

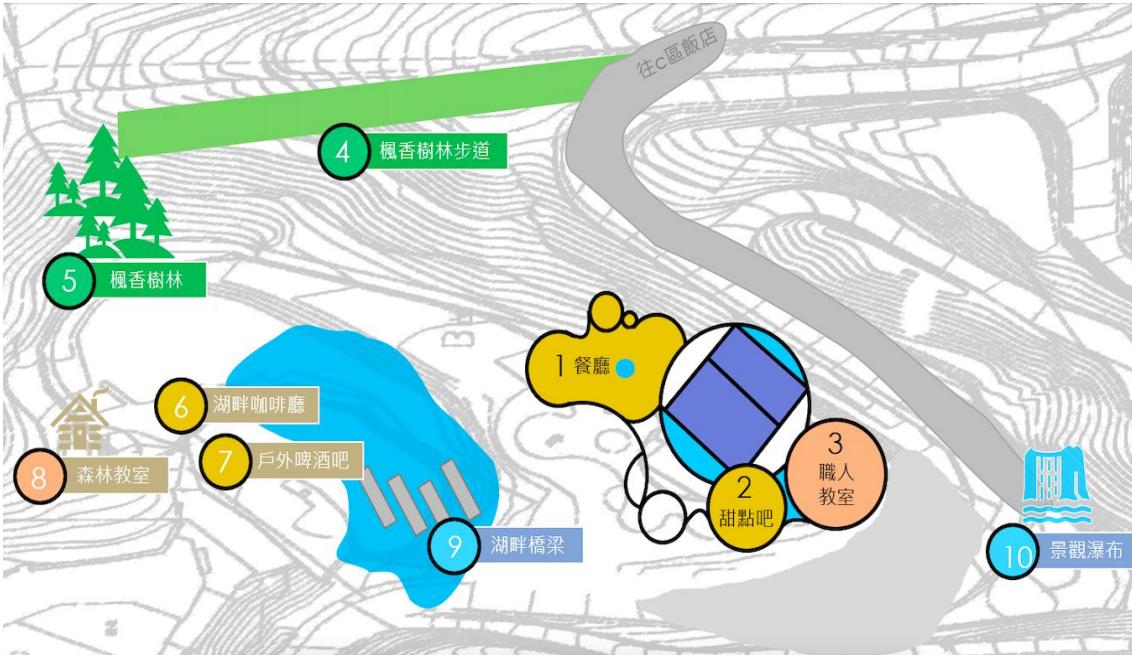


s. School X d. School FCU XThe pearl of moon CO., LTD
Industry Cooperation

Feb 2021 - May 2021

Hazel Lin

Our Pearl Hotel Experience Map



- | | |
|-------------------------|-----------------------------|
| 1. Restaurant | 6. Lake View Café |
| 2. Dessert Bar | 7. Outdoor Beer Bar |
| 3. Craft Workshop | 8. Forest Classroom |
| 4. Maple Forest Walkway | 9. Lake Bridge |
| 5. Maple Forest | 10. Scenic Viewing Platform |

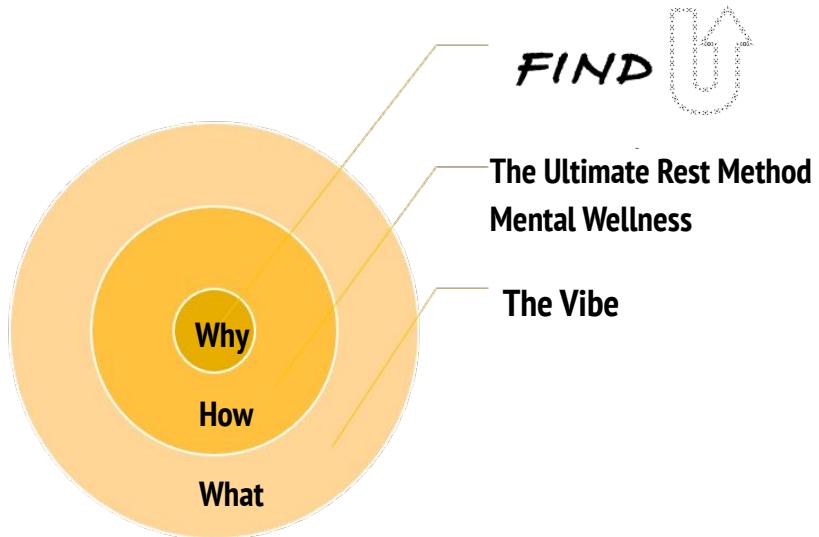
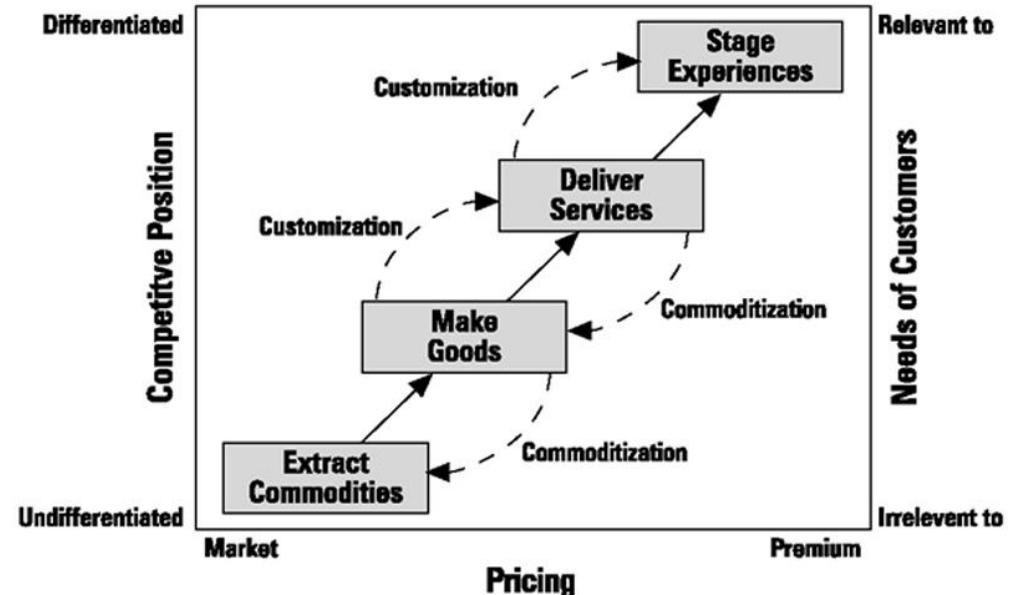
The project:

Focuses on planning and developing the hotel's environment, architecture, landscape, and marketing strategies.

Campaigns:

1. Post-pandemic tourism trends.
2. Integration of local culture into design.
3. Hotel spatial and outdoor landscaping.
4. Enhanced ventilation and air systems.
5. Strategic marketing plans.

Golden Circle & Leisure Service Innovation



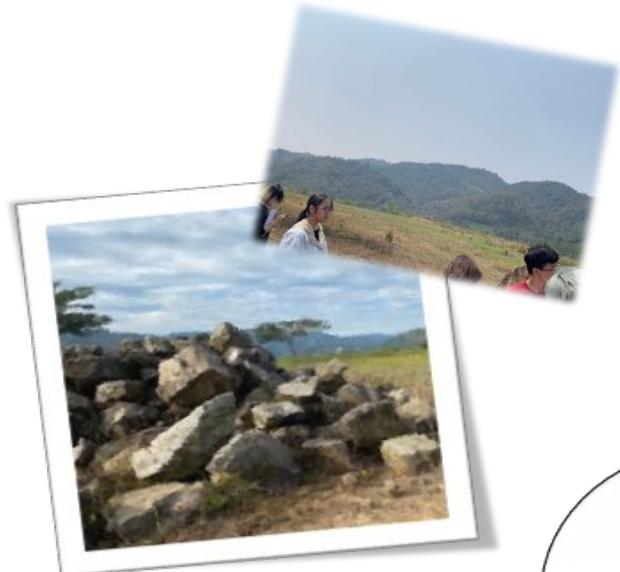
Feature:

Why: To help guests reconnect with their purpose amidst life's hustle.

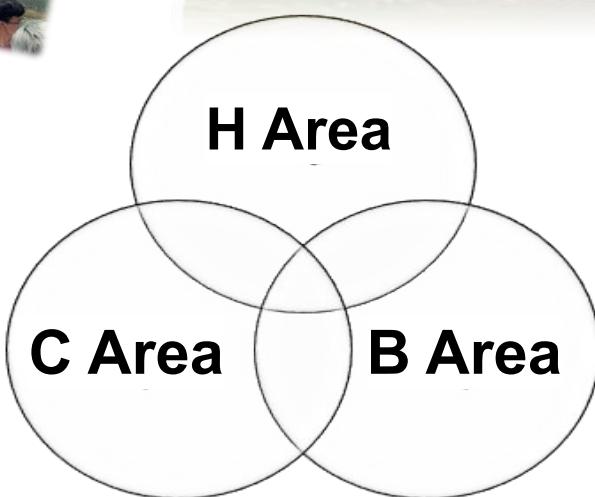
How: By offering mental relaxation in a serene natural setting.

What: Guests leave feeling renewed and eager to return.

Customer Analysis Report



- **Area C:** Scenic views for retirees and family-oriented visitors.



- **Area H:** Orchard and camping zone for social media influencers and families.

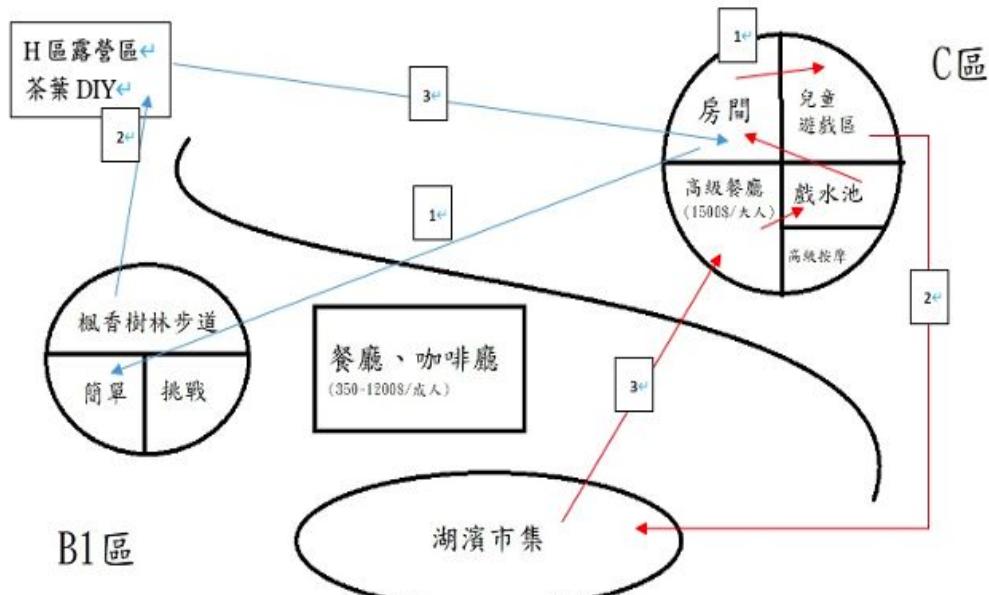


- **Area B:** Nature trails and waterfalls for professionals and families.

Target Audience and Area Features for Luxury Retreat

| Area | Features | Target Audience | Customer Profiles |
|--------|---|---|---|
| C Area | <ul style="list-style-type: none"> Highlights: Ideal for cloudy and sunrise views Price: 10,000 TWD/night (~285 EUR), includes breakfast | Retirees and multi-generational families | <ul style="list-style-type: none"> Retired couples (65+): Enjoys family and nature Family-oriented women (65+): Cooks and enjoys family meals Young working adults (30s): Focused on career and family Children (7-10 years): Active, curious, enjoys family activities |
| B Area | Maple forest trails Waterfall and restaurant zone | Young families seeking leisure time | <ul style="list-style-type: none"> Engineer (36): Career-focused, enjoys family and tech Professional woman (32): Time management, fitness, family-oriented Young child (6): Curious, enjoys outdoor activities |
| H Area | <ul style="list-style-type: none"> Amenities: Restrooms, orchard dining, camping/tiered zones, bamboo forest (summer activities) Price: 6,000 TWD/night (~170 EUR), capacity of 200 people. | Social media influencers and luxury camping seekers | <ul style="list-style-type: none"> Influencer mothers (35-40): Social media-savvy, enjoys beauty and new experiences Luxury travelers: Looking for privacy and high-end outdoor experiences |

C&B Area Itinerary



Alternative Itinerary (C Area)

Assumptions:

1. **Hotel Amenities:**
 - Children's play area, water zone, coffee lounge.
2. **B Area:**
 - Small market, tea garden.
 - Maple Forest Trail (with easy and challenging options).

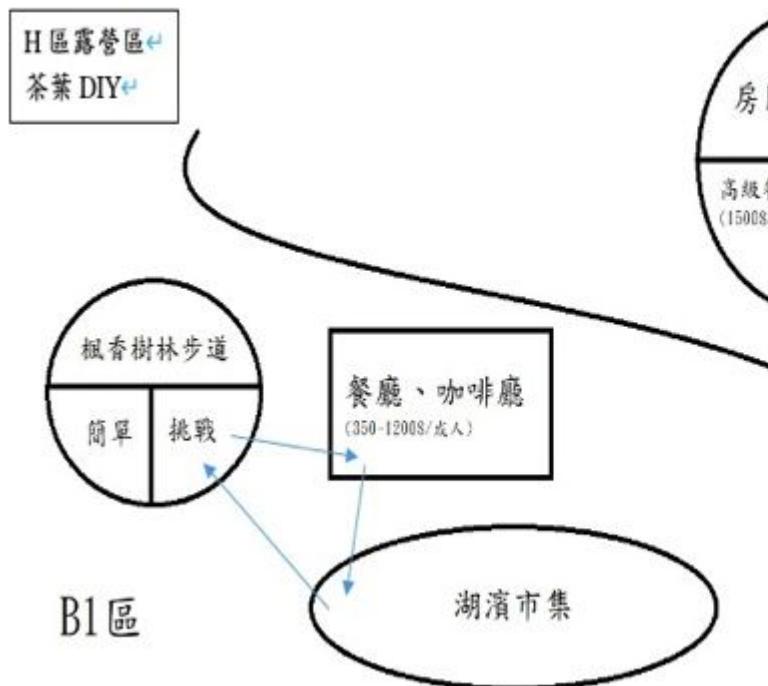
Day 1 Itinerary:

Room check-in → High-end dining (1,500 TWD/person, approx. 43 EUR/person) → Play area and pool zone

Day 2 Itinerary:

Maple Forest Walk → H Area (Camping and Tea DIY) → Return to B Area

B Area Itinerary



B Area Time Estimate:

1. **Breakfast** (1.5 hrs) → Maple Forest Trail (1 hr)
2. **Lunch** (2 hrs) → Market Square or Music Event (1.5 hrs) → Maple Forest Trail (1 hr)
3. **Dinner** (2 hrs) → Maple Forest Trail (1 hr) → Water Dance Show (0.5 hr) → Night view with drinks

— Day 2

The Great Tipsy Hotel

Our vision:

Have you ever felt regret at some point in your life?

Our immersive experience invites you to find peace and rest within the serene ambiance of the hotel, guiding you on a journey of reflection and tranquility.



Result: Our design helped create a serene retreat with tai chi, yoga, meditation, and Zen spaces, allowing guests to enjoy themed activities. Balance Hills is now a luxury glamping destination, offering five-star comfort and personalized services, making outdoor relaxation accessible to all.

- Stargazing Tent: Dome with camp views and outdoor facilities.
- Caravan Tent: Cedar-built, cozy, private, and hotel-style amenities.