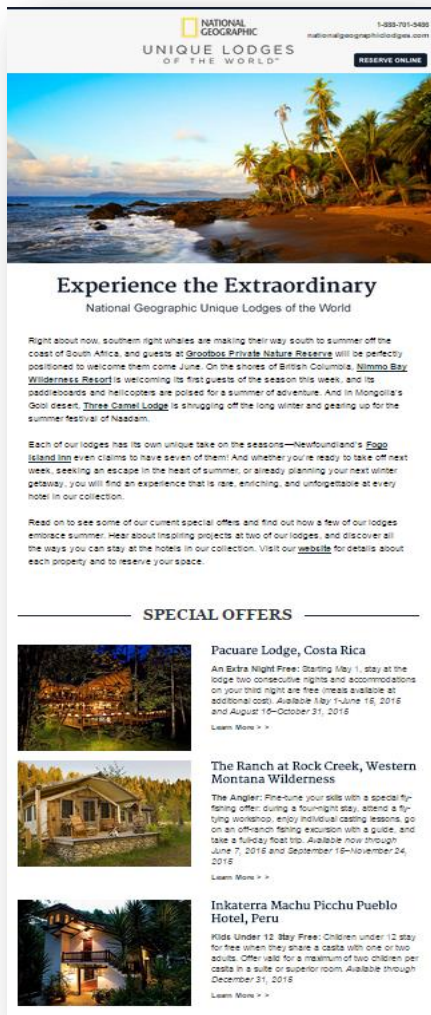
Marketing Update May 2015

Over the past month, we have been busy building promotional campaigns that drive traffic to our site, grow overall awareness for the program, and highlight incredible stories from our member Lodges. Included below are details on the various email campaigns, social media posts, press coverage, and direct mail pieces that featured Unique Lodges in May.

EMAIL CAMPAIGNS

May 8: A Unique Lodges email featuring special seasonal offers was sent to more than 380,000 highly-targeted customer names. Click [here](#) to view the email in a browser.

May 21: Unique Lodges were featured in an African Safari-themed Expeditions email that reached more than 42,000 people. Click [here](#) to view the email in a browser.



SOCIAL MEDIA OUTREACH

May 2: National Geographic's main Facebook page featured 6 Unique Lodges in the "Best Places to Get Immersed in Another Culture", which reached more than 35 million fans. The post brought more than 15,000 visits to the Unique Lodges site.

May 8: Sukau Rainforest Lodge was the pick for Lodge of the Week on National Geographic Travel's Facebook page, reaching more than 3 million fans.

May 14: National Geographic Travel showcased Petit St. Vincent as the Lodge of the Week.

May 21: Rubondo Island Camp was featured as Lodge of the Week on the National Geographic Travel Facebook page.

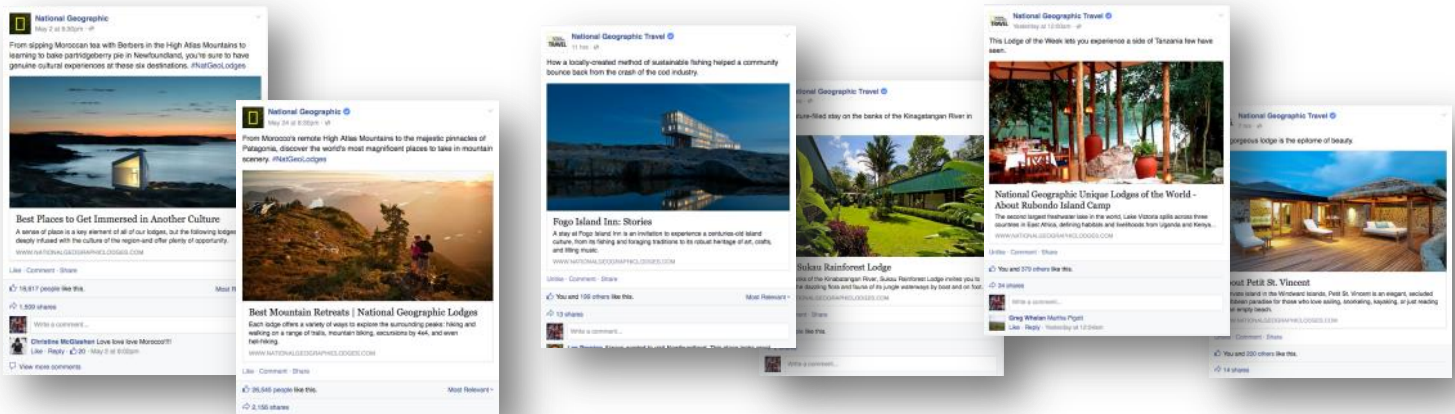
May 24: "Best Mountain Retreats," which included 7 Unique Lodges, was pushed out to National Geographic's Facebook fans. On the same day, National Geographic Travel posted a link to stories from Kasbah du Toubkal.

May 27: National Geographic Travel featured a link to stories from Fogo Island Inn.

May 28: Tierra Atacama was featured on the National Geographic Travel Facebook page.

June 1: National Geographic Travel featured "Best Coastal Destinations", which included 9 Unique Lodges.

*Note: All member Lodges will be featured and rotated through our social media channels to maximize exposure.



DIRECT MAIL

June 3: The National Geographic Expeditions catalog will begin hitting homes today (with a circulation of 670,000) and will follow with three more drops: July 24 (140,000), September 8 (300,000), and October 14 (280,000). The catalog includes a dedicated Unique Lodges spread, as well as six new Private Expeditions featuring Lodges, and various other itineraries—such as Bhutan: Kingdom in the Clouds—incorporating Lodges.



PRESS COVERAGE

May 13: The Los Angeles Times ran a story on the addition of Petit St. Vincent to the Unique Lodges of the World collection. Click [here](#) to read the story.

SUSTAINABILITY STORIES

May 8: A story profiling sustainable fishing in Newfoundland from Fogo Island Inn and a story highlighting an education program for girls in Morocco from Kasbah du Toubkal were featured in our Unique Lodges email. Click [here](#) to view the email in a browser.

SUSTAINABILITY STORIES

The lodges in our collection span the gamut from traditional gems to matched bungalows, but they all share commitments to sustainable tourism. Here are two great examples of the innovative ways they are supporting their communities and their environment.



Educating Girls in Morocco

Girls in remote villages in Morocco's Atlas Mountains are getting a new chance to continue their schooling thanks to the efforts of Kasbah du Toubkal, a resort supported by the Fogo Island Inn. Find out more about the program—next time you visit, the lodge help make it happen.

[Learn More >>](#)



Sustainable Fishing in Newfoundland

In a community once devastated by the crash of the cod industry, fishermen are beginning to use locally crafted "cod pots" with the support of the Shawnee Foundation, the local charity that established and runs Fogo Island Inn. Find out how they're improving livelihoods, reducing the impact of fishing on the marine ecosystem, and providing the area restaurant with some of the freshest fish out there.

[Learn More >>](#)