

Casa Cook
— HOTELS —



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BRAND INTRODUCTION

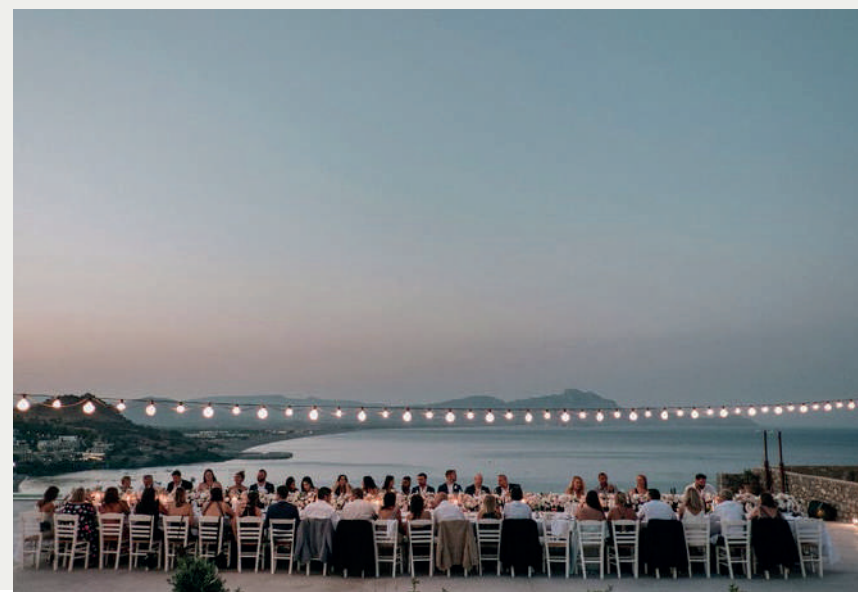
Casa Cook is an eclectically cool collection of lifestyle beach & mountain resorts. Each hotel has its own distinct personality: architecture, interior design. Individual offerings vary by location and hotel, yet common to all are a low-key vibe and contemporary aesthetics.



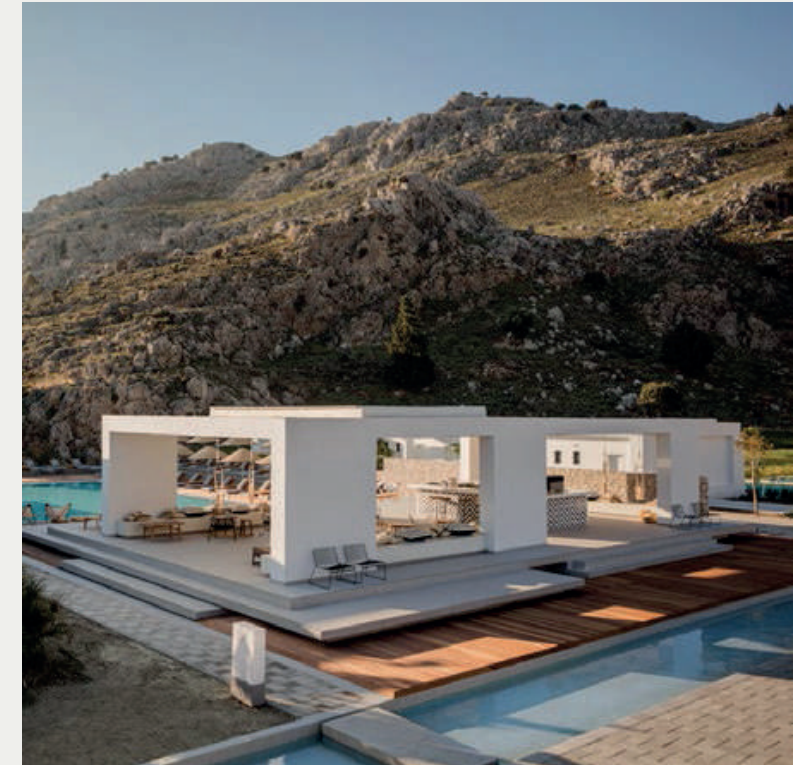
Casa Cook's mission is to deliver a meaningful and memorable escape - a true experience. Today's modern lifestyle travellers soak up inspiration from disparate places and sources, investigate paths that hint at adventure and celebrate downtime as much as new encounters with people and cultures. For them, luxury goes beyond its traditional meaning and takes a more unconventional definition.



Casa Cook echoes the ideas that increasingly define our modern culture. Slow Living, mindfulness or minimalism are examples of movements for living more simply and finding personal fulfilment by focusing on things that matter. Casa Cook aims to fulfill the desire for a retreat that offers both, the privacy to calm down and be with yourself as well as the possibility of deeper engagement with others.



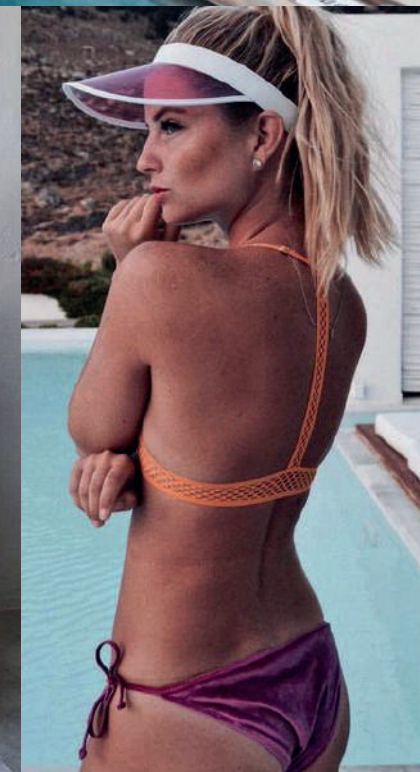
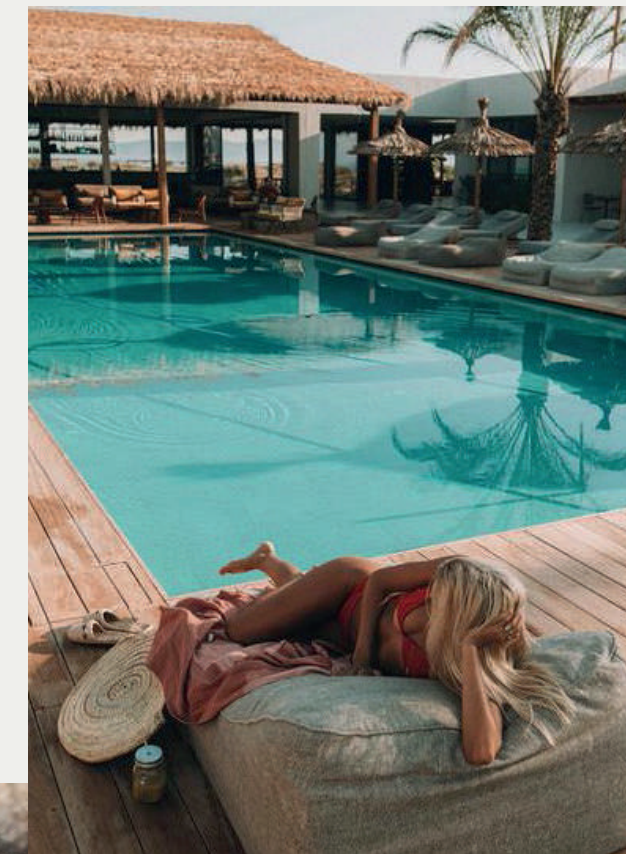
The core of the Casa Cook brand is best expressed by the Greek word 'paréa'. Roughly translated as a get-together with friends, its deeper meaning relates to the culture of community. There's a sense of belonging and connection that comes with close friendships that can also happen in more fleeting forms. The dynamic nature of Casa Cook's paréa means everyone is welcome at any time. With its relaxed vibe and communal areas, the stage is set for spontaneous celebrations and new encounters.



In many ways Casa Cook is a beachside microcosm shaped by global movements and weaving in urban trends with characterful design. From the food concept and emphasis on well-being, to the warmth and sincerity of the service, Casa Cook's holistic concept is designed to meet the demands of today's conscious consumers.



- › Lifestyle-oriented travellers with high affinity for art & culture, fashion, conscious consumption, environmentalism and work-life balance
- › Singles, couples, groups of friends, and families (depending on individual hotel concept)
- › World-aware, social and curious, they seek places that attract like-minded spirits
- › Independent travellers who are looking for individual and authentic holiday experiences
- › On holiday, they seek equal measures of relaxation and stimulating, cultural experiences
- › Average age: ca. 38yrs
- › Higher costs are well accepted since guests typically do not have fixed budget in mind
- › Travellers are willing to pay price premium for extra value
- › Average Length Of Stay: ca. 5.5 nights
- › Guest income range: EUR 80k+



LOCATION

- › New builds or full refurbishments with characteristic architecture
- › Preferred locations within imposing landscape structures, underlined by symbiosis of the surrounding nature and the hotel's architecture
- › Surrounded by metaphysical elements (such as mountains and/or the sea) reflecting a spiritual „power place“
- › Either located in prime location enabling guests to experience the original charm of the destination, or a secluded and peaceful environment (off the beaten track/away from tourist hot spots)

FACILITIES

- › Capacity: 80-120 rooms
- › Room specs: min. 20 sqm including bathroom with balcony or terrace (some rooms with pool access)
- › Public areas: Beach/mountain club consisting of restaurant, bar and main pool, concept store (at reception), gym (min. 100 sqm), outdoor yoga platform, spa with at least 3 treatment rooms, steam bath and sauna, indoor pool (depending on destination)
- › In case of family friendly hotel: multi-functional, partable room (at least 80sqm. inside) and large outdoor space (all shaded areas, fenced, tepees for overnights), small kitchen / kitchenette, kids friendly restrooms, separate chillout area for teenagers outside of kids club, family/kids pool

MINIMUM INVESTMENT *



- Basic Investment (no special areas or additional facilities)
- › Greenfield projects:
EUR 140.000 upwards per key (*based on comparable products in Mediterranean EU countries / excludes land)
 - › Full refurbishments:
EUR 70.000 upwards per key (*based on comparable products in Mediterranean EU countries / excludes land)

BRAND KPIS

LIFESTYLE & TRAVEL PRESS FEATURES

- › Achieved coverage in more than 10 countries across the globe
- › Featured in well-known international media such as ELLE, Travel + Leisure, Condé Nast Traveller and Monocle magazine

CASA COOK ON SOCIAL MEDIA

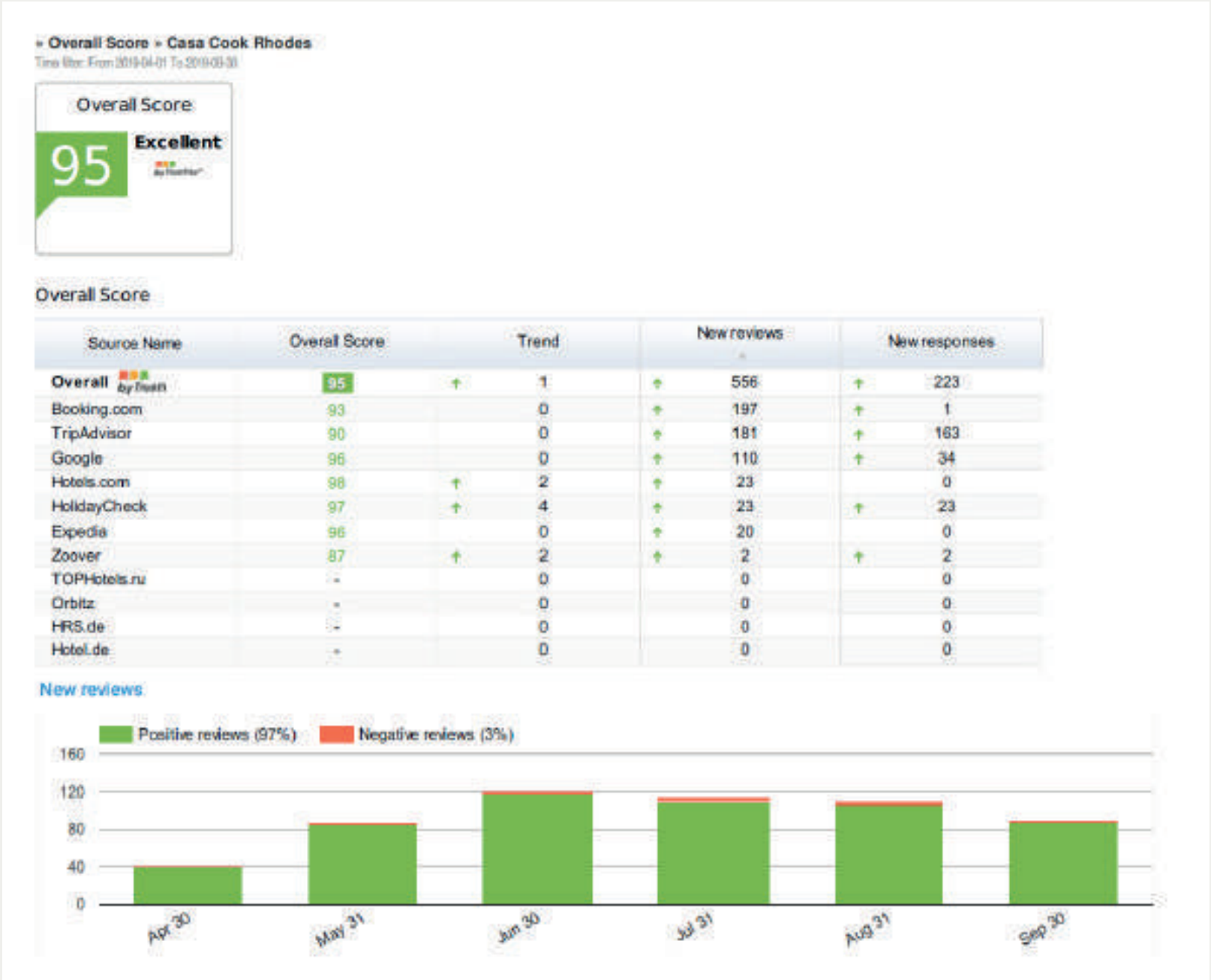
-  › @casacookhotels: 131k followers
-  › @casacookhotels: 18.6k followers
-  › @casacookhotels: 2.8k followers, 116k visitors p.m.

MEDIA TRIP EXAMPLE

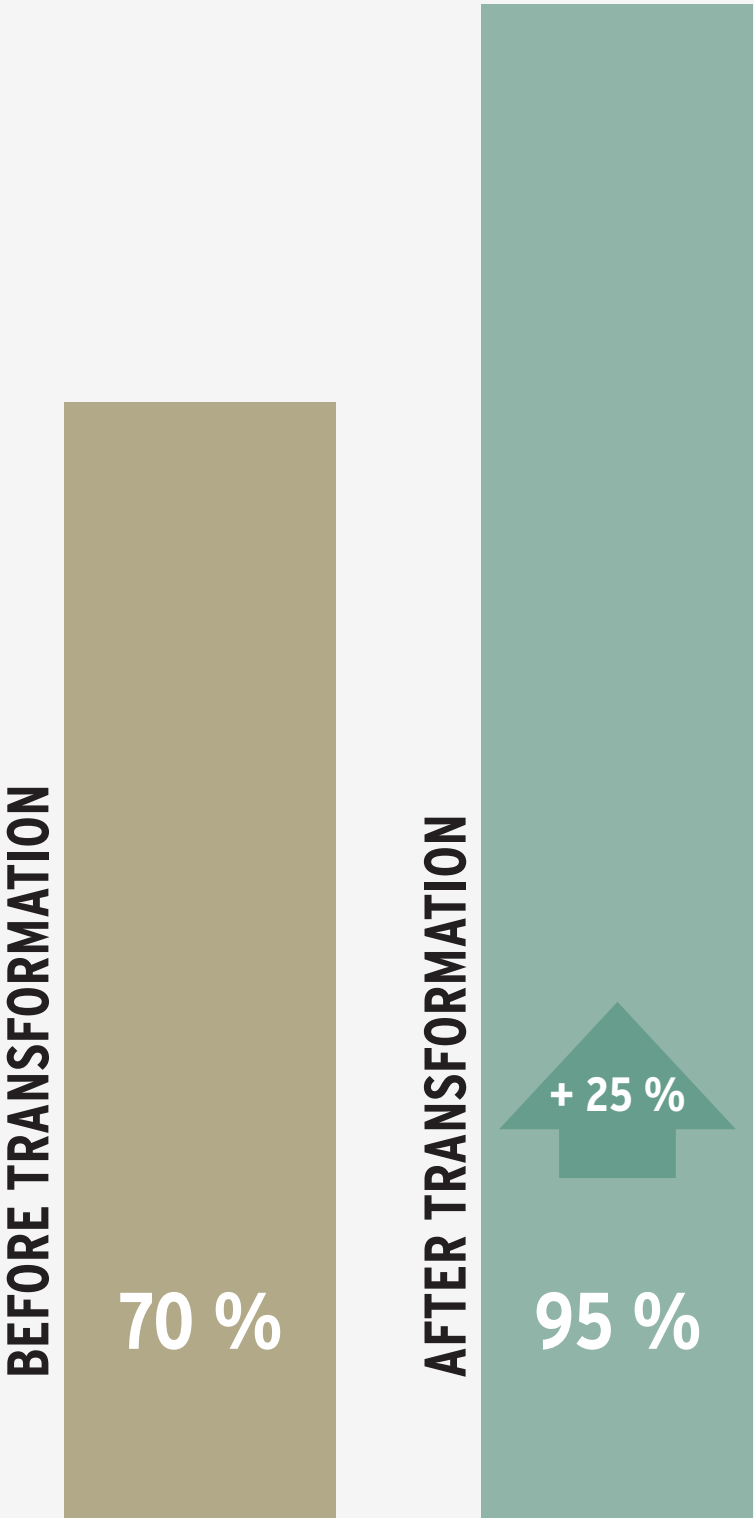
- › Taking place four weeks after hotel opening
- › Handpicked group of top tier lifestyle + travel journalists as well as influencers & bloggers (ca. 10-20 participants)
- › **KPIs:**
 - Total potential campaign reach › 30m
 - Potential reach through influencers › 9.0m
 - Estimated earned media value of EUR 500k

AVERAGE HOTEL TRUSTYOU SCORE
(AFTER OPENING SEASON): > 90

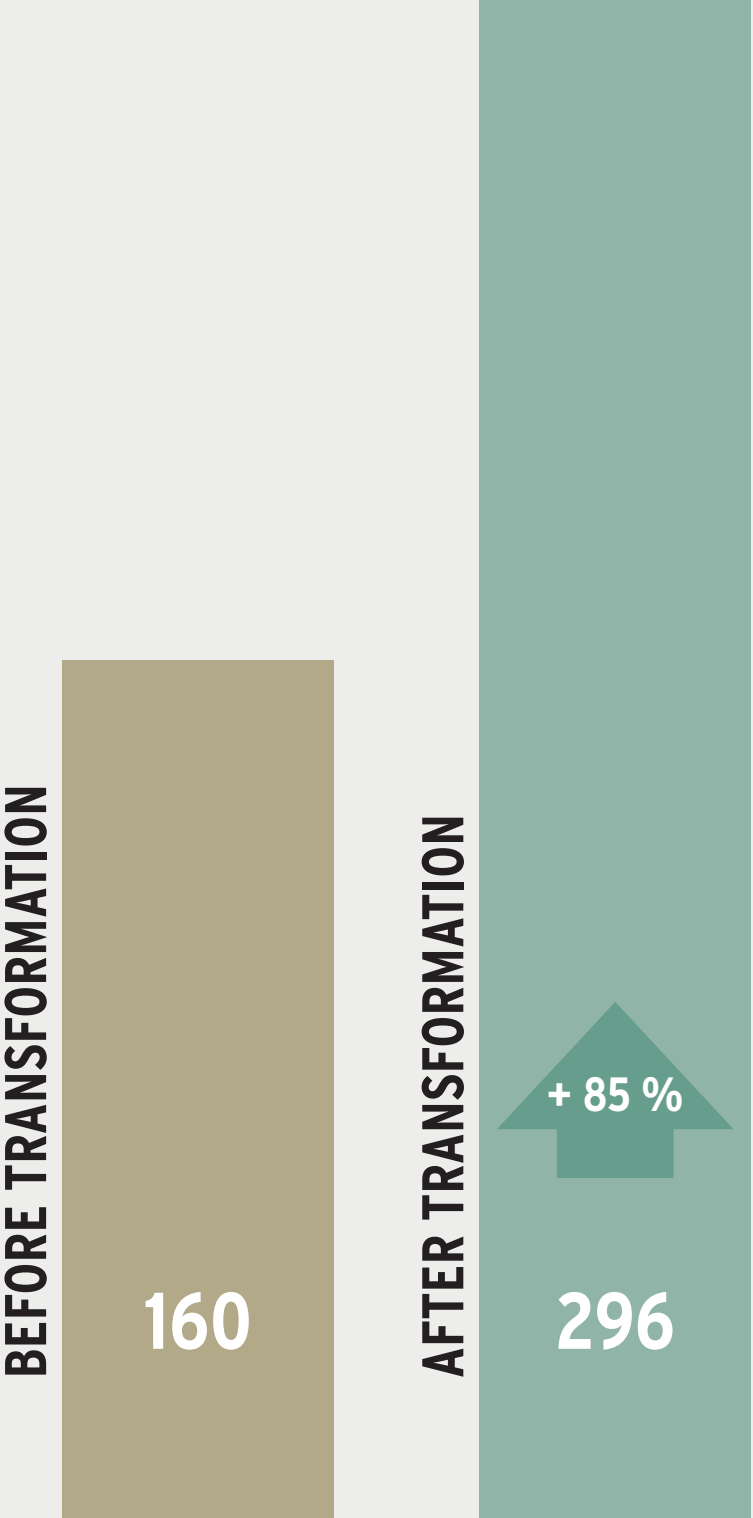
- > Casa Cook Rhodes: 95 (S19)
- > Casa Cook Kos: 93 (S19)
- > 95% positive reviews
per season on average



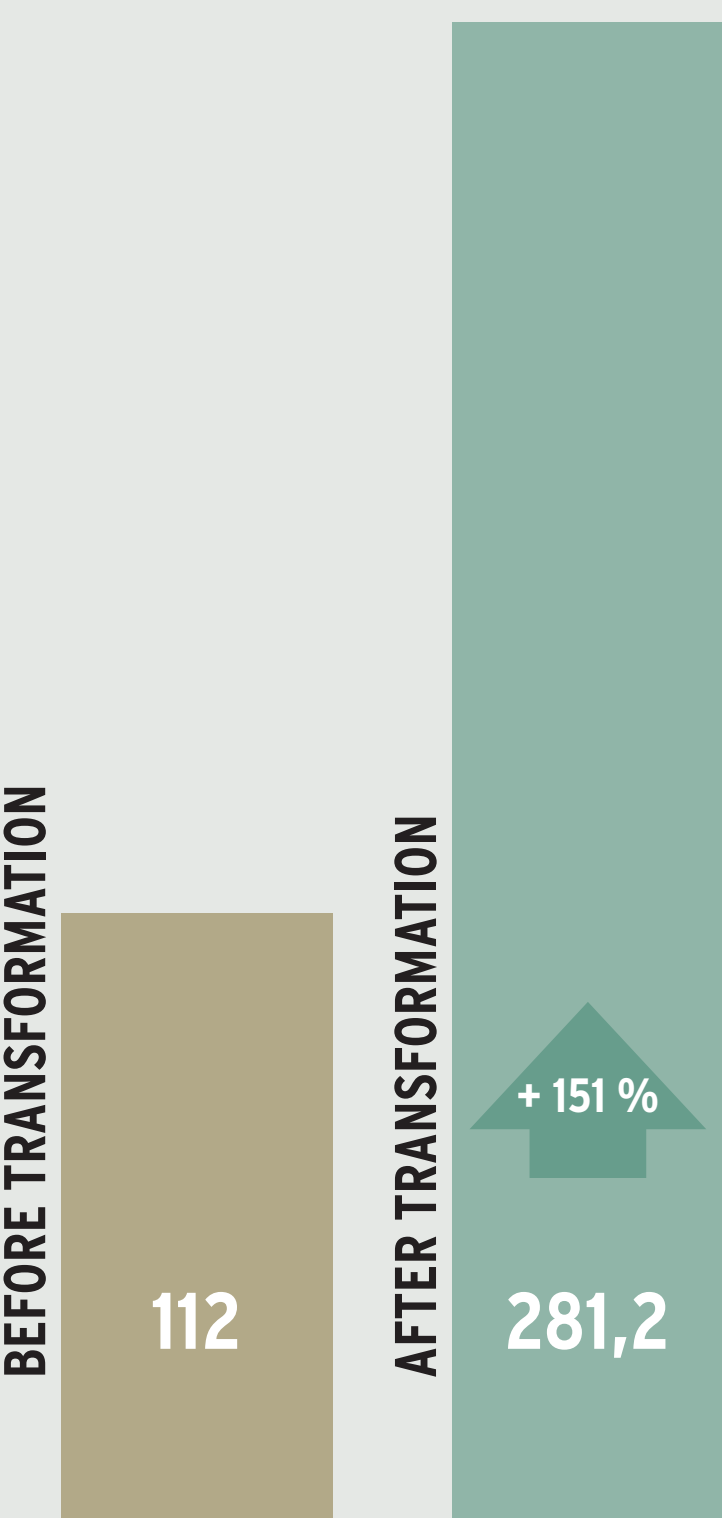
AVERAGE OCCUPANCY



AVERAGE ROOM RATE



REVPAR



HOW TO BECOME A MEMBER

1. PRE-PHASE

-
- 1. Preliminary Concept Direction
 - 2. Initial Design Direction



1. PRE-PHASE

-
- 1. Preliminary Concept Direction
 - 2. Initial Design Direction

FIXED

2. PROJECT-PHASE

-
- 3. Interior Design Development
 - 4. Procurement FF&E Furniture
 - 5. Furnishing & Decoration
 - 6. Architectural Guidance
 - 7. Landscaping
 - 8. Food & Tableware
 - 9. Spa & Wellbeing
 - 10. Kids Club Concept
 - 11. Property Branding
 - 12. Product Quality

VARIABLE



1. PRE-PHASE

-
- 1. Preliminary Concept Direction
 - 2. Initial Design Direction

Responsible: Interior design office appointed by and in cooperation with Casa Cook team

FIXED

2. PROJECT-PHASE

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VARIABLE

3. BRANDING & MARKETING-PHASE

-
- 13. PR & Media campaigns
 - 14. Photoshoots
 - 15. Digital Marketing & Website setup
 - 16. Hotel branding and Collateral

Responsible: Casa Cook Team consisting of experts coming from different fields s.a. F&B, fashion, music & events, PR

FIXED

1. FIXING THE MAIN HOTEL SPECIFICS

Based on the initial concept draft, the Casa Cook Brand Development team and agrees with the hotelier upon # of rooms, room types, room specifics (s.a. # bedrooms, # bathrooms, room equipment).

It is paramount that the initially signed contract includes the correct main hotel specifics, as this is used by the design agency and the architects to develop the master plan.

2. DETERMINING THE HOTEL CONCEPT

Based on the initial concept draft, the Casa Cook Brand Development team and the hotelier agree on the specific outlets of the property before the master plan is developed.

The hotelier is obliged to provide the architect and design agency with his functional and technical requirements re each space.

Later (major) changes lead to additional work for architect and design team and might have a direct impact on the overall costs.

3. CHANGES DURING THE MASTER PLAN DEVELOPMENT PROCESS

Depending on the complexity of the project, the architect as well as the design agency might suggest changes re the amount of rooms per room type or the room types in general.

These changes need to be flagged as soon as possible and discussed with the whole project team.

Any effects on the timeline or the overall costs need to be agreed by all parties.

APPENDIX



PRE-PHASE DELIVERABLES



The Preliminary Concept Direction is to develop the initial project brief by fully examining the details of the site locality.

What's included in detail:

- › Preliminary concepts directions (moods)
- › Develop initial thoughts on conceptual approach to architectural planning, interiors and landscaping
- › Schematic Masterplan proposal based on site observations
- › A preliminary budget based on SQM/Nr of rooms, public areas and extent of landscaping required.



The Initial Design Direction is to identify project objectives and develop the conceptual approach.

What's included in detail:

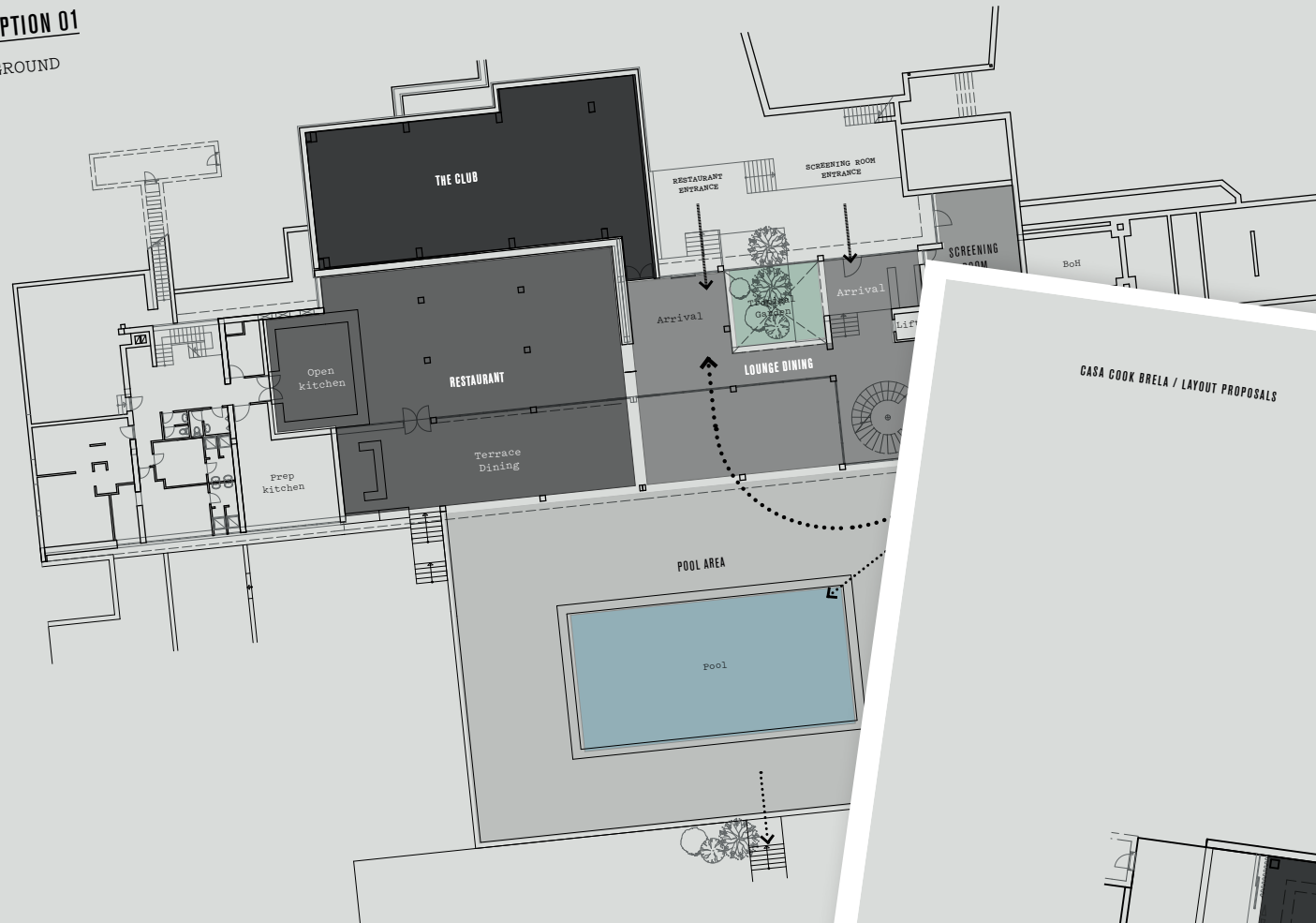
- › Develop Look and Feel - Presentation of mood boards to cover key focal points, such as general atmosphere, FF&E inspiration and materiality.
- › Explore customer journeys - Produce initial layout proposals for all internal and external FoH areas.
- › Define key specifications for each area/building.
- › An outline budget for Interior Fit out not inclusive of any mechanical, electrical or architectural works.



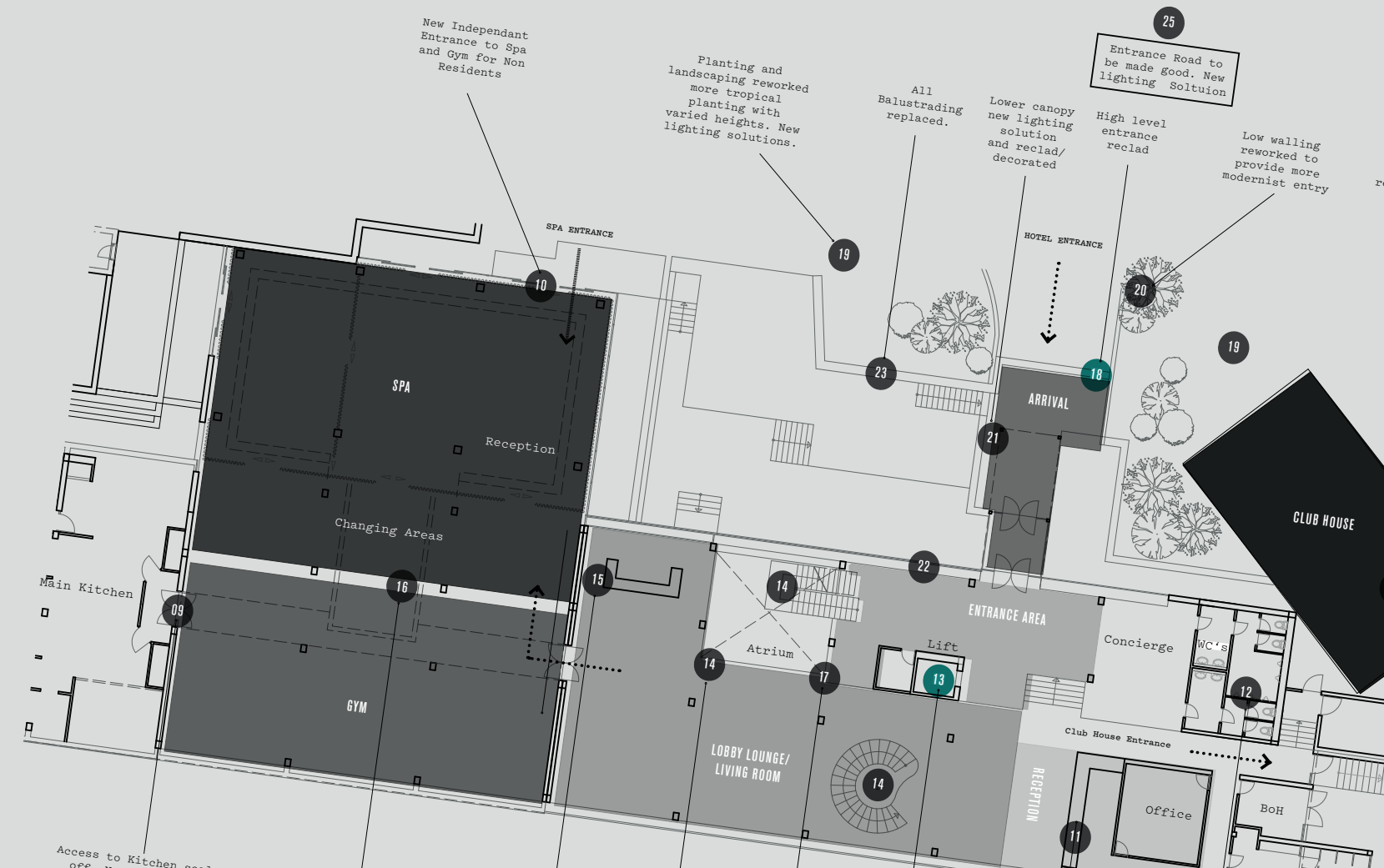
LAYOUT OPTION 01

CASA COOK BRELA / LAYOUT PROPOSALS

LAYOUT OPTION 01 LOWER GROUND



CASA COOK BRELA / LAYOUT PROPOSALS



PROJECT PHASE
DELIVERABLES

Interior Design Development:
The interior concept development stage is a process of developing the design and defining all design elements in close collaboration with the full project team incl. architects, operational team etc.

Once the design concept has been signed off, the design agency begins with the outline drawing, used for full alignment with the construction team.

What's included in detail:

- › Internal elevations for key areas in all public areas
- › Material and Finishes selection for ceilings, walls, Floors and toilets, all public areas
- › Selection of furniture with colour, Finishing information eg. chairs, banquettes, tables, counters etc all public areas
- › A preliminary budget based on SQM/Nr of rooms, public areas and extent of landscaping required.
- › Selection of lighting with colour and finishing information eg. pendants, floor lamps, table lamps etc. for all public areas
- › Selection of features with colour and finishing information eg. artworks, screens, staircases, mirrors, crockery, signage etc.
- › Presentation of initial visuals of the key interior and external spaces (This cost allows for 8nr Visuals)
- › Outline working drawings include all key FoH areas (s.a. general arrangement layouts, builders works plan, floor finishes plans, decoration plans, small power plans, entrance and internal elevations where needed, joinery details, bespoke furniture details, schedules relating to doors, ironmongery and sanitary-ware



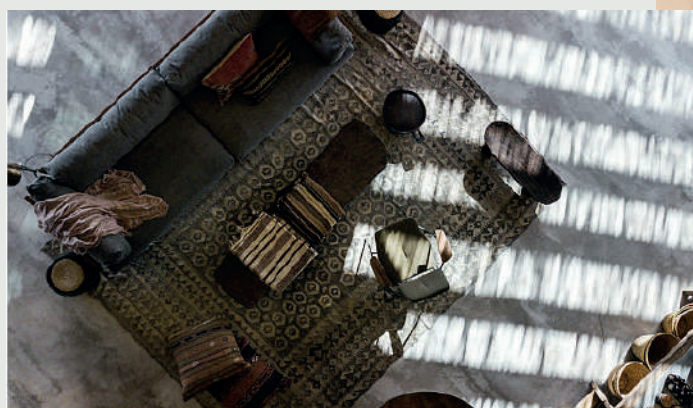
Procurement and FF&E:

Throughout the design process the agency continually searches for the perfect FFE elements to complement and reinforce the overall conceptual vision.

This stage involves the curation and/or design of bespoke elements.

What's included in detail:

- › Outline detail drawings of each item and various.
- › Schedules of all FF&E items that are to be procured.
- › Management of ordering and delivering programs/schedules.
- › Issue of instructions to manufacturers and sub-contractors on behalf of the client.
- › Provision of estimates to meet project FF&E budget and deadlines.
- › Coordination with various trades for the delivery of product



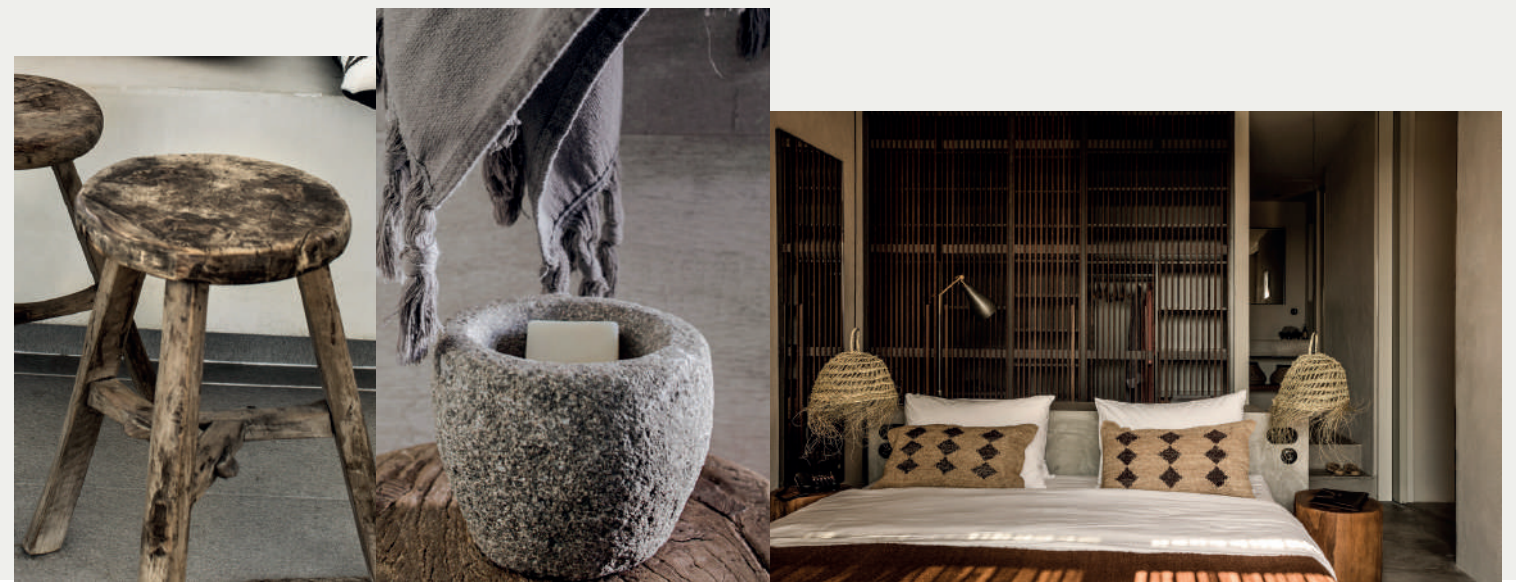
Furnishing & Decoration:

The site finalisation stage involves ensuring that all works have been carried out as per the design concept and to a satisfactory level of workmanship. The aesthetics of furniture and decoration of a space should be in harmony with its architectural design and tuned to the needs of the guests.

This holistic approach will result in a thoroughly considered whole.

What's included in detail:

- › Issue defects lists and sign-off items when complete, in conjunction with other consultants
- › Prepare and issue all necessary as-built drawings/documents in conjunction with other consultants
- › Site set-up: we will be on hand to fully site set up of all FFE elements and style the property as required
 - Placing, styling of all FF&E and decorations to all areas
 - Room and suite set-up training for housekeeping to ensure standards are maintained
 - Overall styling and theme setting, along with light scene setting in collaboration with the lighting designer/electrician



Architectural Guidance:

Ongoing guidance and art direction for architect team.

As our level of involvement will vary, dependent either on the competency of the other parties, or by the extent of work required, design agency fees need to be evaluated on a project to project basis.



What's included in detail:

- › Deliver guidance to the architect team with regards to the implementation of the developed design concept
- › Depending on the given plot and surrounding, consult & collaborate with architects to find best solutions for bringing the concept to life
- › The process can be split up into 6 project stages, which overlap to varying degrees depending on the overall project programme:

1. PRELIMINARY CONCEPT DIRECTION
2. INITIAL DESIGN DIRECTION
3. DESIGN DEVELOPMENT
4. DESIGN FINALISATION
5. TECHNICAL DESIGN
6. DESIGN ADMINISTRATION

Landscaping Consulting:
General brief for landscaper about selection of plants and different areas, continuous feedback on landscapers suggestions, onsite check of plantation and directions for landscaper.

What's included in detail:

- › Preparation of a general brief for the landscaper at the outset of the project.
- › Continuous feedback on landscapers suggestions.
- › Onsite check of plantation and directions for landscaper.



Food & Tableware Consulting:
Development of detailed concept briefing for chefs de la cuisine, presentation of concept to chefs and discussion of key elements of menus, fine-tuning of developed menus on food tastings together with chefs.

What's included in detail:

- › Development of detailed concept briefing for chef de la cuisine for all menu's incl. Breakfast, Lunch, Dinner, Room Service and Beach Snacks
- › Presentation of concept to chefs and discussion of key elements of menus
- › Concept includes tableware, serveware etc. and staff uniforms
- › Feedback of developed menus on food tastings
- › Guidance on procurement of tableware, serveware and staff uniforms.



**Spa & Wellbeing Consulting:
Development of holistic wellbeing
concept based on staff experi-
ence.**

What's included in detail:

- › Development of detailed concept briefing for spa manager
- › Presentation of concept to spa manager and discussion of key elements to be included to ensure holistic design approach is considered
- › Feedback on developed treatments offered and selection of Spa products



Kids Club Concept:
Development of kids club concept
and presentation & briefing of
Kids Club organizer.

What's included in detail:

- › Presentation of Kids club concept to Kids Club organiser and discussion of key elements of play
- › Feedback of developed programmes and activities etc



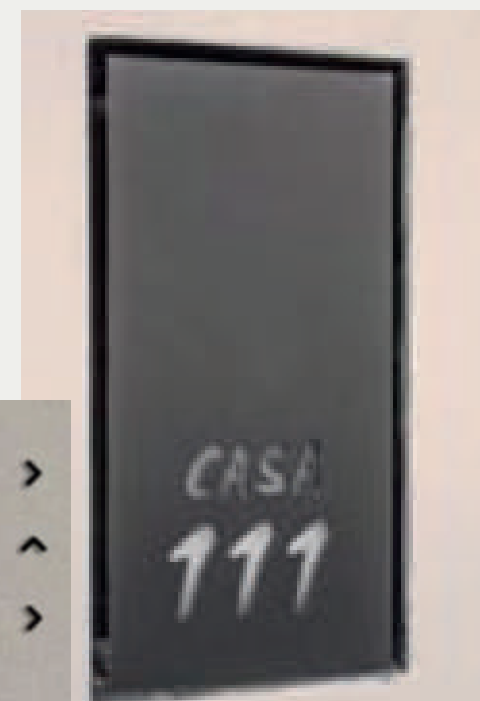
Property Branding: Development of hotel signage. The licensee is obliged to place the Casa Cook logo at a prominent place in the entrance area as well as to accept the design directions with regard to the room numbers and area directions - all in alignment with the TCH brand marketing team.

The hotel should not be »overbranded«, meaning that every signage needs to have a right of existence, as it helps the guest with his/her orientation. The usage of the Casa Cook logo should always be humble and should never be for the sole purpose of promoting the brand and thereby disrupt the guest's experience.

What's included in detail:

- › Casa Cook Hotel signage
- › Area directions
- › Room numbers

CASAS 301 - 303 ›
CASAS 301 - 314 ^
BEACH CLUB ›



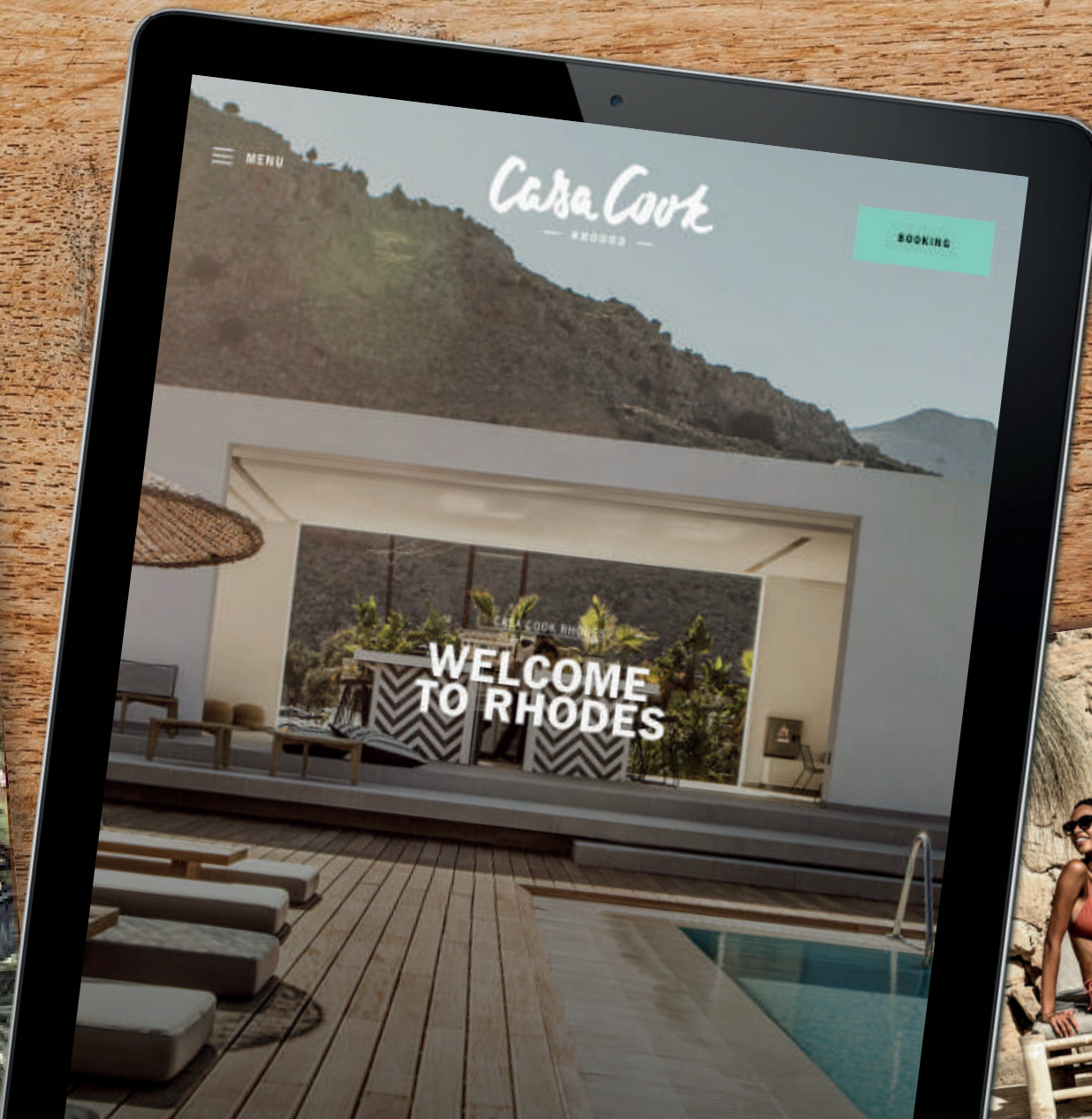
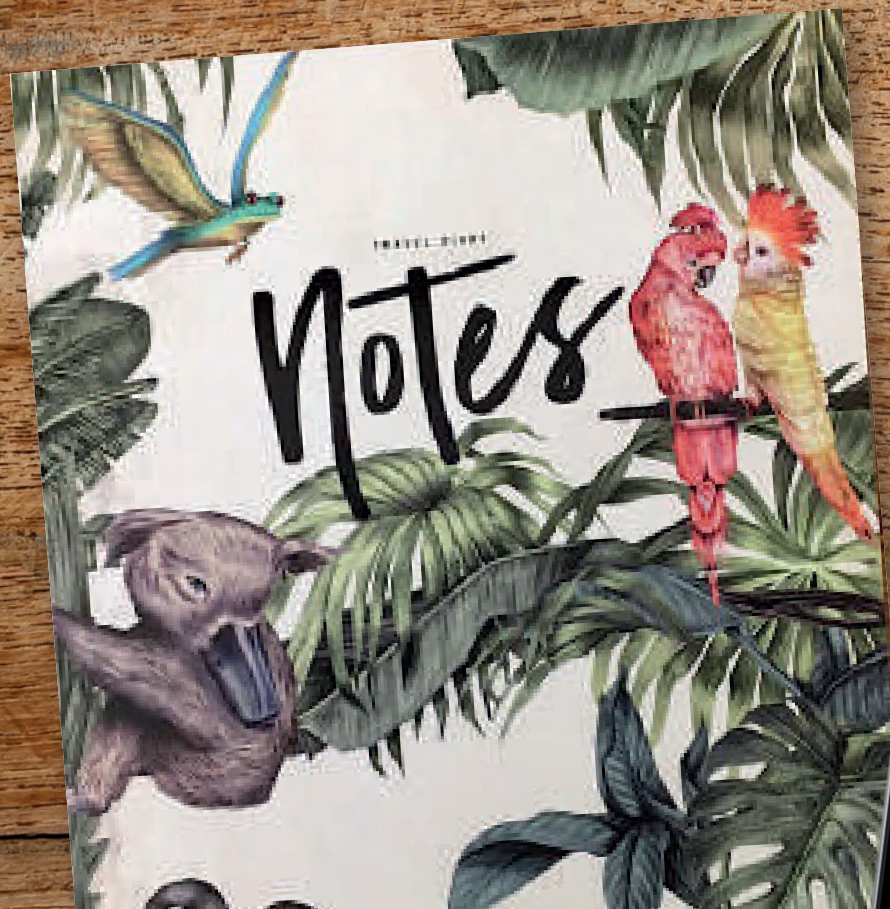
Product quality needs to be ensured through commonly agreed measures and trainings.

What's included in detail:

- › Brand Spirit Training
- › Opening consulting
- › Casa Cook store set up consulting
- › F&B concept & service check



BRANDING & MARKETING PHASE DELIVERABLES



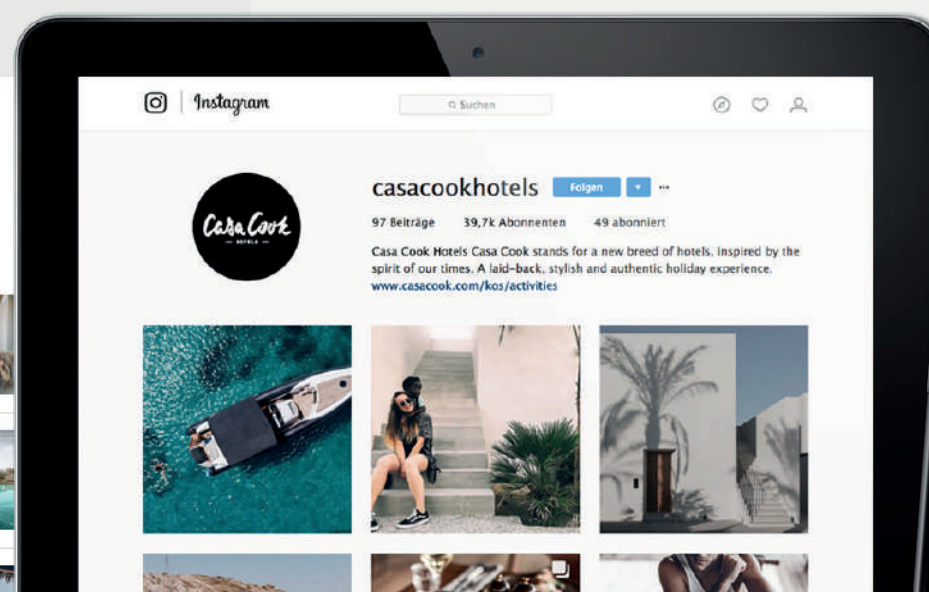
PR & Media campaign are carried out by the Casa Cook team and their PR colleagues/experts to ensure a successful market introduction and opening season.

What's included in detail:

- › Pre-opening media campaign incl.
 - Press releases
 - Hotel PR kits
 - Individual PR pitches
- › PR campaign and communication support
- › Organisation of hotel opening event for media incl. key press and social influencer
- › Social influencer opening campaign

Influencers in detail

Lauren Bullen @gypsea_lust		1,908,553	followers	2/15	Stories (paid ³ /total ⁴)	1	blogposts	5.71%	engagement rate	2.22 €	CPM	
		2/2	Posts (paid ¹ /total ²)									
		214,534	likes									
		1,320	comments									
Jack Morris @doyoutravel		2,712,452	followers	8/8	Stories (paid ³ /total ⁴)	0	blogposts	-	engagement rate	1.03 €	CPM	
		0/0	Posts (paid ¹ /total ²)									
		0	likes									
		0	comments									
Jacqueline		726,026	follower	5/9	Stories (paid ³ /total ⁴)							



The Casa Cook imagery is key for the success of each newly added property. Hence all photo shootings are managed by the Casa Cook team and their selected team of experts incl. art director and photographers beside others.

What's included in detail:

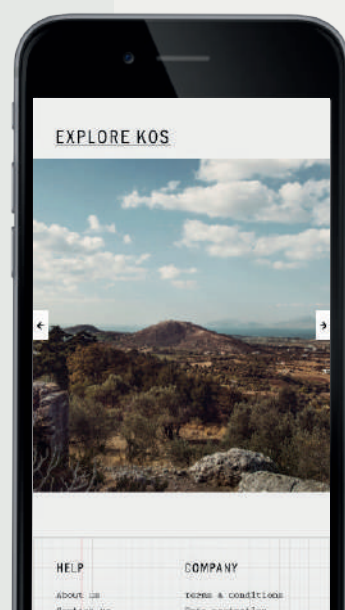
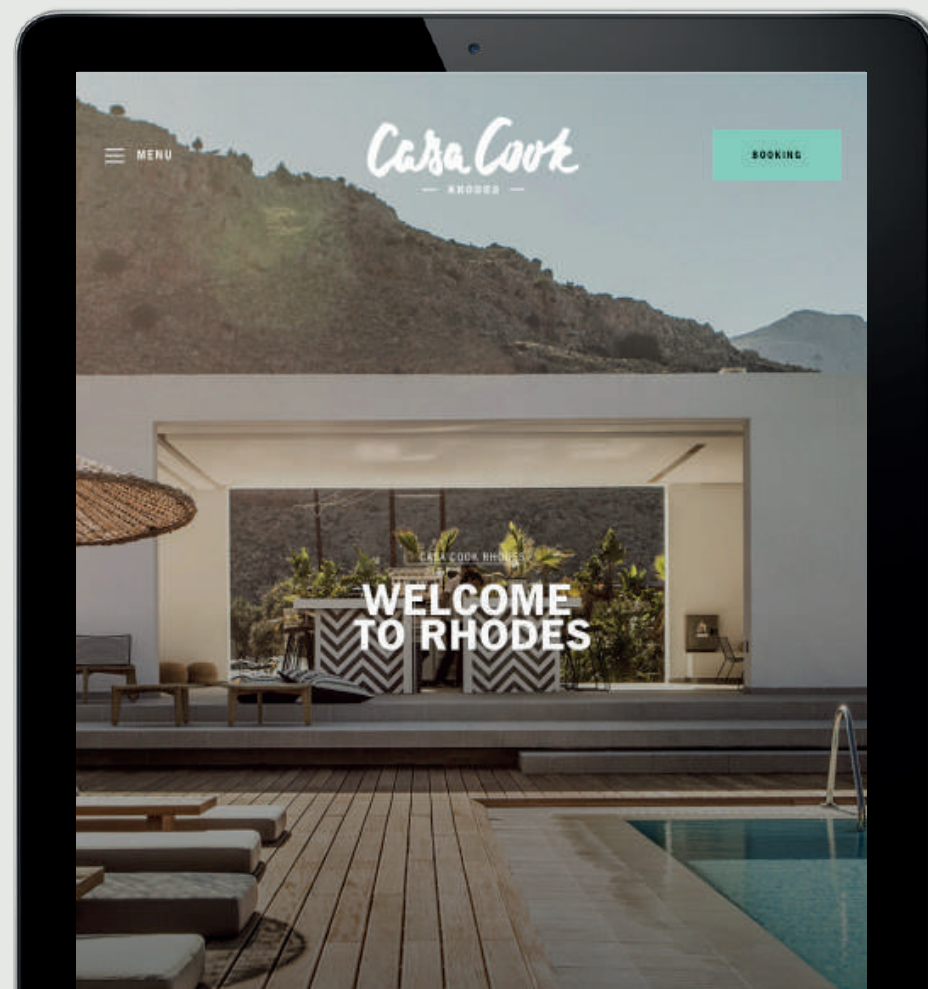
- › Production of hotel, destination and lifestyle imagery incl.
- › Mock-up room shooting
- › Hotel, Lifestyle & Destination Shooting
- › Post-production for images
- › Extra costs might occur depending on # of necessary shootings



Casa Cook Brand Development team manages all on- and offline marketing channels incl. the set up of the hotel website.

What's included in detail:

- › Digital set up of hotel website and Customer Reservation System (CRS) incl. introduction training to system
- › Digital marketing in terms of social media marketing and advertising as well as community mgmt (Facebook and Instagram)



Content production of all printed hotel materials for the opening as well as the hotel signage.

What's included in detail:

- › Hotel Stationery
- › Hotel Directory & Destination Guide
- › Room Collateral
- › F&B Menus
- › Restaurant collateral
- › Spa & Wellbeing collateral
- › Hotel signage
- › Kids collateral

















THANK YOU.