

BADRUTT'S PALACE ATHLETIC TRAVEL EXPERIENCE

STRATEGY: Season Extension Strategy | September 7th - November 1st

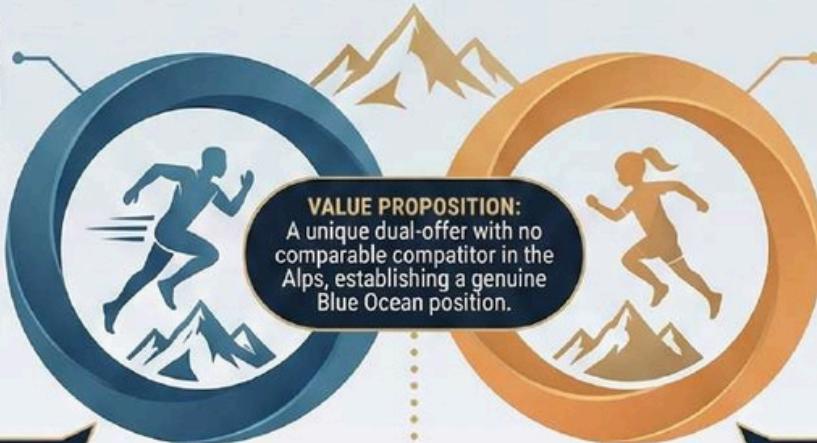
GOAL: Transform the Alpine Autumn into a peak athletic travel destination.

CONCEPT: ATHLETIC ECOSYSTEM

1. ADULTS: Performance & Transformation

- Scientific Testing Suite (VO2 max, Mobility...)
- Personalized Performance Plan
- Nutrition & Longevity Coaching
- Recovery & Regeneration

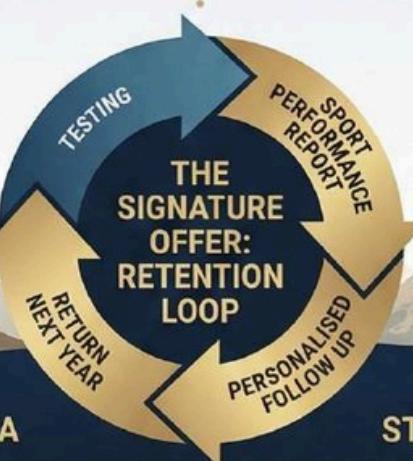
MARKET INSIGHT: HNWIs seek exclusive access to elite coaching and infrastructure to 'train like athletes' (Virtuoso Luxe Report, 2024).



2. CHILDREN: Junior Academy

- Multi-Sport Academy / Outdoor Discovery
- Skill & Etiquette Workshops / Elite Mentorship & Coaching
- Signature Junior Luxury Experiences

MARKET INSIGHT: UHNW families spend 4x more on youth sports than average (Aspen Institute Project Play, 2024).



TARGET SEGMENTS & MARKET DATA

Target Geographies (Evidence-Based)



CH, DE, UK



Middle East



USA

Key Statistics



Sports is the #1 hobby of UHNW individuals. (Wealth-X, 2019)



Ultra-luxury wellness clubs "pro-athlete" programs. (Financial Times, 2024)



70% of travellers with children choose their vacation based on kids' needs. (Hilton, 2025; Kadence, 2024)



Global wellness economy: \$6.3tn in 2023 → \$9tn by 2028. (GWI, 2024)



Gen Z & Millennials drive global wellness demand. (McKinsey, 2024)



Wellness hotels can achieve up to 56% higher RevPAR than non-wellness peers. (RLA Global, 2025)

SWISS OLYMPIC

Scientific credibility partner, Training Centre neighbour, Logo rights & expertise access. Provides 10-15% altitude performance benefit. Swiss Olympic Sports Science Institute

ELITE SCHOOLS

LAZ, CDL, Aiglon 1,100+ boarding students, CHF 100K+ average tuition. Direct UHNW family pipeline. Findingschool, SwissLearning 2024-25

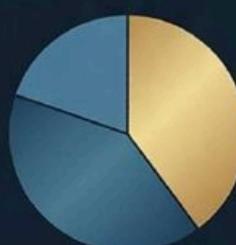
BRANDS

Equinox, Technogym Capex "Showroom" Model, Market Penetration via Member Database. Strategic rationale supported by Global Wellness Institute 2024 Trends

PRIVATE BANKS

UBS, Morgan Stanley, Bank of America Bank-funded client experience events, Direct access to top-tier UHNW. Altrata World Ultra Wealth Report 2024

RESOURCE ALLOCATION (LOW RISK)



40% Freelance Experts
(100% variable cost. Elite talent activated only when occupancy requires it.)

40% Core Team Extension
(No recruitment cost. Seasonal extension of existing staff contracts.)

20% Brand Partners
(0 Capex. Technogym/Equinox provide technical setup & support.)

COMPETITION

GLOBAL: SIRO, Bodyholiday Globally, athletic luxury hotels exist but are completely absent from the Alpine market.

LOCAL: Grace La Margna, Suvretta House Competitors offer passive wellness (Spa) not Active Performance.

FINANCIAL REVENUE ESTIMATION (8 Week Season)

Adult Performance: 20 guests x CHF 6,900 (Program Only)

Junior Academy: 20 guests x CHF 3,900

Weekly Program Revenue: CHF 260,000

GROSS REVENUE: 1.7 MIO

Note: Revenue figures exclude Accommodation & F&B upsells. This program acts as a Room Occupancy Driver.

RISKS & MITIGATION

Low Demand
Early bird discount, Partners.

Staffing
Premium compensation, international search.

Competition
Speed to market, trademark protection.

Weather / Safety
Indoor alternatives, medical support, insurance.