

the man. the legend. the journey.

Ernest Hemingway®  
TOUR COMPANY

KEY WEST

Tour

Packages

&

Merchandise



let your journey begin here.

Authorized Agent

# Ernest Hemingway®

## TOUR COMPANY



### **AN AMERICAN ICON**

Ernest Hemingway is one of the legendary icons of the 20th century who commands immediate recognition in people worldwide. Hemingway is as renowned for his literary achievements as he is for his uninhibited life that provided much of the background for his award winning novels and short stories. Ernest Hemingway first came to Key West in 1928 and for 12 years called the island his home. "Papa" Hemingway lived in a Spanish colonial home on White Head Street in the United States southern most town. During the period he wrote *Death in the Afternoon*, *Green Hills of Africa*, *To Have and Have Not*, *The Snows of Kilimanjaro*. and began *For Whom the Bell Tolls*. Key West was more than just a place to "Papa" it became a lifestyle, which complimented his love of adventure and outdoors.

### **THE ERNEST HEMINGWAY BRAND**

Hemingway L.T.D. launched the Ernest Hemingway brand over ten years ago, exploiting the Ernest Hemingway name and likeness and mark of the American icon. They have assembled a prestigious stable of worldwide licensees that range from high end furniture to retail stores.

### **BRAND BUILDERS MISSION STATEMENT**

The mission of Brand Builders Holding LLC is to acquire and develop selected trademark brands that are unique, have existing market presence and have tremendous income and growth potential. In that light Brand Builders Holding LLC (dba) Ernest Hemingway Tour Company secured the exclusive tour and merchandise license for Key West and Monroe County Florida. The Ernest Hemingway Tour Company "EHTC" offers experience for those persons who have either an emotional end or intellectual feeling for the lifestyle and work of Ernest "Papa" Hemingway. We seek to create that feeling or interest among the many world citizens who know the Hemingway name and are intrigued by his appetite for life.

### **PRODUCTS AND SERVICES**

EHTC is currently offering Ernest Hemingway merchandise and Walking Tours. We plan to offer Trolley, Boating and Fishing Charters to the places in Key West and the Florida Keys that Ernest Hemingway traveled, lived and wrote about. The tours will include original content provided by the Hemingway family.

#### **Walking Tours**

EHTC offers ninety minute Waking Tours that take you to 12 must see sites.

#### **Trolley Tours**

EHTC plans to offer Trolley Tours that will comfortably escort visitors around Key West to several points of interest.

#### **Boating Tours**

EHTC plans to offer boating tours of the Florida Key's that will provide fascinating accounts of Hemingway history.

#### **Fishing Charters**

EHTC plans to offer Fishing Charters. These tours will feature real life stories of Ernest Hemingway, the fisherman.

#### **Merchandise**

EHTC has launched its' Ernest Hemingway signature products. These products are currently being sold in several retail outlets in Key West and are being bundled with our tours.



# Ernest Hemingway<sup>®</sup>

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### ERNEST HEMINGWAY & KEY WEST

The first important writer to discover Key West and make it his home, the legacy of this man and his work draws visitors from the world over. Key West is an ideal location for Hemingway attractions, where the Hemingway name already has market presence.

The Hemingway name, pictures, attractions and events are the most widely marketed and promoted brand associated with Key West to the world by the Hemingway House & Museum, Monroe County Tourism Council, Key West Chamber of Commerce, hotels, restaurants, and other Key West businesses.

The Hemingway brand is utilized in hundreds of thousands of tourist maps, guides, brochures, T.V. ads, phone directories, websites and marketing materials in Key West.

The Hemingway Days Festival was started as a fishing tournament in 1980 by Ernest Hemingway's brother and has grown into one of the most widely publicized festivals in the world featuring the Ernest Hemingway Look-A-Like contest. There's also a Writers Workshop & Conference, a Street Fair, Storytelling Competition, and a 'running of the bulls'- well, a sort of running of the bulls.



In Key West the Hemingway House and Museum has over 350,000 visitors a year, generating over \$4 million annually from ticket sales and gift store merchandise. A limited number of licensed merchandise is currently available in the Hemingway House Gift Store.

Sloppy Joes's bar was a favorite hangout for Papa, and Hemingway memorabilia has been prominently displayed throughout for over 70 years. Up to 1 million people a year visit this location generating well over \$10 million in annual revenue. The 300 square foot gift shop generates over \$1.5 million in annual revenue from sales of Ernest Hemingway licensed t-shirts and merchandise utilizing a single Hemingway picture.



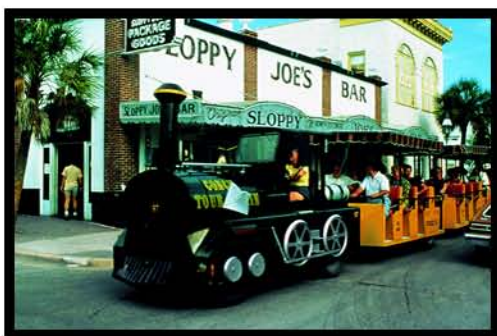
# Ernest Hemingway<sup>®</sup>

## TOUR COMPANY



### KEY WEST

The sea and the story of Key West are entwined like the roots of its native Mangroves, and spectacular sunsets. As the Southern most City in the Continental United States, Key West is strategically located in the Florida Straits. For centuries treasure ships and merchant vessels alike fell victim to treacherous reefs and hurricanes. Key West is situated only 90 miles from Cuba and is the nations "Caribbean" Island.



The principal industry is tourism. The Key West market annually hosts nearly 2.5 million people who arrive at all times of the year by car, tour bus, plane and cruise ship. The tourism industry in the Florida Keys is over \$1 billion in annual sales. The resident population totals approximately 25,000. Top attractions on the island include the Conch Train (1,000,000+ annually), Hemingway House (500,000+ annually) and the Mel Fisher Maritime Heritage Museum (250,000+ annually).

### GROWING POPULARITY

Key West has grown as a popular port of call because of its location 160 miles south of the Port of Miami, making it a convenient stop for western Caribbean itineraries on three to five day cruises. More than 970,000 passengers from 525 ships are projected to disembark in Key West the fiscal year ending September. An increase of 42,000 passengers in the last year. Swarms of passengers, sometimes up to 6,000 on a busy day, flock to Key West's historic Old Town district and Duval Street.



# Ernest Hemingway®

## TOUR COMPANY

# Ernest Hemingway®

## COLLECTION

The Ernest Hemingway Collection of a Lifetime started their launch two short years ago and has already become a stellar brand in the Home Furnishings Market. A \$100,000,000 retail brand in the year 2001, the Hemingway Collection has had one of the most successful launches in the history of the furniture business. A European menswear line was introduced in Milan in January, 2002 and a gourmet food products line saw its debut at the Fancy Food Show in San Francisco in July 2002.

### HEMINGWAY LICENSING SUCCESS

- The licensor and licensees have committed over \$10,000,000 in the past three years on a multi-media advertising campaign in print, television and radio.
- \$100 million of furniture sales in 2001.
- Montblanc Hemingway limited edition fountain pens.
- Multiple Restaurants.
- United States Postage Stamp.
- Exhibitions in Japan honoring 40th anniversary of receiving Nobel Prize.
- Exhibitions in Kobe, Japan following 5th anniversary of earthquake.
- Centennial Sculpture depicting Old Man and the Sea.
- European menswear launched in Milan – January, 2002.
- Gourmet food products launched at Fancy Food Show – July, 2002.

### ERNEST HEMINGWAY COLLECTION CATEGORIES

- Flooring
- Gourmet Coffee
- Restaurants
- Menswear & Accessories
- Bar Ware
- Bedding & Pillows
- Fans
- Framed Art & Mirrors
- Photo Albums & Frames
- Desk Accessories
- Permanent Botanicals
- Decorative Accessories
- Lighting
- Furniture
- Clocks
- Gourmet Food Products



# Ernest Hemingway<sup>®</sup>

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## TOUR COMPANY

### TOUR PACKAGES

#### Walking Tours - Already Launched

EHTC offers ninety minute Walking Tours that take you to 12 must see sites – the places Hemingway, lived, loved and worked. During the walking tours the tour directors give detailed true stories of Hemingway's life in Key West, where much of this content is unique and comes directly from the Hemingway family.



#### Trolley Tours - Coming Soon

EHTC plans to offer Trolley Tours that will comfortably escort visitors around Key West to several points of interest. The Trolley Tours will focus on several historic Hemingway sites near retail outlets that offer our licensed Hemingway merchandise.

#### Boating Tours - Coming Soon

EHTC plans to offer boating tours of the Florida Key's area that will provide fascinating accounts of Hemingway history. These tours will consist of afternoon and sunset cruises where our boat directors will share true Hemingway folklore. Much of this content will be provided by the Hemingway family. The boating tours will also offer meals and drinks as well as our licensed merchandise which includes sportswear.



#### Fishing Charters - Coming Soon

EHTC plans offer Fishing Charters to fishing enthusiasts. These tours will feature real life stories of Ernest Hemingway the fisherman. Our fishing directors will discuss some of Hemingway's favorite fishing outings and even take them to some of his favorite fishing spots.

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## OFFICIAL WALKING TOUR

Step off the well worn path and back in time to experience the spirited ambience of Ernest Hemingway's Key West.

Our local guides will amaze you with fascinating tales and little known facts provided by Ernest Hemingway's family and friends. See rare, unpublished family photographs of his life in Key West, and hear amazing stories that reveal the authors' true nature and dispel many myths as we take you to twelve "must see" sites on a 90 minute tour, the places Hemingway live, loved and worked. Discover the world of Key West's most famous writer and adventurer.

You'll know his favorite haunts and his friends – the places and people that inspired his works and his spirit.

Tours begin at the Customs House Museum and winds around Old Town and the Historic Seaport and end at the Lighthouse Museum across the street from the Hemingway Home.

Official Ernest Hemingway Signature Merchandise available.

Tours depart daily at 10am and 2pm.

Reservations are required. Reservations: (305) 293-8773

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

### AS ADVERTISED IN:

- Travelhost
- Great Locations
- See Key West
- Walking Guide
- Liberty Fleet



# Ernest Hemingway®

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## TOUR COMPANY

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### IN STORE MERCHANDISE

Official Ernest Hemingway Tour Company Merchandise as seen in the Key West Customs House Gift Shop, Ocean Key Resort Gift Shop and the Hilton Hotel Gift Shop.

This merchandise is currently available for purchase in multiple outlets across Key West.



Customs House Gift Shop



Hilton Hotel Gift Shop



Ocean Key Resort Gift Shop



# Ernest Hemingway®

## TOUR COMPANY

### Officially Licensed Signature Products



**Tropical Signature T-Shirt**  
Catalog No.: T-EHKWP



**Signature Quote Book**  
Catalog No.: J-EHKW



**Signature Travel Constructed Cap**  
Catalog No.: CC-EHTT



**"Literary Legend" T-Shirt**  
Catalog No.: T-PIF1



**Signature Journey Album**  
Catalog No.: PA-EHKW



**Signature Visor**  
Catalog No.: V-EHKW



**Sportsman's Dream T-Shirt**  
Catalog No.: T-PIB2



**Signature Leather Bookmark**  
Catalog No.: BM-EHKW



**Signature Constructed Cap**  
Catalog No.: CC-EHKW



**Tropical Signature Polo**  
Catalog No.: PS-EHKWP



**Hemingway Logo Canvas Tote**  
Catalog No.: TB-H



**Signature Unconstructed Cap**  
Catalog No.: UC-EHKW/H



**Signature Travel Polo**  
Catalog No.: PS-EHTT



**Tropical Signature Key Tag**  
Catalog No.: KT-EHKWP



**Signature Bucket Hat**  
Catalog No.: BH-EHKW



**Tropical Signature Sweatshirt**  
Catalog No.: SS-EHKWP



**Hemingway Signature Polo**  
Catalog No.: PS-EHKW



**Tropical Signature Mug**  
Catalog No.: M-EHKWP

For more information about Brand Builders Holding, LLC.

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