



TRAVELTRENDSET

PLAYA
LUXURY

CASE STUDY

Cuba's First Ultra-Luxury Overwater Resort

7-Day Timeline

6M+ Reach

Playa Luxury Launch Campaign

The Caribbean's most anticipated luxury property opening of 2025, this milestone development marks their entry into the ultra-premium hospitality market.

Featuring the region's most exclusive overwater bungalows, the property showcases unprecedented luxury amenities for Cuba: private butler service, overwater spa pavilions, and signature fine dining concepts.

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THE ASK

Client:

- Playa Luxury
- First Premium Property in Cayo Guillermo, Cuba

Challenge:

As Playa Luxury's agency of record, Travel Trendset was responsible for securing top-tier influencer and media coverage for their grand opening in Cuba. Our mission was to coordinate and deliver high-impact content creation with only a 7-day lead time. The stakes were high - this landmark property would introduce the first overwater bungalows to Cuba, setting a new standard for luxury in the region.

The Property:

- First-ever overwater bungalows in Cuba
- Premium amenities: Private butler service, overwater spa pavilions, infinity pools overlooking the Caribbean, and exclusive access to pristine Playa Pasquero beach
- Elevated dining: Cuba's first premium culinary experiences.
- Target audience: Luxury travelers, adults-only resort

The Race Against Time

1-week timeline to secure influencers, media, and execution teams

Complex airline partnerships for last-minute seat allocations

On-site coordination of 3 Travel Trendset team members managing 6 influencers, 2 media publications, and 8 content creation support staff

Documenting 15+ premium experiences and tours across the property's launch events

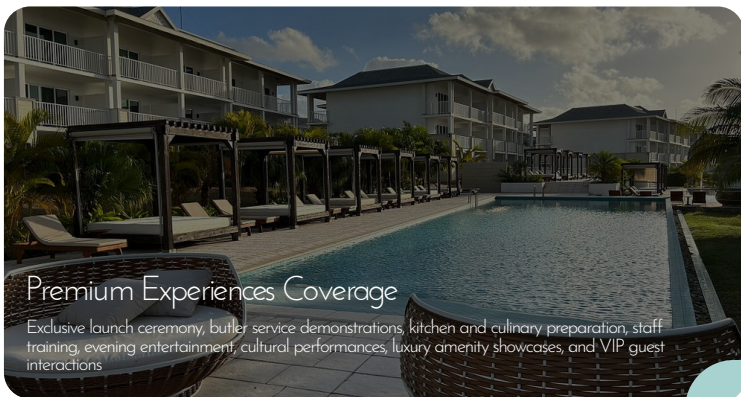
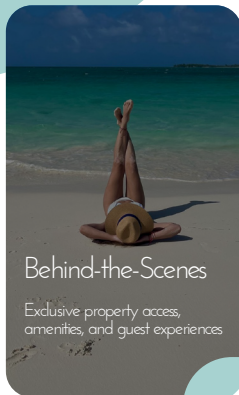
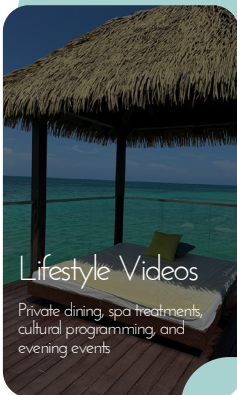


THE EXECUTION

(Two-Day Launch Event & Weeklong Coverage)

Content Strategy

Produced comprehensive media assets to showcase first-class luxury experiences



INFLUENCER & MEDIA NETWORK

Selection & Strategy

Curated 6 content creators, 2 media publications and 8 supporting content staff with 92% audience alignment in travel and luxury lifestyle, delivering targeted exposure to high-value demographics for maximum campaign impact. Strategically selected partners based on engagement quality and audience affinity, ensuring authentic brand integration across multiple platforms.

Creator Influencer Network

Combined reach of 6 luxury travel creators with **total following of 6m+**

Network Engagement Metrics

Video views ranging from **5K to 1M+ per post** with engagement rates of 6.8-8.5%

Media Partnerships

2 leading travel publications with combined reach of **500K+**

Distribution Strategy

Multi-platform content rollout across Instagram, TikTok, YouTube, and digital magazines



BY THE NUMBERS

Campaign Reach

6M+

Social Media Impact

6M+

Combined
follower reach

300+ pieces

of content created

7.5%

Average
engagement rate

7.5%

Video views ranging
5K-1M+ per post

Media Amplification

- Best Side Magazine and OFFSHORE Travel Magazine (**500K+ combined reach**)
- Upcoming coverage:
 - Two-page spread (X2)
 - Six-page feature spread
 - Social media amplification across both publications

Business Impact

Positioned the resort
as **Cuba's premier
luxury destination**

Boosted visibility for
the **client's full
hotel portfolio**

Delivered
publish-ready assets
for **future marketing
campaigns**

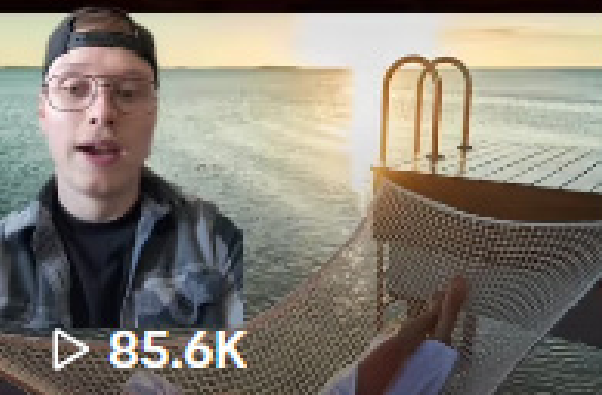
Increased **Playa
Luxury hotel**
bookings by **100%**





Visit the Closest Overwater
Bunaglows to Toronto

in Cuba



▶ 85.6K



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While Toronto winters usually consist of dreary skies and lead-drinking cold spells, finding an affordable vacation filled with sunshine and better days is actually easier than you think.

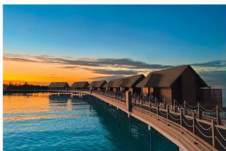
Travelers and budgeters of all kinds will find Cuba to be one of (if not) the best options for a Caribbean getaway. With vibrant culture, sprawling beaches, and endless entertainment at your fingertips, Cuba is also easier on the wallet. Plus, the flight is just 3.5 hours from Toronto.

But what kind of traveller are you, and where should you go? Find the perfect hotel in Cuba to match your travel persona (and your tax bracket), so all you have to do is buy a ticket.

The ritzy and luxurious

Elegant travellers will fit in perfectly at the lavish, 5-star world of **Hotel Playa Luxury** – and its overwater bungalows! – where tranquility and ritz meet in stunning Cayo Guillermo, at a fraction of the price.

From Toronto, there are some of the closest overwater bungalows you can find if you're looking for this type of luxury experience.



It's an idyllic sanctuary set against sandy beaches and Caribbean blue waters – steps away from the famous Playa Pilar beach. Top-of-the-line amenities and spacious suites surrounded by Caribbean beauty, and all at an affordable price, what's not to love?

You can grab a **flight and hotel** starting at \$2,300 per person for seven stunning nights.

Beach lovers

Beach bums will love a stay at **Playa Cayo Santa Maria** with its white sandy shores and deep blue waters (also kid-friendly) starting at \$1,875 per person for the flight and hotel.

Or go for the **all-inclusive Playa Costa Verde** for a tropical and lush paradise escape, starting at just \$1,599 per person for flight and hotel.

Win an all-inclusive trip for two from Toronto to Cuba



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Escape the Toronto weather and win a sunny seven-day escape to **Playa Luxury Cayo Guillermo** courtesy of **Sunwing Vacations**.

Inspired by Ernest Hemingway's legendary love for the Cayes, this luxury getaway is the ideal sanctuary to spend your honeymoon, anniversary, or romantic vacation with your partner.

Sound like the vacation of your dreams? We've teamed up with Travel Trendset to offer one lucky blogTO reader an all-inclusive trip for two, valued at \$5,000.

Check out all the contest details here.

Lead photo by Travel Trendset

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FEATURED

DISCOVERING PARADISE

THE ALLURE OF PLAYA LUXURY CAYO GUILLERMO

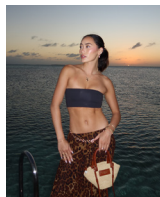
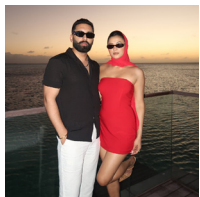
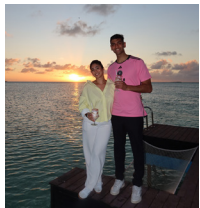
Discover a getaway like no other, perched on the shimmering beach named for Hemingway's beloved fishing boat.

Written by Lauren Lowe
Photos by Playa Luxury Cayo Guillermo



Cayo Guillermo has long been revered for its pristine beaches, crystal-clear waters, and the untouched beauty of its natural landscape. Now, a new level of sophistication has arrived with the grand opening of Playa Luxury Cayo Guillermo, an exclusive retreat redefining opulence in the heart of Cuba's northern cays.

As soon as you arrive, you are greeted by the friendly staff and a glass of champagne. You step into an architectural masterpiece that seamlessly blends modern elegance with the rich cultural essence of Cuba. The resort's grand entrance, lined with lush tropical gardens and soothing water features, sets the tone for an unparalleled luxury experience. From the moment you step onto the property, every detail is meticulously crafted to offer serenity and indulgence.



Playa Luxury Cayo Guillermo Resort proudly announces its grand opening, welcoming guests to experience the perfect blend of Caribbean charm and modern elegance. Nestled on the pristine shores of Cuba's Cayo Guillermo, the resort offers luxurious accommodations, world-class dining, and unforgettable oceanfront experiences. **Best Side Magazine** was invited to the exclusive Grand Opening cocktail night, celebrating this exciting new destination in true Caribbean style. Left to Right: Lauren Lowe & Sue Bartholomew | Shubhangi Patankar (@PatanKarShubhangi) | Beautiful Beach Views | Dyuti Khanna (@DyutiKhanna) & Kamron | Courtney Helena (@IsItMutual) reading Best Side Magazine | Cuban Performers | OnCubaNews Broadcaster/Host Barbara Sánchez Novoa (far left), Cuban Actor, TV Show Host & Producer Maikel Amelia Reyes Fernández (far right) with guests | Simran Mand (@SimranMand_7) | Zelixa Padron, Courtney Helena & Pablo Onassis (@PabloOnassis) | Karampreet Lehal & Simran Mand | Amazing Barista/Bartender Lidiannis | Sue Bartholomew & Courtney Helena | Alyssa Eng (@AlyssaEng_)

DISTRIBUTION

62.8K Total Likes



- 55.8K Insta likes
- 32 Youtube likes
- 6.9K TikTok likes

3.4M Total impressions



- 2.3M Insta posts Imp.
- 970K Insta stories Imp.
- 1.8K Youtube Imp.
- 166.6K TikTok Imp.

DISTRIBUTION

395 Total Posts



- 99 Insta posts
- 273 Insta stories
- 1 Youtube posts
- 22 TikTok posts

303KC\$ Total EMV



- 219.6KC\$ Insta EMV
- 72.8KC\$ Insta stories
- 181C\$ Youtube EMV
- 10.3KC\$ TikTok EMV



INSTAGRAM

13 influencers



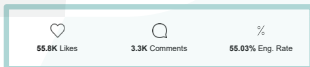
372 creations



Performance

Potential Reach	Est. Reach	Impressions	EMV
971.6K	768.7K	3.3M	292.8KC\$

Engagement



THE TAKEAWAY

Through strategic content creation and media partnerships, we successfully positioned Playa Luxury as Cuba's first premium resort destination. The campaign not only showcased unprecedented amenities but created a new luxury category in the market, leading to significant booking increases from Canadian tour operators.

WHY THIS WORKED



Distribution Strategy

Combined reach of luxury creators and premium publications established credibility in target markets.



Market Positioning

Created a new luxury category for Cuba, differentiating Playa Guillermo from traditional resort offerings.



Business Impact

Strong response from Canadian tour operators validated the premium positioning, driving concrete booking results.



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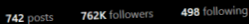
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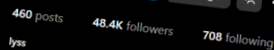
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