

Have you ever felt like you can't let go? Been embarrassed by something you did in public? Done something you've regretted? Wondered if there's a place that will let you be yourself, not worrying about how people judge you?

The name is Hell. Yes, it's had a bad reputation for a long time, but we've greatly overlooked its potential. Disneyland, Las Vegas, Reno, Cancun. All places of indulgence. Yet there is something about the human nature that won't let you completely let go. Call it conscience, call it responsibility to good nature. However you describe it, it's no fun. Face it, always considering your reputation puts a damper on your vacation.

HELL's mission is to provide an atmosphere for all people to unleash their wild nature with confidentiality and without consequences.

HELL's philosophy strives to preserve freedom of expression, confidentiality of its visitors, and a great time.

HELL's primary audience will be the young working class, 23-33 years old. This generation has enough money to afford a vacation, enough frustration with the confinements of society, but hasn't had enough time to decide whether they are sinners or saints.

So you think that sin is bad, huh? Think about the people that told you that. Are they having fun? Wouldn't you like to join others like you? Successful, active people who know what having fun really means. A place where indulgence is a way of life.

The concept of HELL has many strengths. People are often griping that they can't go too far, can't cross that line. Hell gives people that opportunity without negative effects. It appeals to the debauchery of human nature. It also has the advantage of being the sole proprietor in this venue. People who are wavering between the nature good and evil will be persuaded by its lenient appeal. People who like to go against the grain will also be attracted by this kind of vacation simply because it is different.

Because of its reputation, HELL, as a vacation destination, does have some weaknesses. People have grown up being taught that sin is wrong, control is admirable. For this reason, we are targeting a younger generation, one that is still questioning the validity of a "good" way of life, but we may lose people who have the idea of conscience firmly planted in their idea of identity.

HELL's competition comprises its own long-standing reputation. We will not strive to overcome this reputation, rather we will use it as a marketing tool. Hell also has to compete with **Heaven**, another club that seems to have popular, yet possibly unfounded, popularity. We will use the popularity of **Heaven** as a tool to bring in new customers.

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What about Magic Mountain? Casinos? Sipping cocktails on the beach? You won't be missing any of it in HELL because we've thought of everything. And you don't have to stifle your scream, worry about spending too much money, or having too many drinks. In fact, we encourage it.

HELL has attractions just as any other travel destination would. Mephistofeland is an amusement park that puts Mickey Mouse to shame, boasting the world's fastest roller coasters and shortest lines. Dante's Casino has seven floors of gambling to quench everyone's need to risk fortune and wallet. Magma Beach allows cars to coast up and down the shore, but doesn't allow bathing suits. There is of course a clothed beach, Lava Beach, nearby. Both offer bar service at your towel or chair 24 hours a day.

HELL's advertising campaign will launch in the spring beginning with 30 second TV commercials airing at prime-time only. Since our audience is young working professionals, daytime TV ads would prove ineffective. We will also produce a series of one minute ads to run during the World Series, since its time is consistent with the time people usually start planning their summer vacations. We will also run the same 30 second ads on Discovery's Travel Channel to counter the effects of our competitors' ads.

Our web site will serve as a second form of advertisement, where people can get information about prices, comments from other visitors, and specials.

Our spokesperson is Keith Richards of the Rolling Stones, a well-known advocate of sex, drugs, and good times. He will make public appearances, coinciding with the start of our TV commercials, at travel agencies in major US cities to advocate the benefits of taking a HELL vacation.

HELL.

where evil isn't  
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