

Royal Resorts Selects INTUITION To Enhance Brand And Marketing Analysis

Written by Australian Business

ORLANDO, FL, May 24, 2014 **/24-7PressRelease/** -- Royal Resorts, a pioneer in Mexican tourism and a leader in the international vacation ownership industry has engaged Perspective Group, the leading independent PR & Media company globally for the timeshare industry to assist with its brand monitoring strategies through the INTUITION Brand Marketing service.

Royal Resorts has seven resorts across the tourist destinations of Cancun & the Mayan Riviera and has sold nearly 100,000 memberships to residents from 51 countries. Excellent customer service and overall brand reputation plays a major role in the success of Royal Resorts.

Independent surveys report a 97 percent member satisfaction rate, one of the highest ratings received in the vacation ownership industry worldwide - and now by using the INTUITION Brand Marketing service, they will be able to drill even deeper into customer opinions and reviews to analyze what members and guests love about each individual resort, and identify any areas or ideas for improvements to the much loved vacation experience they provide.

"We are delighted to be affiliated with INTUITION and look forward to the significant contribution we are sure that their in-depth analytics and marketing programs will make to our overall strategic marketing direction and brand management," says Mark Carney, OBE, Chief Sales & Marketing Officer for Royal Resorts.

INTUITION is a brand marketing service that uniquely combines enterprise-level social media monitoring, brand reputation management and competitive analysis with original content creation, PR services and content syndication.

For a resort developer, INTUITION can provide unrivalled insights into conversations about their brand, products, resorts and much more from over 70 million websites, forums, blogs, news sites and social media platforms, segmented into categories to suit each client, such as conversations about Accommodation, Amenities, Food & Drink, Reservations, Staff & Service, Vacation Club Sales and more.

Other applications of the service include, but are not limited to, Marketing Campaign Results Comparisons, Facebook Page Management, Twitter Account Management, Competitive Analysis, Keyword Tracking, Social Media Marketing, Press Release Writing and Syndication.

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"We are delighted to be working with Royal Resorts, a company where the customer truly comes first. Our brand marketing service will enable individual employees to more easily manage their online responsibilities such as managing social media accounts, forums, guest reviews, customer service enquiries and marketing analytics, while being able to more accurately benchmark successes that managers can then assign ROI to those successes," says Paul Mattimoe, President & CEO, Perspective Group.

INTUITION currently tracks and analyzes more than 500,000 brand mentions per month for its clients, which include resort developers, exchange companies, marketing companies, design companies, software companies, management companies, associations, travel clubs, rental companies and more.

About Royal Resorts Founded in 1975, Royal Resorts is a pioneer in the Mexican tourism industry and now has four beachfront resorts in Cancun: The Royal Cancun , The Royal Caribbean , The Royal Islander and The Royal Sands and one in Playa del Carmen, The Royal Haciendas , located at the heart of the Riviera Maya. The latest member of the Royal Resorts collection is Grand Residences by Royal Resorts , a luxury beachfront resort to the south of Puerto Morelos. The first phase opened on December 7, 2013 and the property is affiliated with The Leading Hotels of the World . All the Royal Resorts offer spacious fully equipped suites and an array of five-star amenities and activities.

About INTUITION Operated by Perspective Group, the leading independent PR & Media company globally for the timeshare industry, INTUITION provides a compelling combination of traditional PR, print advertising, online marketing and social engagement tools that assist companies with overall brand visibility, online credibility, customer communication and in-depth strategic marketing analysis. For more information visit <http://www.intuitionbyperspective.com>