

Dominican Republic Becomes the "It" Destination of the Caribbean

Written by Australian Business

DOMINICAN REPUBLIC, Oct. 11, 2013 /PRNewswire/ -- The Dominican Republic Ministry of Tourism revealed its new advertising campaign for 2013 / 2014. The campaign is an extension of the previous "Has it All" tagline, expanding to capture the emotions inspired by the country and highlight the popular tourism destinations of Puerto Plata, La Romana, Samana, Santo Domingo and Punta Cana.

The new campaign strategy of "Has it All" depicts the personality of each region through stunning visuals and inspiring music. Each region is represented and differentiated by its unique attributes including activities and attractions, revealing that each region is a destination onto itself. Each region's "it factor" contributes to the whole of Dominican Republic – a country where tourists can truly have it all.

"Dominican Republic is a diverse destination that prides itself on offering unforgettable trips to travelers of varying interests," says Magaly Toribio, Marketing Advisor for the Dominican Republic Ministry of Tourism. "The 'Has it' campaign highlights the destinations' unique offerings and entices travelers to visit or return to explore a new area of the country, as each region provides an experience like no other."

Elements of the campaign include broadcast, print, outdoor, collateral and transit ads for each of the five key regions. The campaign was developed and implemented by BVKmeke, the Dominican Republic Ministry of Tourism's U.S. and Hispanic marketing agency since 2004, and can be viewed online at Dominican Republic's YouTube channel, [Go Dominican Republic](#).

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The execution of this dynamic campaign required extensive production that included an array of materials:

- 500 wardrobe pieces
- 57 locations and 11 sets
- 11 cameras
- five different musical arrangements that reflect Dominican Republic's heritage
- five regions and concepts
- one heli-video for aerial shots and one underwater photographer
- one world-class Dominican production company, Panamericana
- one 50-person crew
- one multicultural cast: USA, Canada, France, Spain, Argentina, Uruguay and Dominican Republic
- ...and one country that *Has It All*

About Dominican Republic

Dominican Republic's first tourist was Christopher Columbus in 1492. Rich in history, Dominican Republic

has developed into a diverse destination offering both Dominican and European flavors to approximately five million global visitors in 2012. Named #1 Golf Destination in Caribbean

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Latin America

by the International Association of Golf Tour Operators, Dominican Republic

boasts 28 designer golf courses, upscale resorts, pristine nature reserves, sophisticated cities and quaint villages filled with friendly Dominican people.

Dominican Republic

features the best beaches, fascinating history and culture, and is a chosen escape for celebrities, couples and families alike. Visit Dominican Republic Ministry of Tourism's official website at:

www.GoDominicanRepublic.com

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