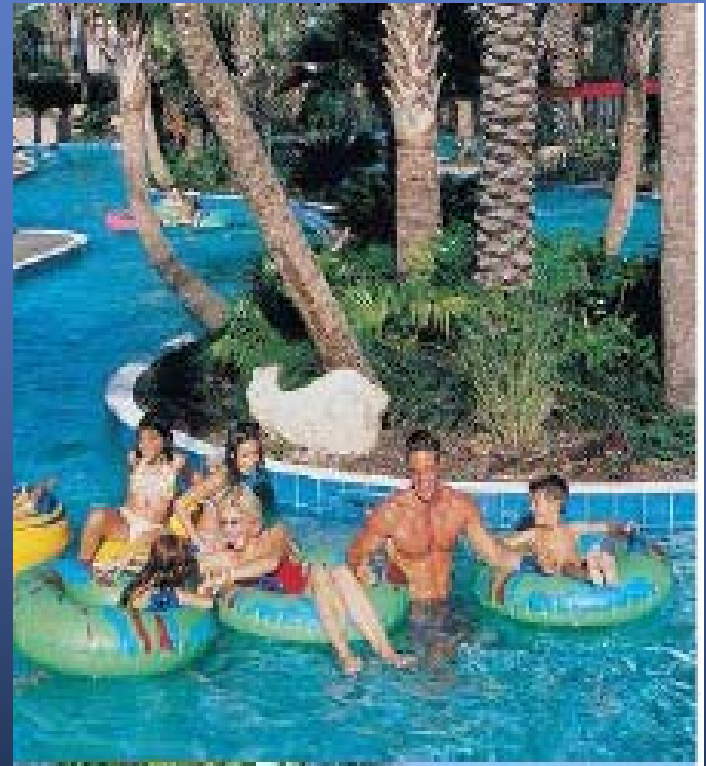


# Mixed Use

# The New Landscape

## Changes in consumer profile & behaviour

- (More) mature and experienced, well travelled and better educated consumers who know what they want and what they can get
- Search for value for money
- Shift in power from producers to consumers (from a seller's to a buyer's market)
- Multi-generational travel



# The New Landscape

- **Development environment altered as consequence of:**
  - Increased competition between destinations and operators in a globalized market
  - Increased commoditization
  - Internet and Low Cost Entities delivering increased choice, flexibility and transparency
  - More direct distribution



# The Case for Mixed Use

- Appropriate mix of hotel-related real estate offerings can accelerate return of capital
- Operational efficiencies due to shared overhead and potentially higher usage patterns
- Predictable Unit occupancy to mitigate seasonality
- Owner incremental spend
- Occupancy boost due to extended vacations
- Ability to leverage hotel assets and infrastructure
- Enhanced experiences for owners and their guests
- Cross-marketing opportunities + ability as to market to hotel guests

# Key Components of a Mixed Use Resort

## • Hardware

- Unique locations and natural assets
- Excellent master planning and landscaping
- Low density
- Privacy and security
- Self sustainable

## • Software

- Sense of exclusivity and scarcity
- Character
- Personality
- Memorable experiences
- Exclusive ownership benefits

## Saleable Real Estate

- Offer adapted to various consumer targets
- Great layouts and design
- Outstanding views
- Sophisticated offer of services to owners
- Personalized guest services to owners
- Flexibility in usage arrangements

# The 4 most important Trends in Demand:

Experiences	Authenticity	Family-friendly Holidays	Hassle-free seamless travel
			
<p>Unique, meaningful and truly memorable <b>experiences</b> – a “bucket list” of things to do before you die</p>	<p>Real experiences – meet real people, get to know real places. <b>Authenticity</b> in food, people, service, craftsmanship, design and architecture</p>	<p>People want to travel with loved ones without sacrificing luxury. Offer has to be adapted: experiences, activities and accommodations</p>	<p>From booking to departure. Services that make everything as seamless as possible.- VIP lounge, home pick-up, easy checkout</p>