



WHAT TRAVAASA OFFERS GUESTS

The most powerful brands create new niches



ADVENTURE / CULINARY / CULTURE / FITNESS / SPA & WELLNESS

A photograph of a man and a woman riding horses in a dense forest. The man is on a dark brown horse, and the woman is on a light-colored horse. They are both looking towards the right side of the frame. The forest is filled with green trees and sunlight filtering through the leaves.

ADVENTURE



CULINARY

CULTURE



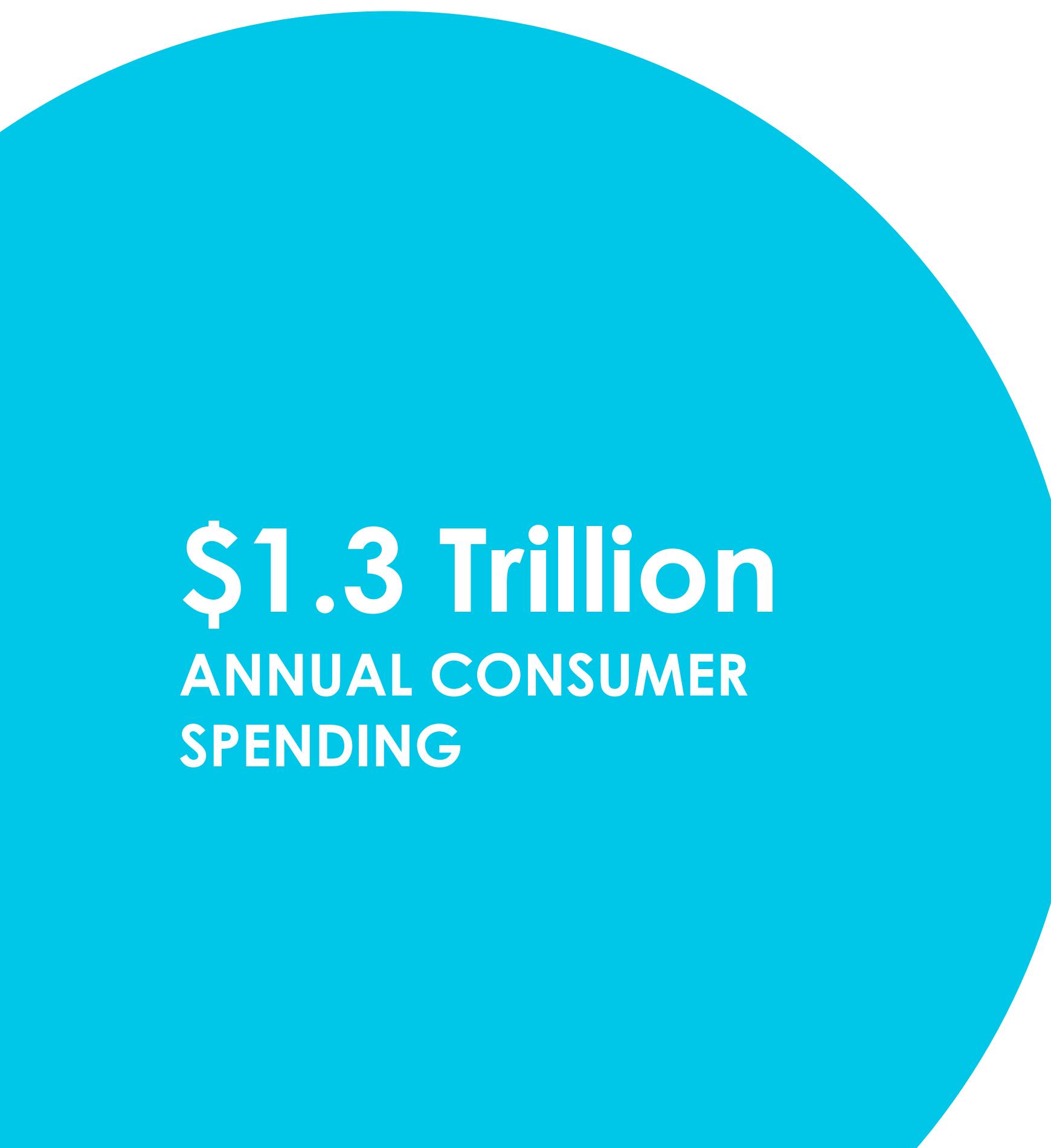
FITNESS



A woman with dark hair is lying face up on a light-colored massage table. A person's hands are visible, gently massaging her neck and head. She is wearing a white, textured robe. In the background, there's a wicker basket and a window with a curtain.

SPA & WELLNESS

MILLENNIALS VALUE EXPERIENCES OVER POSSESSIONS

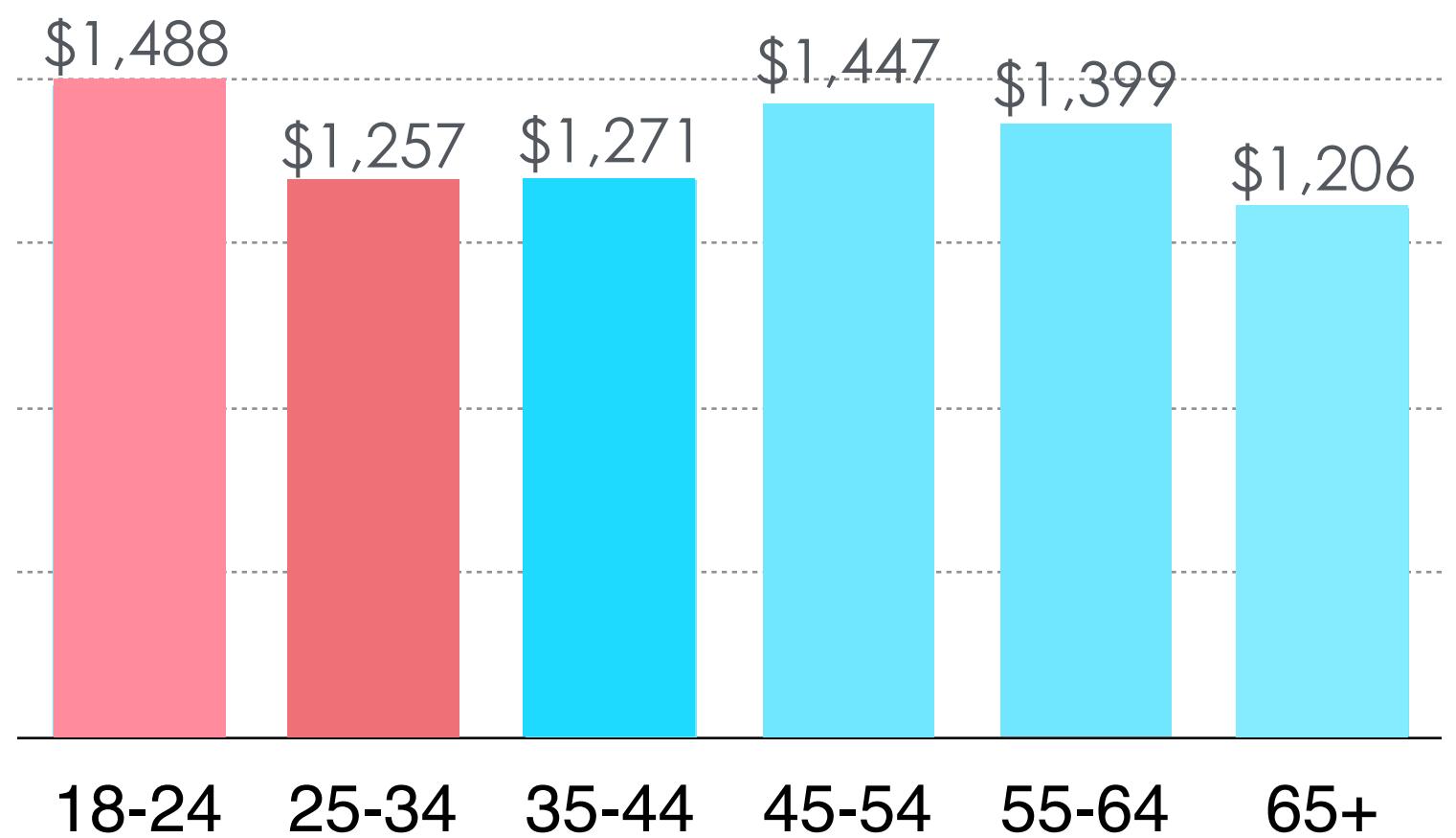


\$1.3 Trillion
ANNUAL CONSUMER
SPENDING

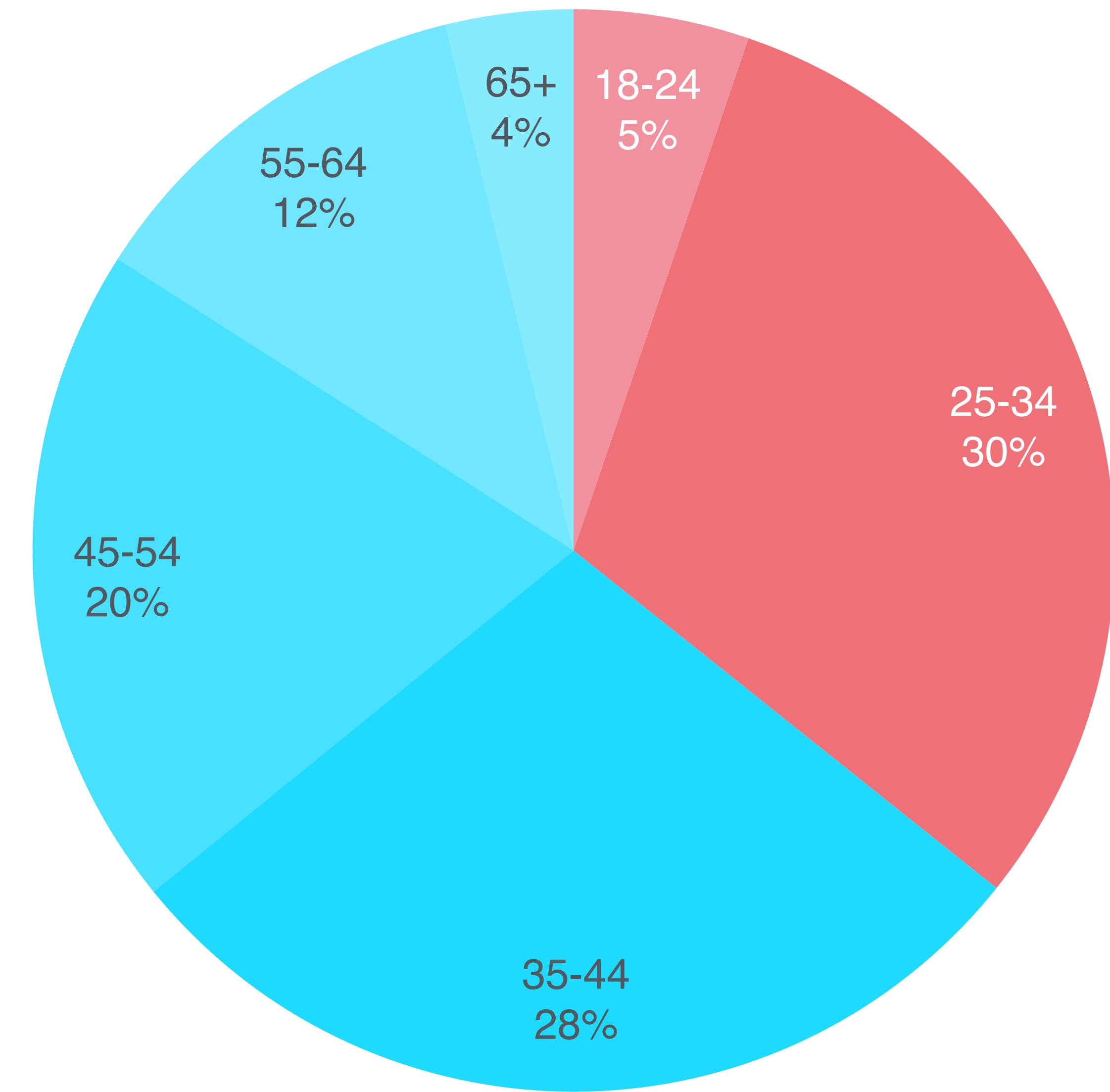
- 78% would choose to **spend money on a desirable experience** or event **over new possessions**
- 72% say they'd like to **increase their spending on experiences** rather than physical things in the next year
- Since 1987, the share of consumer **spending on live experiences** and events relative to total U.S. consumer spending **increased 70%**



MILLENNIAL MARKET



Average Transaction Size by Age



Online Revenue by Age



Miraval Tucson, AZ

Miraval Austin, TX
Coming 2019

Miraval Lenox, MA
Coming Soon

MIRAVAL

acquired by

HYATT

for

\$215M

•••

January 2017

TRAVAASA HĀNA, MAUI

	2011	2017
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Revenue	\$8.7M	\$18.3M
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EBITDA	(\$2M)	\$1.5M
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SHARED FEEDER MARKETS

TRAVAASA COSTA RICA

Coming Soon

WEST COAST

Currently sourcing new property

TRAVAASA AUSTIN

– Sold to Miraval in 2016 –

Travaasa branded through 2019

	2011	2016
--	------	------

Revenue	\$2.6M	\$13.3M
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EBITDA	(\$3.5M)	\$1.3M
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TRAVAASA LENOX

Coming Soon

CURRENTLY OWNED

CURRENTLY SOURCING

TRAVAASA PORTFOLIO								
	CURRENT	INVESTMENT	TOTAL	NOI	CAP	VALUE	NOTES	
Hana	\$ 35,000,000	\$ 7,500,000	\$ 42,500,000	\$ 4,000,000	5%	\$ 80,000,000	103 ROOMS, \$1,100 REVPOR, 60% OCC, 15% FLOW	
Elm Court	\$ 20,000,000	\$ 30,000,000	\$ 50,000,000	\$ 3,750,000	5%	\$ 75,000,000	112 ROOMS, \$1,000 REVPOR, 60% OCC, 15% FLOW	
Costa Rica	\$ 5,000,000	\$ 30,000,000	\$ 35,000,000	\$ 2,750,000	5%	\$ 55,000,000	100 ROOMS, \$750 REVPOR, 65% OCC, 15% FLOW	
Brand	\$ 15,000,000	\$ -	\$ 15,000,000	\$ 2,100,000	5%	\$ 42,000,000	\$600K PER PROPERTY @ 5 PROPERTIES, 70% FLOW	
TEXAS		\$ 30,000,000	\$ 30,000,000	\$ 3,200,000	5%	\$ 64,000,000	120 ROOMS, \$750 REVPOR, 65% OCC, 15% FLOW	
CALIFORNIA		\$ 50,000,000	\$ 50,000,000	\$ 5,300,000	5%	\$ 106,000,000	120 ROOMS, \$1,250 REVPOR, 65% OCC, 15% FLOW	
TOTAL	\$ 75,000,000	\$ 147,500,000	\$ 222,500,000	\$ 21,100,000		\$ 422,000,000		

**HOW DOES TRAVAASA
COMPARE TO MIRAVAL?**

No. of Operating Properties	2	1
Health/Wellness Brand Story	✓	✓
Social Media (Facebook/Instagram)	93k	78k
PR	✓	✓
Database	81k	~100k
Awards	✓	✓
Age of Brand	6yrs	22yrs
Publication Quality Photography	✓	
Proprietary Voucher Sale Site	✓	
Team that built brand	✓	

HEALTH & WELLNESS BRAND STORY



TRAVAASA[®]
EXPERIENTIAL RESORTS

BRAND BOOK

N°. 2 SPRING 2015

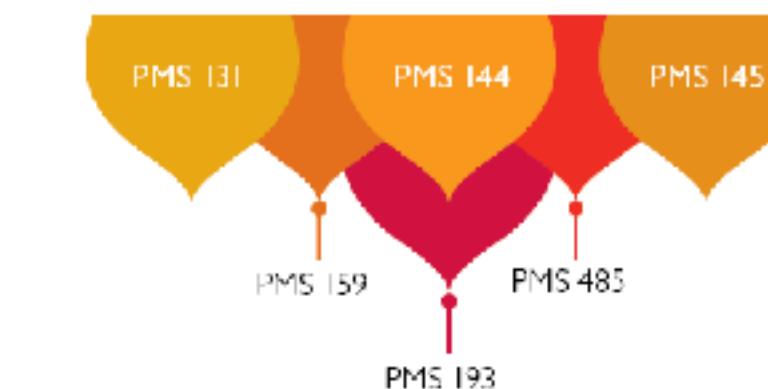
in color

Our brand was built on just the right color palette. We've embodied the idea of vibrant energy and movement with a heat-filled secondary palette surrounded by the calming Travaasa[®] Blue. Visually, our colors represent a positive attitude, are forward moving and adventurous while creating a unique balance of calm and excitement. We utilize our color palette to our fullest advantage. Creating large fields of color, we can house any information or copy within that shape so as not to have difficulty reading on our images.

PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



when designing...

The energy evoked by the Primary Color Palette embodies the energy that is Travaasa. It is important to use these in any main design elements.

The Secondary Color Palette should be used as accents only.

a color by any other number...

After taking such care in choosing just the right PMS colors for our image, we want to ensure those colors are reproduced perfectly. This chart should help with choosing the right color in whatever format is needed when designing.

PMS 305
C11 M0 Y9 K 0 RII2 G206 B226 HEX # 70CEE2

PMS 1788
C0 M84 Y88 K 0 R239 G43 B45 HEX # FF2132D

PMS 1655
C0 M63 Y91 K 0 R249 G86 B2 HEX # F95602

PMS 145
C0 M7 Y100 K 8 RI98 GI27 B7 HEX # C67F07

PMS 144
C0 M48 Y100 K 0 R226 GI40 B5 HEX # E28C05

PMS 131
C0 M32 Y100 K 9 RI98 GI47 B10 HEX # C6930A

PMS 485
C0 M95 Y100 K 0 R216 G20 B5 HEX # D81F05

PMS 159
C0 M66 Y100 K 7 RI98 G96 B5 HEX # C66005

PMS 193
C0 M100 Y66 K 13 R219 GI30 B40 HEX # DE004B

a few simple rules to keep in mind

Otherwise known as mandatories, these are essential truths you need to keep in mind when creating any type of communication for the brand.

Always:

- When writing about the five pillars, they must always be in alphabetical order: (Adventure, Culinary, Culture, Fitness, Spa & Wellness)
- Use pillars in ads whenever space allows for them

- Be direct, irreverent, sexy, playful and witty
- Use big, beautiful, professionally done photography (yes, we own this)
- List website and phone number
- Use approved words and phrases

Sometimes:

- Have a traceable call to action offer

Never:

- Use "Woo, woo we will change you!" language
- Promise to fix people

our voice

The Travaasa® voice is fresh, passionate, exuberant and full of the promise of "Only at Travaasa®." It exudes action words, direct phrasing, experiential sentence structures and terms, along with a witty sense of humor. It is not a trendy voice. It is one of authenticity coupled with a passion for all things Travaasa.

All of our communications are designed to reinforce our brand promise and reflect our personality through this voice.



image dos and don'ts

Some guidelines to image usage.



1. Always use photos as a full bleed.



2. Never alter the color, tone or integrity of the photo in any way.



3. The only time a BW reproduction is acceptable is when color is not available and it is approved by branding@travaasa.com.



4. Do not use in a grid format.



5. Never outline an image.



6. Never distress an image.



7. Crop as little as possible.



8. Do not fade or feather images.



9. Never distort image proportion in any way.

never ever

Don't ever use the Travaasa® logo in any way that varies from the brand guidelines:

1. Don't crop the logo
2. Don't rotate the logo
3. Don't alter the logo color
4. Don't use a screened or tinted logo
5. Don't distort the logo
6. Don't use the logo without the ®
7. Don't add visual effects of any kind
8. Don't add a drop shadow to the logo
9. Don't cut off the tag line of the logo



1.



2.



3.



4.



5.



6.



7.



8.



9.

REVENUE GENERATION

**CONSISTENCY IS
PARAMOUNT**

Consistency

- 1. Eliminate all obstacles to booking**
- 2. Obsess over media quality**
- 3. Make small, market driven adjustments to leisure rates**
- 4. Use group/voucher site as only method for yielding**



TRAVAASA®
EXPERIENTIAL RESORTS

I. Eliminate all obstacles to booking

CASE STUDY

Preferred Hotels - 48 Hotel Region

Theory: Eliminating all obstacles to booking is the most important factor to increasing revenue

CASE STUDY

Preferred Hotels

Results: Western Region – 48 total hotels

- YOY 2010 – 28% (same store)
- YOY 2011 – 43% (same store)
 - Properties that deployed changes: 49% to 198%
 - Properties that did not: (58%) to 13%

	INCLUSIVE TOTAL TRAVAASA	À LA CARTE YOUR TRAVAASA
Unlimited access to a robust schedule of programs & activities organized in our five experiential pillars: Adventure, Culinary, Culture, Fitness and Wellness	✓	✓
Bottled water & organic fair-trade coffee	✓	✓
Welcome snack and refreshments upon arrival	✓	✓
Gratuities on all packages components	✓	✓
Organic cotton linens	✓	✓
Complete access to resort facilities	✓	✓
Wi-Fi	✓	✓
Spacious, well-appointed accommodations	✓	✓
Chef-prepared breakfast, lunch and dinner daily	✓	
\$175 resort credit per person per night stay, good toward spa treatments and private classes.	✓	

[CHECK RATES &
AVAILABILITY](#)

[CHECK RATES &
AVAILABILITY](#)

SINGLE inclusive from

\$650

DOUBLE inclusive from

\$950

SINGLE à la carte from

\$400

DOUBLE à la carte from

\$450

2. Obsess over media quality

PUBLICATION-QUALITY PHOTOGRAPHY

PHOTOGRAPHY

- Go for awe-inspiring over mediocre
- Approach as if a magazine or luxury brand















ROOMS, TOO





PUBLIC RELATIONS

The Dallas Morning News

AFAR

Los Angeles Times

The Washington Post

USA TODAY™

CONDÉ NAST
Traveler

TRAVEL+
LEISURE

NEW YORK

Sunset

The New York Times



REFINERY29

SHAPE

travel
CHANNEL



Andrew
Harper®

CONDÉ NAST

Traveler

Top 100 – The best Hotels & Resorts in the World



REFINERY29

All-Inclusive Resorts for Your Next Vacay

The Washington Post

Namaste Y'all: Kicking back at a Texas-style,
new age resort in Austin

The Dallas Morning News

Get Your Farm Fix at this Austin Resort's
Amazing Oasis

Sunset

Experience the Magic of Hana



“In a world not lacking in big, glitzy could-be-anywhere resorts, it is refreshing to find a place such as Travaasa Hana that embodies the genuine ethos of its location, that has never confused swank with true style and that always provides superior comfort, food and service.”



These Hotels are Elevating the Inclusive Game

AWARDS

TRAVAASA



'Best Resorts in Texas & the Southwest'

#1 (2014), #2 (2015), #6 (2016)

'Top 100' Best Hotels & Resorts in the World – #74 (2015)



'10 Best All Inclusive Resorts in U.S.' (2016)



'Best Destination Resorts' – #6 (2015)



Grand Award Winner (2015)

Austin American-Statesman

'Top 10 Workplaces of Greater Austin' (2014, 2015)

MIRAVAL



'Best Resorts in Texas & the Southwest'

#2 (2016), Top 25 (2015)

Top 12 Destination Spa Resorts in the World (2014)



'Best Destination Spas' – #10 (2016)

JETSETTER

'America's Best All-Inclusive Resorts' (2016)

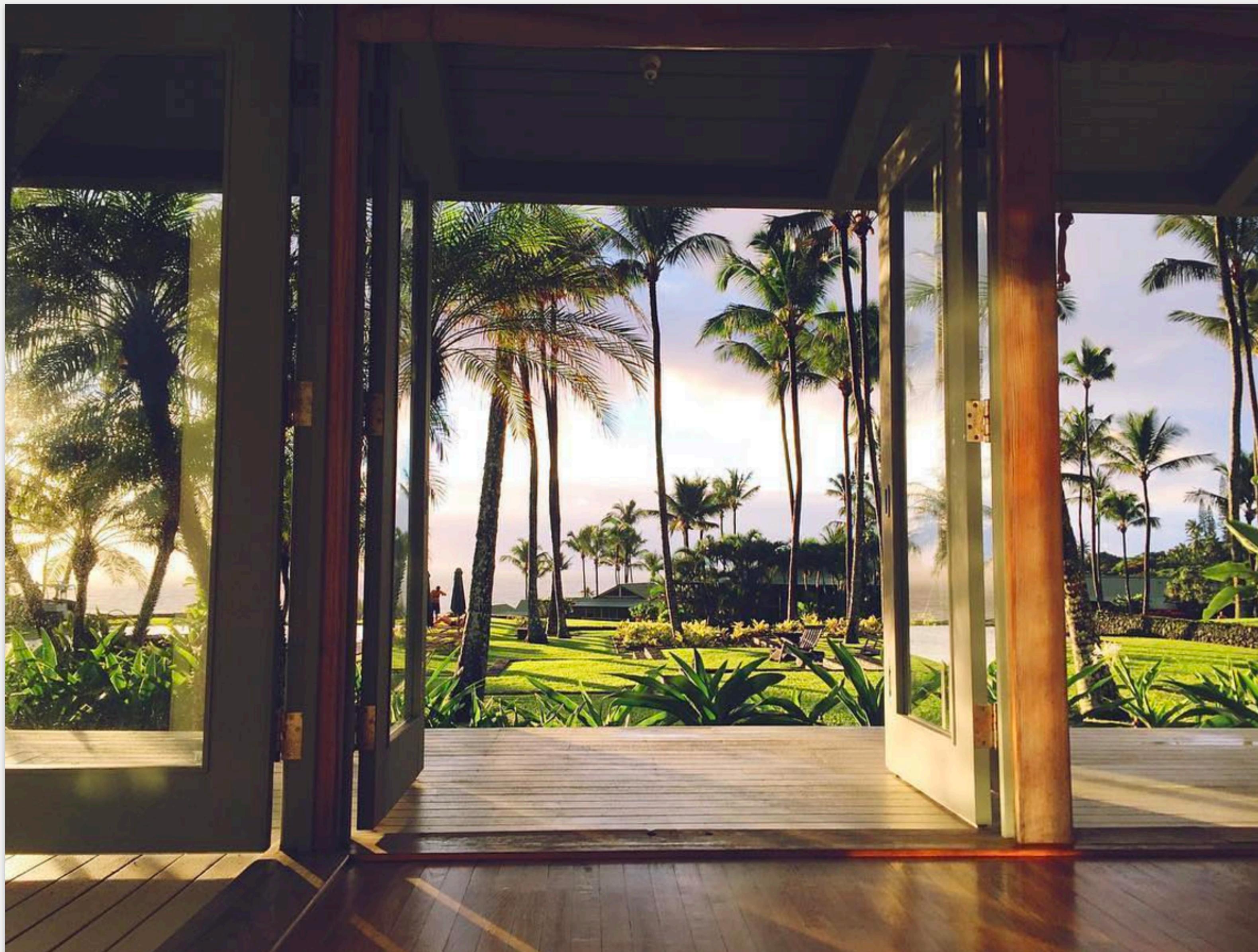


Reader's Choice Awards: Top 20 Spa Resorts (2015)
Top 13 Wellness Retreats (2014)

SOCIAL MEDIA



Instagram



travaasa
Travaasa Hāna

Follow

241 likes

6w

travaasa Breathe. Believe. Receive.
Namaste. 🙏

#morningmeditation #islandyoga
#mauinokaoi 📸:@settledownmeyer

wgmermaid Bird of paradise would take on
a whole new meaning there!

shellylf @colinriendeau

kellypenderyoga Lovely!

namascray ❤️

sailingchance 😊

world.in.panorama Nice work, really cool
shot

yogidunx Awesome work 😊🙏

supbliss 🌊🌊🌊



Instagram



travaasa
Travaasa Austin

Follow

219 likes

9w

travaasa Painted skies over
#texashillcountry are pure sunset
perfection. 📸:@allimarrie

travaasa .

.

elizabethirvinejewelry 💛💜❤️

angiesoflin @dobbergram😍

dobbergram @angiesoflin yes pls! 🙌

camrynclairphoto Gorgeous

cocktailnomad Great photo! Your page is
killin' it.



Chrissy C
Houston, Texas, United States

Level **2** Contributor

6 reviews

2 helpful votes

"Summer camp for grown ups"

Reviewed July 23, 2016 via mobile

Love this place. We have visited for three years. The activities are diverse and accessible. The staff is very welcoming and accommodating. The trails for hiking are on the property are very beautiful. They are not super challenging but offer a close hike that allows for other activities in the same day. You can relax at the pool, have a drink or stay busy all day. We had issues with service at dinner in the restaurant this year and last. The restaurant offers farm to table options and I highly recommend breakfast and lunch. Overall, if you never got to do summer camp, this is your chance to have a nice bar and turn down service as well as have fun outdoors.

Stayed July 2016, traveled as a couple

[Less](#)

Helpful? [Thank Chrissy C](#)

[Ask Chrissy C about Travaasa Austin](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

GuestRelationsAustin, Guest Relations Manager at Travaasa Austin, responded to this review

Dear Chrissy C,

Thank you for the very kind review!

We love when our guests return year after year, and I am so glad that you continue to enjoy your visits

We look forward to seeing you many more times in the coming years.

Sincerely,

Brian Bastress, Guest Relations Manager



TwoAmps
San Diego

Level **5** Contributor

48 reviews

32 hotel reviews

92 helpful votes

"The best this hotel has been in a long time."

Reviewed October 15, 2016 via mobile

We have stayed here four times under four different owners/brands, and Travaasa seems to be putting the most into the place of any of them. Spend some time here, three or four nights, at least. If you can do it, the cottages are the way to go. Their recent renovations have, amazingly, not screwed the place up. They spent some serious coin fixing up the cottages; the new decor is both modern and recognizably Hawaiian. Staff and service are wonderful, and there are more than enough activities to keep you entertained. The limiting factor in figuring how long to stay USED to be the restaurant, but the current incarnation has fixed that problem, at least for dinner. Next visit, I think we'll stay for a week.

Stayed October 2016, traveled as a couple

[Less](#)

Helpful? [2 Thank TwoAmps](#)

[Ask TwoAmps about Travaasa Hana, Maui](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

David M, General Manager at Travaasa Hana, Maui, responded to this review

Aloha TwoAmps!

What a wonderful compliment that you feel the hotel is the best that we've been in a long time. We're very excited that you've noticed the changes and think they are very positive! I agree the restaurant has come a long way and we all love our new executive chef, Bella - she's doing some very cool things with our local food purveyors.

I hope you'll come back and see us again soon!

Best,

David MacIlwraith
General Manager

TRAVAASA



7k



86k

MIRAVAL

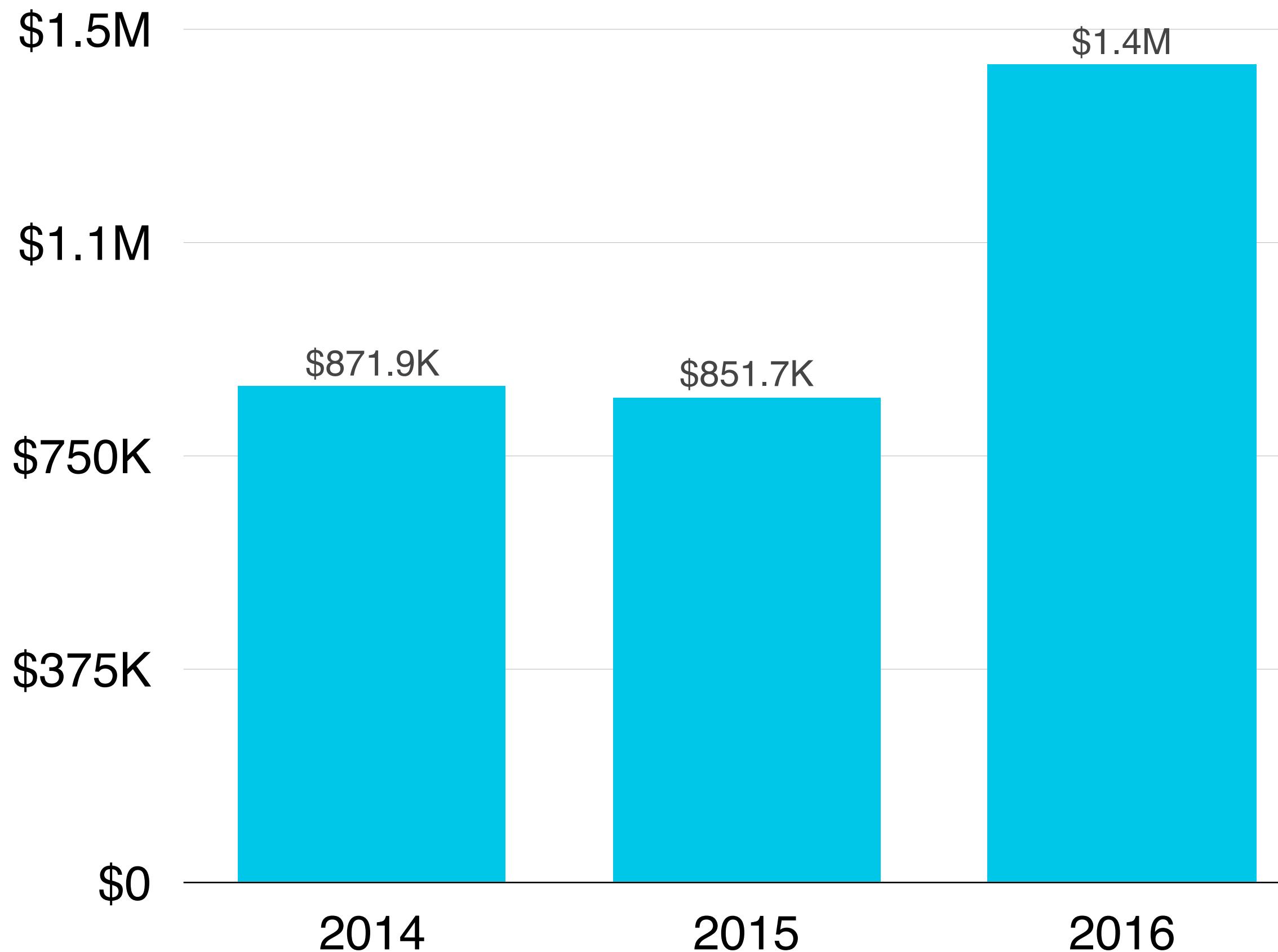
7k

71k

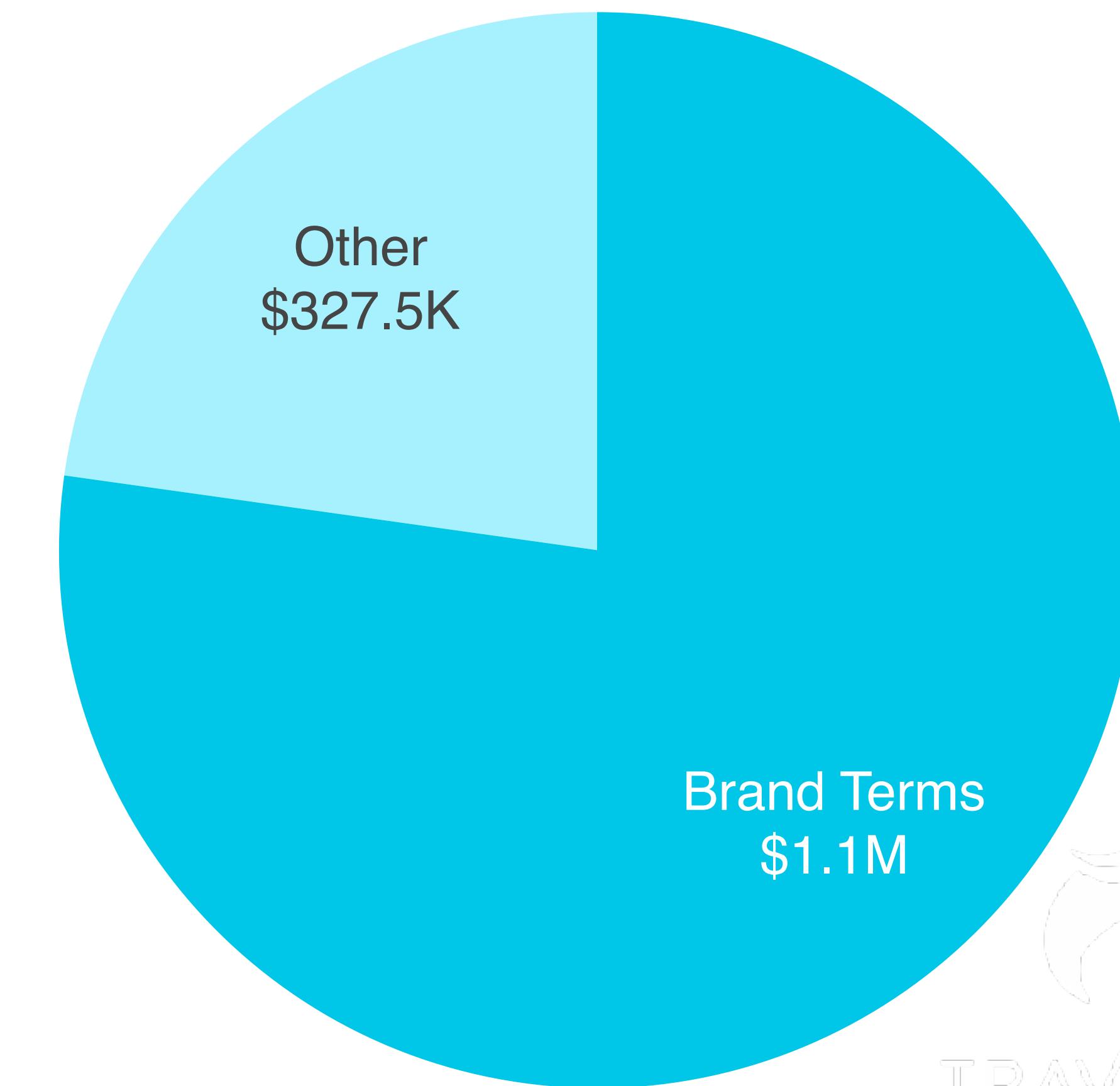
SEARCH

BRAND REVENUE FROM PAID SEARCH

2014–2016 Paid Search Revenue



2016 Revenue of Brand Terms vs. Other



TRAVAASA®
EXPERIENTIAL RESORTS

LOYALTY PROGRAM



World's largest point-based loyalty
program for independent hotels.

1.7M+
MEMBERS

\$820
AVERAGE STAY VALUE

95%
OBTAIN 7:1 ROI

EMAIL

SWEAT THE DETAILS

- Fewer, high quality touches
12 Newsletters & 4 voucher emails
- Mobile, Mobile, Mobile
Optimized for iPhone delivery
- Curated, thoughtful content
Monthly newsletter calls gather ideas, humor is encouraged.
- Great loyalty/referral tool
Hundreds of forwards are common
- Not transactional
Brand culture and visuals are priority



Fall's Latest (Farm) Accessory: Chicken Tractors

Harvest Month is one of the greatest times of the year for our farm crew! And much like the runways in New York, Paris and Milan, we've got a new accessory making its debut at Travaasa Austin. Introducing: chicken tractors, handmade by our very own farmer, Joe. They do much more than look pretty.

Autumnal Libations

No pumpkin spice here, folks. Our creative culinary team is incorporating the farm's seasonal bounty into new menus, dishes and (most importantly) drinks! We've got a few new adult beverages to warm you up as you



Underwater Basket Weaving



Cow Tipping



Drone Fitness



Black Market Tuna

-
-
- 3. Make small, market driven adjustments to leisure rates**
- 4. Use group/voucher site as only method for yielding**

PACE CENTRIC - METRIC DRIVEN

2017: Net pickup for the week was **299 room nights** worth \$163,651. **291 room nights** worth \$163,001 in the Leisure segment and **8 room nights** worth \$650 in revenue in the Group segment. March is pacing \$123,842 ahead and April is pacing \$51,075 ahead of this time last year. The property is pacing **\$727,259 (24.0%)** ahead of this time prior year compared to a budgeted increase of **9.5%**.

PACE CENTRIC - METRIC DRIVEN

Travaasa Hana

2017 Pace Report as of 03/08/17

2017 vs. 2016

Total	Definites / OTB 2017			Difference 2017 vs. 2016			2017 Budget		
	Rooms	Rate	Revenue	Rooms	Rate	Revenue	Rooms	Rate	Revenue
Jan	1,178	\$510	600,619	142	\$51	125,399	1,042	\$495	515,536
Feb	1,531	\$488	746,652	334	\$4	168,137	1,224	\$491	601,005
Mar	1,287	\$513	660,231	183	\$27	123,842	1,229	\$503	618,404
Apr	944	\$550	518,848	13	\$47	51,075	1,311	\$499	654,017
May	595	\$494	293,856	140	\$46	89,874	1,163	\$460	535,468
Jun	551	\$494	272,212	106	\$7	55,670	1,218	\$480	584,287
Jul	372	\$558	207,709	56	\$41	44,180	1,188	\$541	643,362
Aug	198	\$676	133,836	(6)	\$166	29,849	1,179	\$524	617,505
Sep	225	\$547	123,167	44	\$84	39,261	1,273	\$501	637,895
Oct	127	\$495	62,883	(3)	\$57	5,912	1,287	\$480	617,831
Nov	108	\$401	43,349	(96)	-\$5	(39,557)	1,287	\$480	617,831
Dec	145	\$659	95,537	(15)	\$272	33,616	1,287	\$513	660,689
Total	7,261	\$518	3,758,897	898	\$41	727,259	14,689	\$497	7,303,831

Current YOY Change

24.0%

Budgeted Increase

9.5%

2017 Variance to Budget

Potential Variance		
Rooms	Rate	Revenue
136	\$15	84,789
307	-\$3	145,647
125	\$12	78,785
(48)	\$11	(10,037)
60	\$8	37,235
9	-\$6	(3,379)
(25)	-\$7	(21,969)
(71)	\$17	(18,155)
(244)	-\$2	(124,591)
(63)	-\$2	(33,506)
(112)	-\$10	(66,171)
(129)	\$76	22,101
(56)	\$8	90,748

Voucher Sales

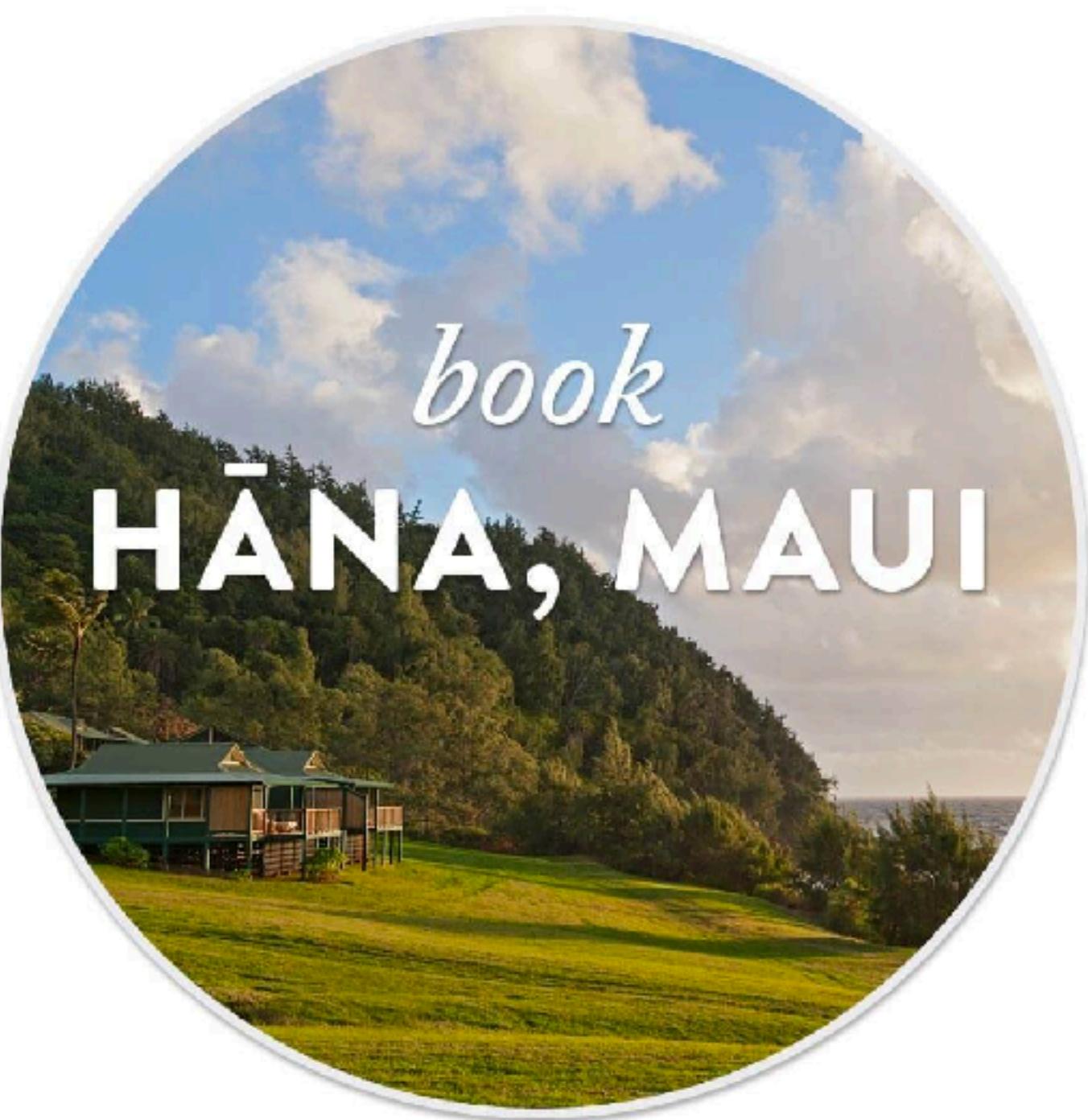


We only discount twice a year.

BUY NOW / PLAN LATER

30-DAY NO-QUESTIONS REFUND

SALE ENDS **JANUARY 31ST.**



SAVE UP TO

44%

WE ONLY DISCOUNT TWICE A YEAR.

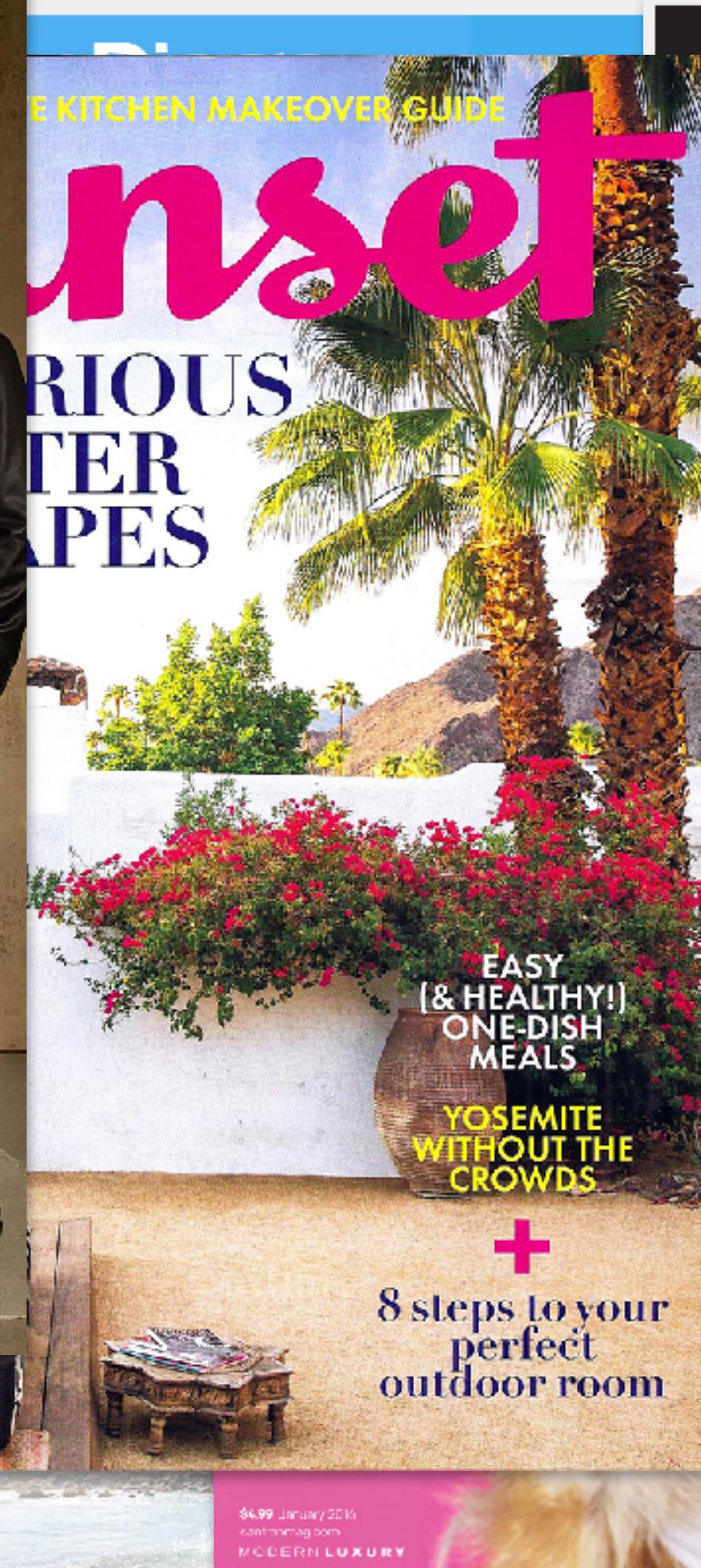


Visit onlytwiceayear.com before January 31st to save up to

49%









VOUCHER SALES

- No Hesitation by Guest (30 Day Refund)
- No Partners to Pay
- Simple Yielding that a Guest Understands
- Single Marketing Purchase
- Immediate Cash Flow

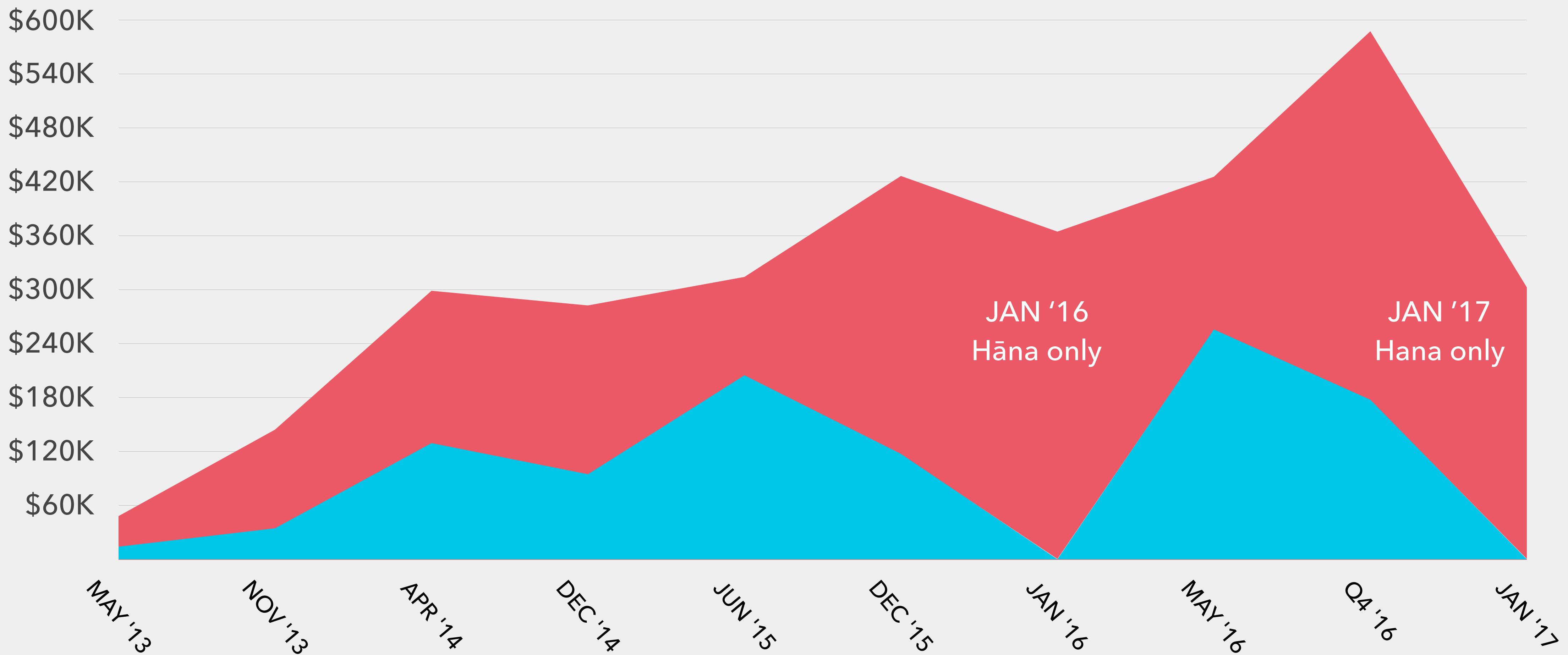
We only discount twice a year.



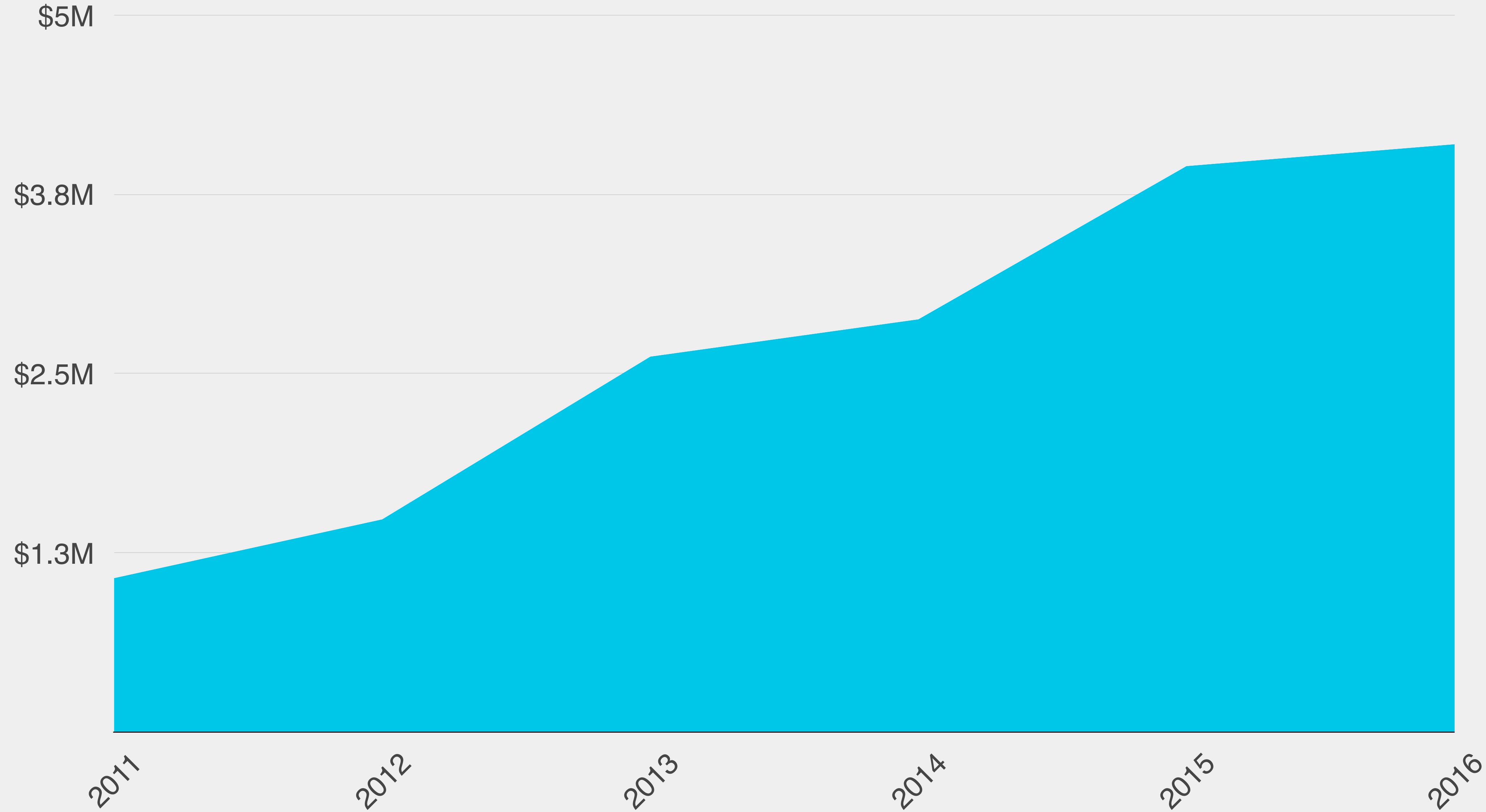
VOUCHER SALE RESULTS

10 Sales = \$3.2M

Austin Revenue Hāna, Maui Revenue



GROUP SALES REVENUE



THE TEAM

MARK STEBBINGS – *Managing Director*

ORIGINAL MEMBER OF THE TRAVAASA TEAM

Developed the Travaasa culture and engineered Austin's rise to profitability.

JORAH ANDERSON – *Director of Sales*

ORIGINAL MEMBER OF THE TRAVAASA TEAM

Orchestrated Travaasa Austin's nearly 200% increase to group sales production and sculpted Travaasa's reputation of developing genuine relationships as its core method of sales within the meetings and events space.

DAVID BRENTS – *CFO*

JOINED IN 2015

CPA with over 30 years of hospitality related financial experience including holding the highest leadership position for two of California's highest producing casino operations. Responsible for simplifying Travaasa's approach to accounting and maintaining a key metric focus throughout the organization.

TANNER POWELL – *Creative Director*

ORIGINAL MEMBER OF THE TRAVAASA TEAM

Created the Travaasa voucher sale site and responsible for the look, feel and intangible cool of the Travaasa brand.

ADAM HAWTHORNE – *President*

ORIGINALLY INVOLVED WHILE WORKING FOR PREFERRED, JOINED TRAVAASA IN 2012

Generally responsible for giving the above team the latitude and opportunity to do what makes them great.

PARTNER AGREEMENT

1. We want to enjoy working together.
2. We will be your favorite client/coworker.
3. Transparency and consistency are paramount.
4. Deadlines are important.
5. Mistakes are OK.
6. We recognize that projects will get stressful.
7. Heart and desire are valued over talent.
8. We will provide, and expect to receive, fair pricing.
9. We value simplicity.
10. We don't send pissy emails. We don't want to get pissy emails. We will pick up the phone.

PROPERTIES & RESULTS



TRAVAASA COSTA RICA

- 745 acres
- Panoramic ocean views
- Primary rainforest reserves
- 100-room resort & 127 single-family units previously approved by Costa Rican Government



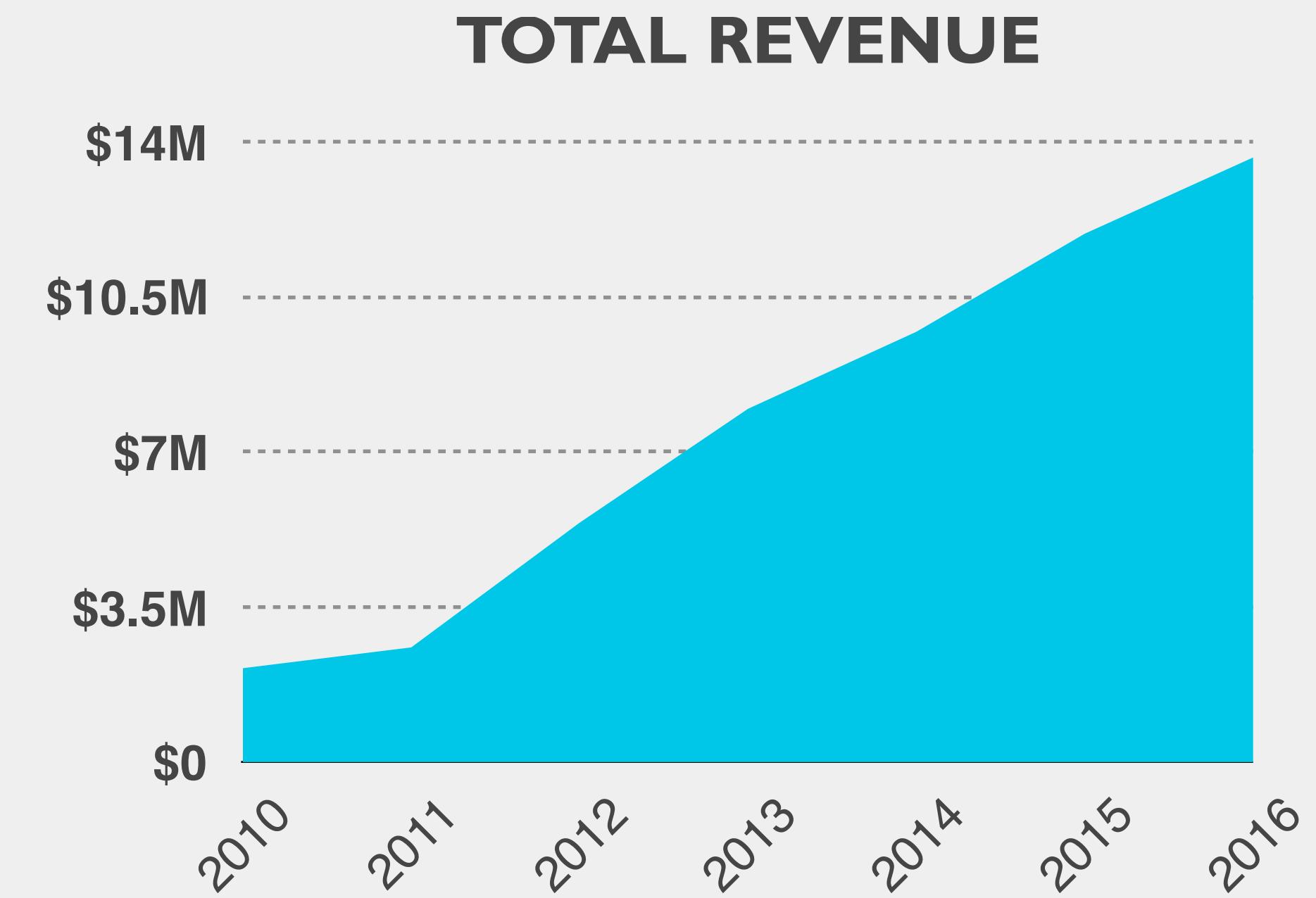
TRAVAASA LENOX

- 55K sq. ft. Vanderbilt Mansion
- 90 acres
- Final stages of entitlements for 112 rooms, 15K sq. ft spa
- 3 hours from NYC, 2 hours from Boston
- Most sought after health and wellness destination
 - Miraval/Canyon Ranch



TRAVAASA AUSTIN

- 70 rooms, 220 acres
- Owned and Operated 2011 - 2016
 - 2011 - (\$3.5M) EBITDA
 - 2016 - \$1.3M EBITDA
- 2016 - 2nd highest RevPAR in TX
- Sold to Miraval at end of 2016
- Travaasa through 2019





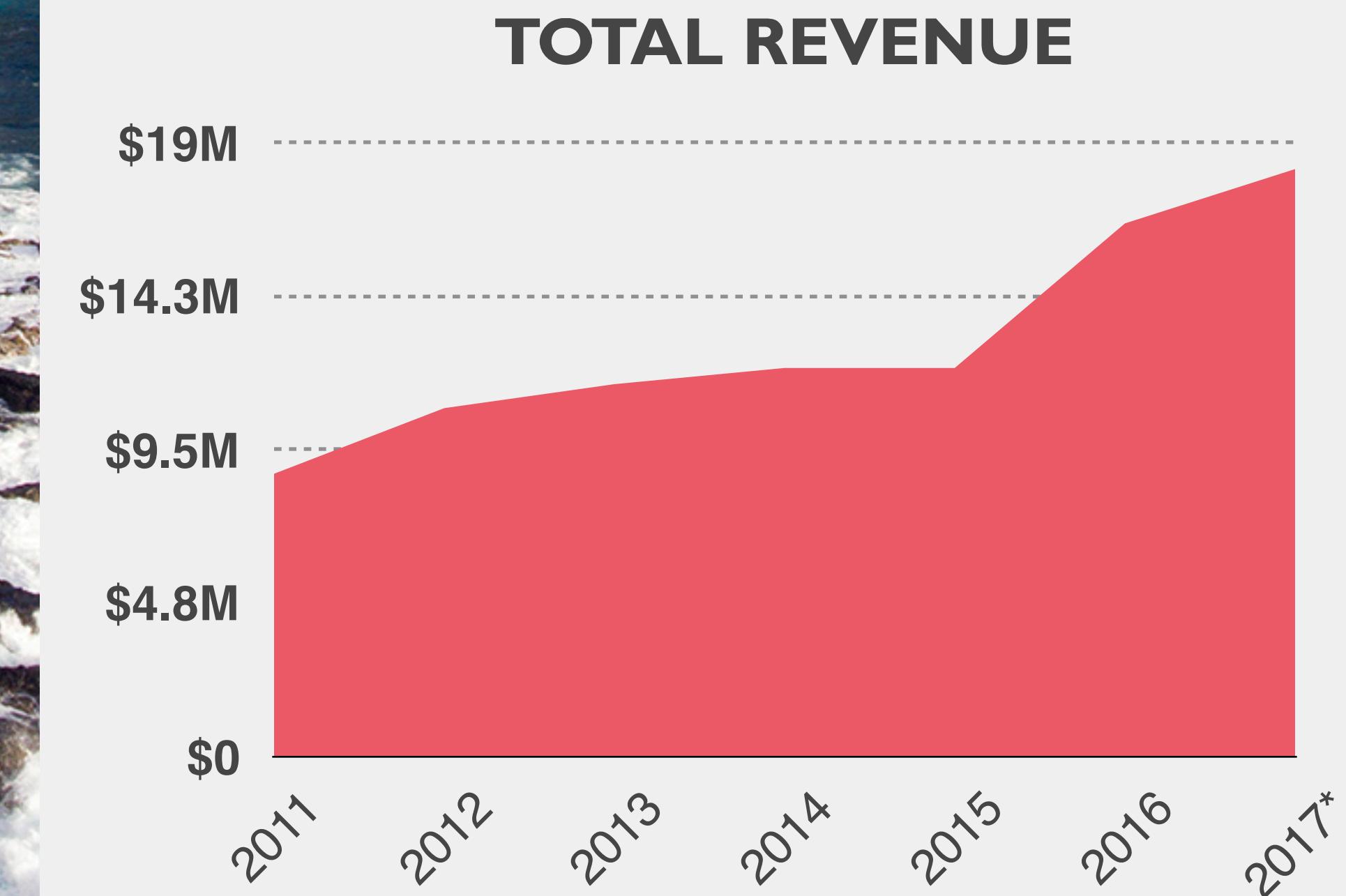
AUDIT
104-B-9-206
DESTROY 01/01/2021
BANKERS BOX

AUDIT
104-B-9-205
DESTROY 01/01/2020
BANKERS BOX



TRAVAASA HĀNA, MAUI

- 72 rooms, 69 acres
- Acquired in 2011
 - EBITDA
 - 2011 - (\$2M)
 - 2016 - \$750K (1st profitable year in ≈50 year history)
 - 2017 - \$1.5M Forecast
 - Twice-daily flights from Kahului
 - Award winning spa





Miraval Tucson, AZ

Miraval Austin, TX
Coming 2019

Miraval Lenox, MA
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TRAVAASA COSTA RICA

Coming Soon

WEST COAST

Currently sourcing new property

TRAVAASA AUSTIN

– Sold to Miraval in 2016 –

Travaasa branded through 2019

	2011	2016
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Revenue	\$2.6M	\$13.3M
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EBITDA	(\$3.5M)	\$1.3M
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TRAVAASA LENOX

Coming Soon

CURRENTLY OWNED

CURRENTLY SOURCING