



Tekweld Top Picks

Case Study: The Palms Luxury Coastal Resort & Spa

TB-SB107

Tek Booklet With SPF30
Credit Card Style Sunscreen

Paper brochures tend to get discarded in the shuffle of unpacking. As a result, guests at the Palms weren't taking full advantage of the resort's spa, beach-front cocktail bar, or boutique shop—they didn't even know they existed.

The solution?

Front desk staff handed out booklets with complimentary sunscreen that included drink and spa coupons. That way, they were the first thing guests reached for before heading to the beach. Not only did it boost traffic to those amenities, but it also saved the experience for guests who forgot their sunscreen!

