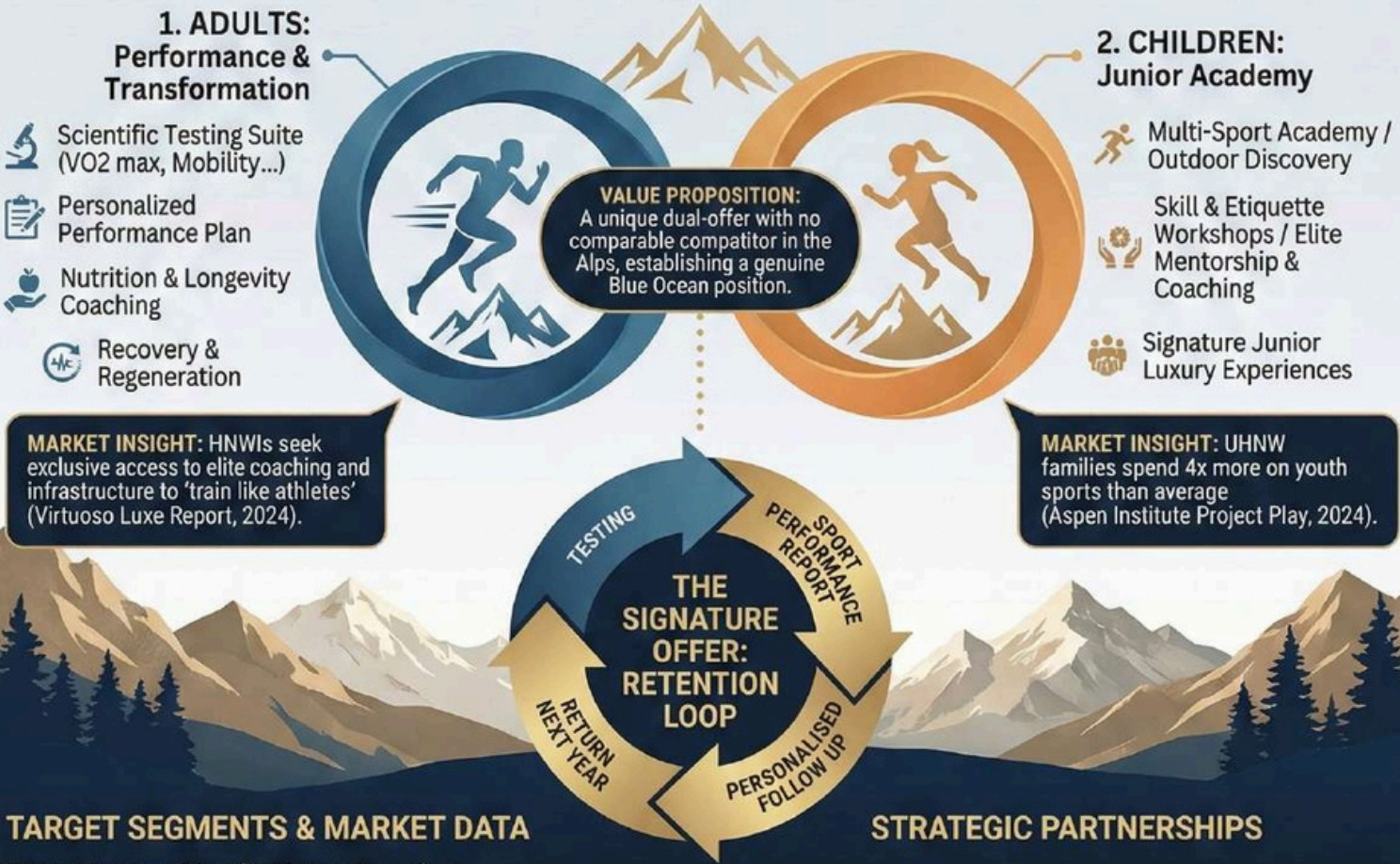


BADRUTT'S PALACE ATHLETIC TRAVEL EXPERIENCE

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

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

CONCEPT: ATHLETIC ECOSYSTEM



TARGET SEGMENTS & MARKET DATA

Target Geographies (Evidence-Based)



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 TRevPAR 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

PRIVATE CLUBS
Soho House, Core Club
5 Hertford St
200K+ members (Soho House).
Northrop & Johnson UHNW Survey 2020

ELITE SCHOOLS

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

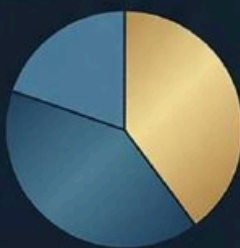
BRANDS

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.