



IN VAI  
S T R A T E G I E S  
C I T V I L



**2018**

Your firm is founded



**009**

Countries worked in



**60+**

Projects



**ALL**

Happy clients

# **We partner** with businesses in the **tourism sector** and **grow together**

At JML Strategies, we are driven by an unwavering passion for propelling businesses to new heights of success within the tourism sector. Our team of dedicated experts deeply understands the industry's intricacies, and we are committed to delivering comprehensive, meticulously tailored services to meet your unique needs.

We go beyond the conventional, leveraging data-driven insights and cutting-edge digital marketing initiatives to ensure your success in the dynamic landscape of the tourism sector. With our guidance as your strategic partners, your business can unlock its full potential and achieve unprecedented growth.



# Hospitality and Tourism is our business

Your go to firm for everything

In the hotels, resorts and destinations sectors



Focusing on boutique hotels and resorts



We built our business on collaborating with destinations



Luxury services and products



We know the boating world. We specialize in the marketing marina business



Meetings and groups



Sports tourism



# What **we** do for the **tourism** sector

Digitize, Revitalize and Reach



**Our comprehensive digital marketing solutions confidently encompass everything from designing to distributing and analyzing audience feedback.**

## **Email Marketing**

Unlock the full potential of your email marketing campaigns with our integrated platform. From precise targeting to real-time reporting and analysis, we empower you to achieve your marketing goals with ease.

## **Social Media**

We are confident in our expertise to elevate your social media presence to new heights. Whether you need complete management or just a few suggestions, we are here to help you grow and make it easier for you to focus on yourself. With our guidance, you can rest assured that you will reach your social media goals.

## **Website maintenance and e-commerce / booking platforms**

Do you know that a great website could be the game-changer that your business needs to succeed? Research shows that over 90% of travelers book their trips online, and many visit the prospective hotel's website before making their final booking decision. Therefore, having a fully functional, responsive, and mobile-optimized website with a strong booking engine is essential. The good news is that we excel in these areas and can help your business succeed online.

# What **we** do for the **tourism** sector

## We **Consultant**, **Connect** and **Convert**

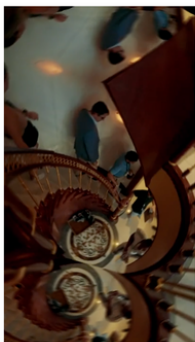
Our organization boasts a robust network of industry leaders, businesses, and key players, representing a valuable asset for our esteemed clients. We hold the capacity to establish connections between you and our network with the primary objective of fostering mutually beneficial opportunities for both parties.

Our clients operating within the hospitality industry have experienced considerable success, including heightened brand recognition, revenue growth, and lucrative group business. Allow us to facilitate the full potential of our network to assist you in achieving your objectives.

## Case Study

### JML Strategies x Informa Markets

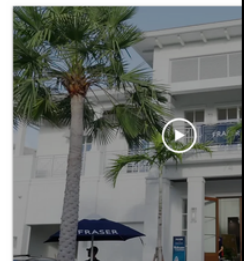
Palm Beach International Boat Show  
2023



The Palm Beach Boat Show, which is considered "one of the richest boat shows in the U.S." was hosted on March 23rd- 26th. We connected with the show organizers, Informa Markets, to discuss new opportunities for increased attendance and customer differentiation. Based on a year of research of not only PBIBS but the other major boat shows Informa owns, we thought to suggest incorporating NFL athletes. JML Strategies collabed with Informa to create a first time ever campaign "A Day in the life of an NFL athlete at the boat show". Learn more about this campaign

### Historic Partnership with Fraser Yachts and The Islands of The Bahamas

Successfully orchestrated a high-level partnership between The leading yachting company Fraser Yachts, exemplifying the pinnacle opportunities. Notably, the partnership culminated in a Bahamian cruise by Fraser during the Fort Lauderdale International Boat Show, produced and managed by JML Strategies.



# Next Steps

JML  
STRATEGIES  
JML



[www.jmlstrategies.com](http://www.jmlstrategies.com)

## Discover

Our team meets with our future clients in a three part meeting. We learn, discuss and develop a strategy suited for the client.

## Dedicate

Each client is paired with a dedicated account executive—a seasoned expert who becomes their go-to for all things related to their account.

This client-focused professional ensures a seamless and personalized experience, guiding clients through every aspect of their journey with us."

## Strategize

Together we strategize with the client's goals as a priority.

## Report

Your dedicated account executive at JML Strategies is committed to delivering timely reports for each campaign.

During these discussions, we engage with our clients to delve into the progress, celebrate successes, and collaboratively chart the way forward for continued growth.

## Adjust

In response to both our achieved results and client satisfaction, we make necessary adjustments to ensure ongoing success.

Our commitment lies in the adaptability to meet evolving needs and to consistently exceed client expectations."



## About **our** team

JML Strategies is passionate about helping businesses in the tourism industry achieve success. Our marketing agency is dedicated to delivering tailored strategies, campaigns, and initiatives that cater to your specific goals. We believe in transparency and open communication, ensuring you receive the best possible results.

Together, we can take your business to new heights of success in the tourism industry. Effective marketing is the cornerstone of growth and prosperity in the tourism industry. At JML Strategies, we strive to align every marketing effort with your objectives and contribute significantly to the overall success of your venture.

Our unwavering commitment to delivering measurable results is a testament to our dedication to providing you with tangible value. Your success is our success, and we are determined to maximize your return on investment, propelling your business forward in the competitive market. At JML Strategies, we are passionate about helping you succeed.

Sincerely,

**Jonathan Lord**

President & Founder



# Work with us !



[www.jmlstrategies.com](http://www.jmlstrategies.com)



[contact@jmlstrategies.com](mailto:contact@jmlstrategies.com)



(954) 228-4963



Miami, Florida | Nassau, The Bahamas

