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BRAND INTRODUCTION

Designed around a great pool with rooms to suit friends as well as singles and couples, **Cook's Club** hotels cater to a new generation of travellers, bringing the modern urban lifestyle to their favourite holiday destinations.



HOLIDAYS HAVE CHANGED

The modern-day wanderer craves more from their time away – and we think it's high time to offer something extraordinary.

The Cook's Club casual self-service dining space – Cantina – has a street food vibe alongside much-loved local favourites to create an ever-changing menu.

The cocktails at Captain Cook – the hotel bar – have been designed by a top Berlin-based bartender to deliver the perfect poolside golden hour.

DJs will provide the soundtrack both day and night at Cook's Club through daytime blissed-out beats or evening poolside tracks that set you up for the night ahead.

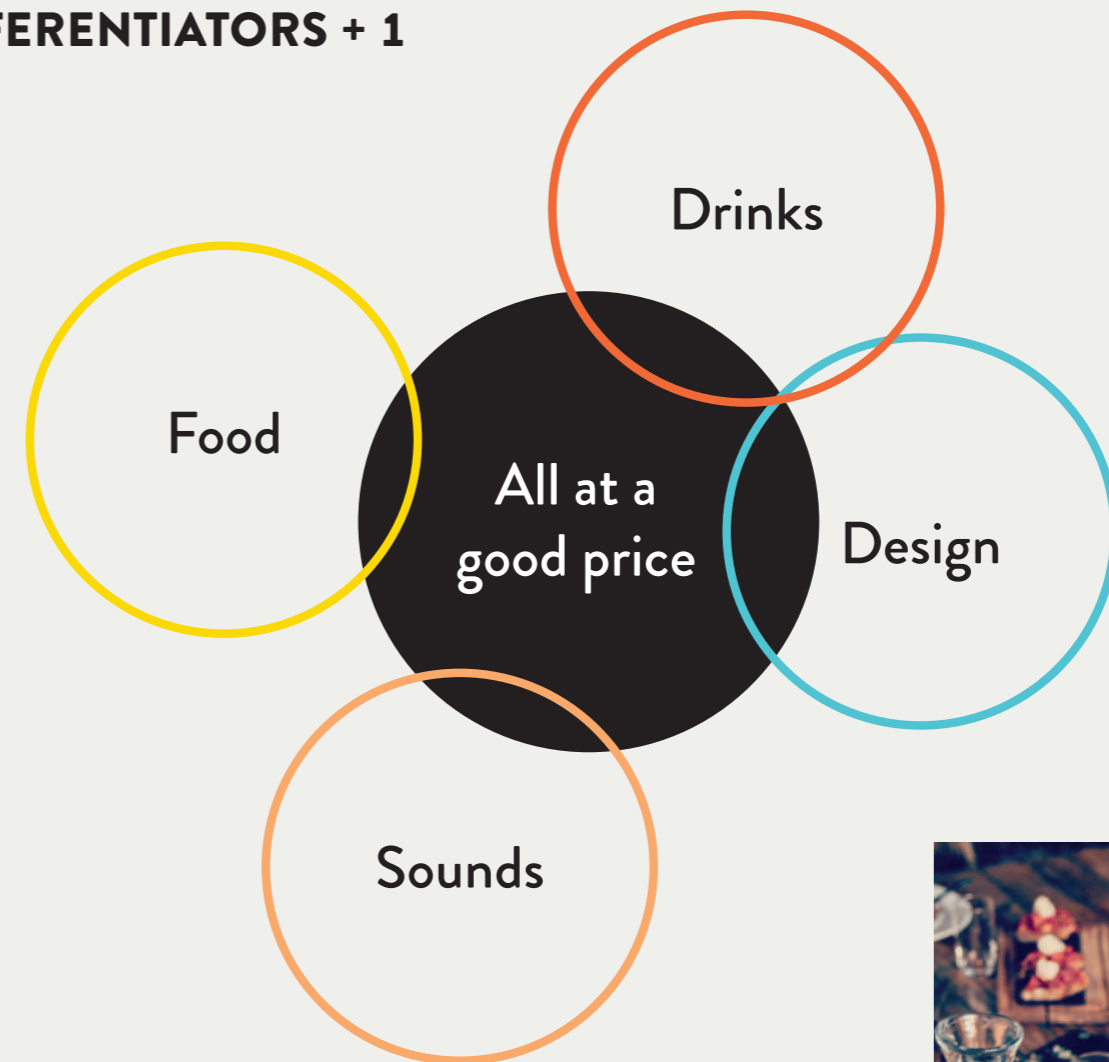


4 DIFFERENTIATORS + 1

Cook's Club is an innovative hotel concept designed for the new generation of travellers who value experience and appreciate great food, drinks and music!

At Cook's Club we don't think in target groups. Everybody is welcome. Diversity is enriching, liberating, exciting. Everyone has the right to recharge, whatever the budget.

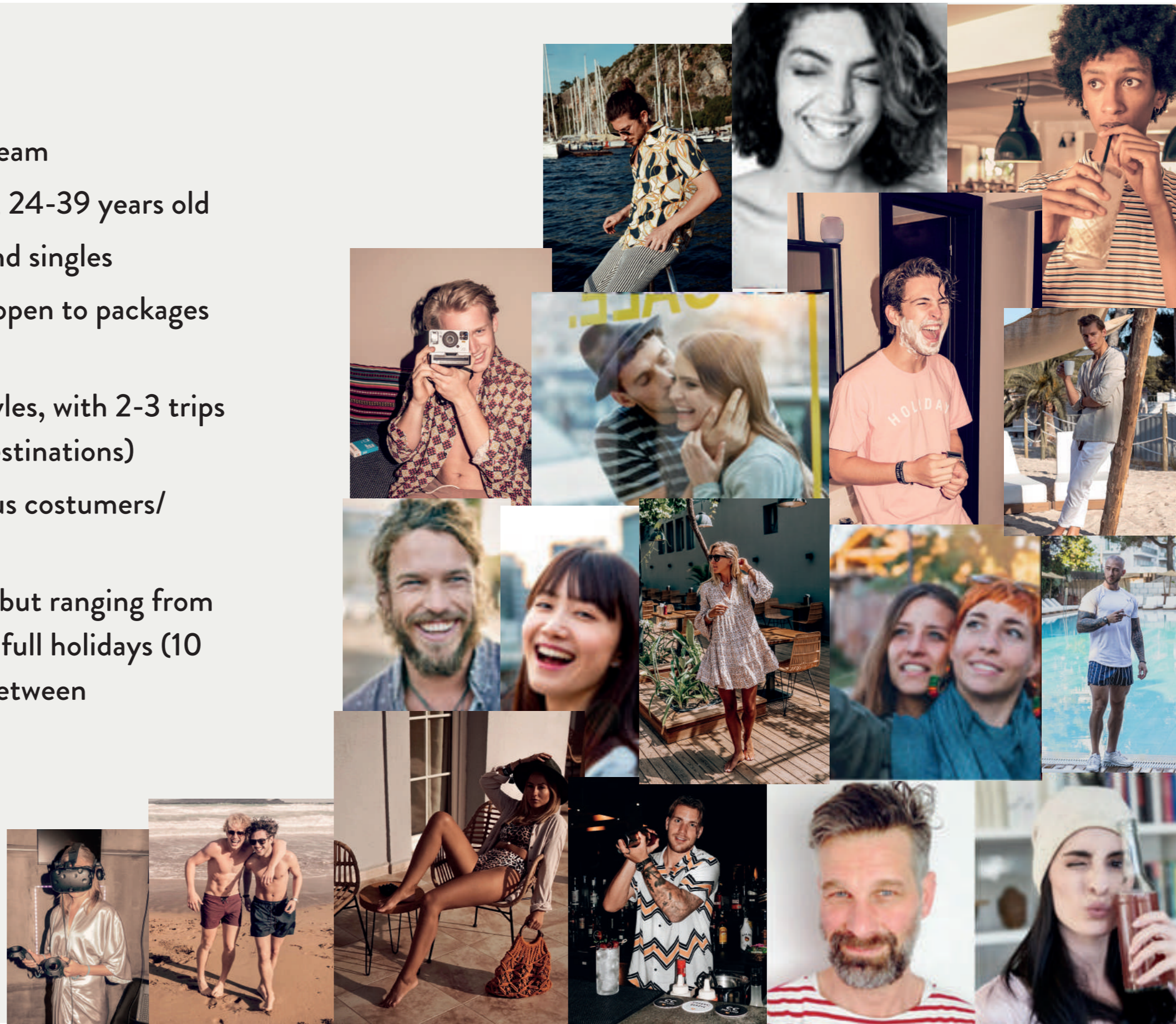
Cook's Club, a beach club, a hangout, a venue... with bedrooms.



Cook's Club design is stylish while simple,
merging the Cook's Club flair with a healthy
dose of hedonism.



- > Progressive Modern Mainstream
- > Millennials, Born 1981-1996, 24-39 years old
- > Groups of friends, couples and singles
- > Independent travellers, also open to packages for the sake of convenience
- > Holiday/travel-centric lifestyles, with 2-3 trips per year (various length & destinations)
- > Price-conscious, but generous costumers/ guests when holidaying
- > Average Length of Stay 5.5, but ranging from stop-overs, to short-stays to full holidays (10 nights+) and everything in between



LOCATION

- > New builds, or conversions of hotel purpose build objects (full or partial refurbishments)
- > By the beach, in cities or the mountains; also properties in secondary locations.
- > In proximity to tourist hotspots, direct surroundings are only of secondary importance.
- > Any destination with high touristic demand and good to excellent connections to several incoming markets.
- > An airport in reachable distance (less than 2hrs) with scheduled flights to urban hubs is a must.

FACILITIES

- > Any size, any architecture, hotel rooms or bungalows, can be considered.
- > Standard approach for mid-size hotels (100-250 rooms), special concepts for larger or smaller properties.
- > Separate restaurant and bar (outdoor where possible) is standard.
- > Large outdoor pool(s) are considered an absolute plus.
- > Gym & yoga facilities, entertainment rooms, communal areas and co-working spaces where possible. Spa and indoor pools can be added.

MINIMUM INVESTMENT

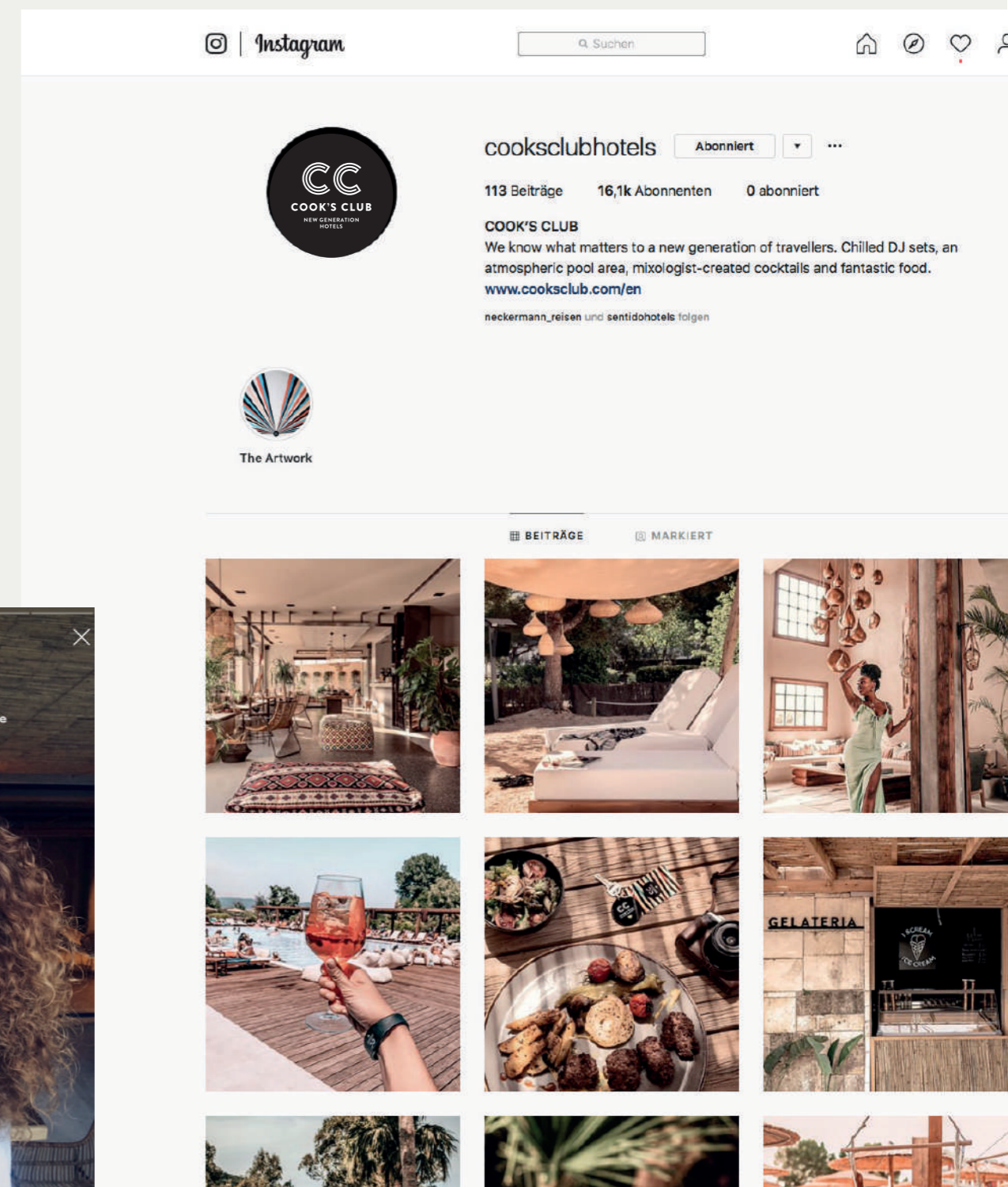
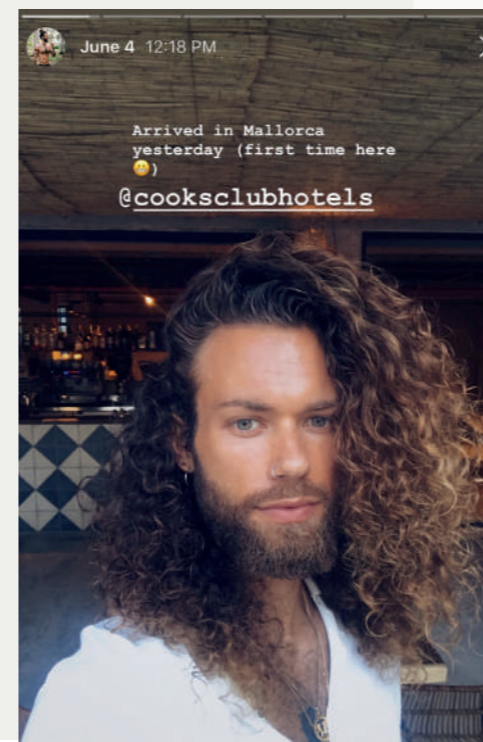
- > Minimum investment of € 30.000 per unit for 3star plus & 4star products. Based on partial refurbishments, and comparable products in Mediterranean EU countries.
- > Investments may vary for new build hotels, or full refurbishments of run down or closed properties.
- > Individual budgets, based on requirements, for each project.
- > Result focused investments with the aim to improve where necessary and preserve where possible.



BRAND IN NUMBERS



- > Launch of brand in May 2018 - First opening in July 2018
- > Followed by 7 more openings between April & August 2019
- > By September 2019 1.400 rooms were operating under the Cook's Club brand
- > Social Media presence:
 - 📷 16k followers
 - 📘 12k followers
- > All hotels scored 4.5 or higher on Tripadvisor
- > Selected Trustyou-Scores:
 - 89% Marmaris
 - 90% Kos & El Gouna
 - 91% Crete
 - 95% Rhodes



CASE 1

Crete Hersonissos

conversion 2star hotel plus extension,
mid-town, 100m to the beach

CASE 2

Mallorca, Playa de Palma

conversion 3star hotel, outskirts,
500m to the beach

AFTER



BEFORE



BEFORE



AFTER



HOW TO BUILD YOUR COOK'S CLUB

1. PRE-PHASE CONSULTING

- > Initial concept draft for existing plot or building
- > Includes definition of facilities and number of rooms, and design direction



FIXED

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FIXED

2. PROJECT-PHASE CONSULTING

- > Interior Design Development
- > Procurement FF&E
- > Furnishing & Decoration
- > Architectural Guidance
- > Landscaping Consulting
- > Food & Tableware
- > Gym (Spa where applicable)
- > Property Branding
- > Product Quality according to brand standards
- > Standard set of Renderings (4 different spaces within the hotel)

VARIABLE

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VARIABLE

3. BRANDING & MARKETING

- > PR & Media campaigns
- > Photoshoots
- > Digital Marketing & Website setup
- > Hotel branding and Collateral

FIXED



APPENDIX

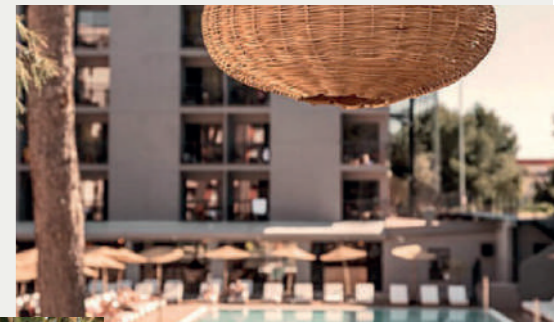


FROM IDEA TO HOTEL

- > Signing of contract for a new Cook's Club will be followed by an initial briefing (based on assessment visit to property & destination)
- > Initial briefing is followed by Project divided into Phases I-IV & Finalization



- > Phase 1 start with Kick-off meeting at location, to be attended by Developers/Project Management
- > Architectural proposal (first draft) need to be made available for the meeting based on initial briefing
 - » Renderings
 - » Floorplans
- > Interior design (first draft) need to be made available for hotel layout including
 - » Building Materials (Concrete, Tiles, Wood, Glass)
 - » Colour selection (Floors, Walls, Ceilings)



- > Hotel to return a feasibility study based on directives
- > Full architectural proposal incl. all details
- > Full interior design proposal incl. all details
- > Full draft of overview list for building materials, furnitures & design features, equipment
- > Confirmation of budget and timelines accordingly
- > Final confirmation of opening date



- > Approval of full project plan
- > Providing detailed corrections on proposals where needed
- > Confirmation of specifications based on detailed list provided, includes
 - » building materials,
 - » furniture & design features,
 - » equipment
- > On-site visits to ensure real-life feasibility, includes check of materials, samples for equipment and furniture (only if needed)
- > Confirmation of Milestones and final Project – Go accordingly



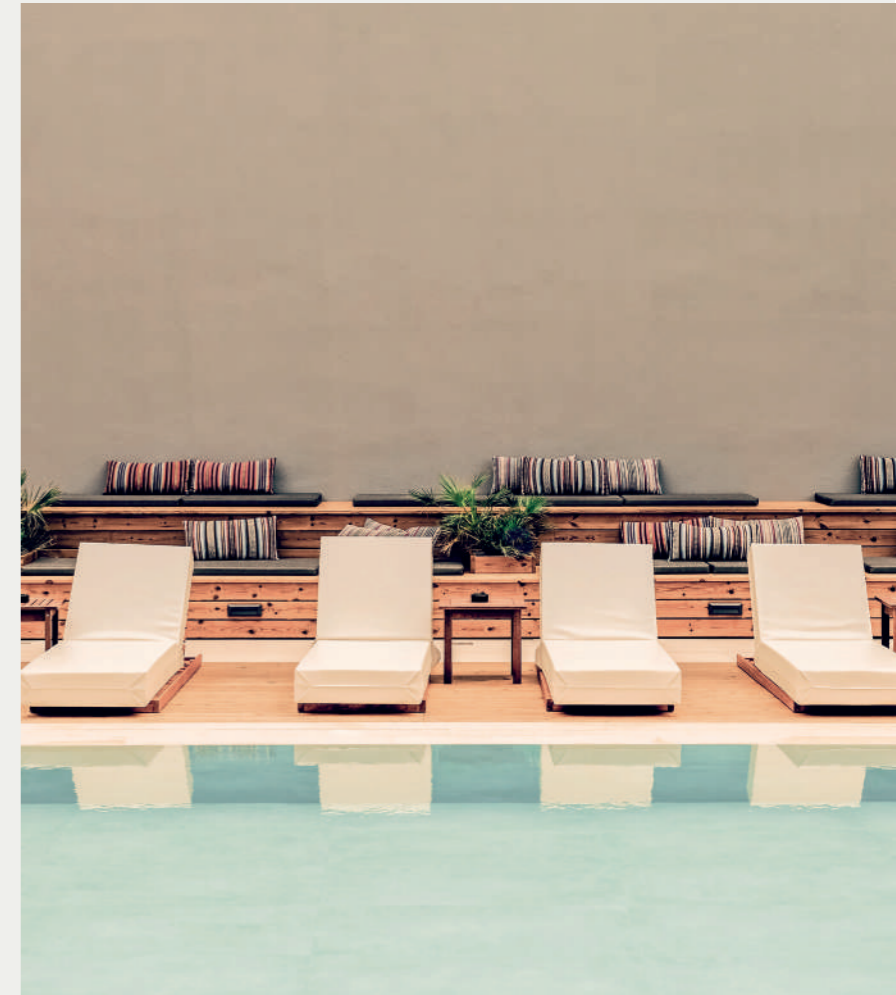
- > Implementation of concepts for each of the integral elements of Cook's Club: Bar, Music and Food.
- > On-site workshop for Bar Concept. Practical workshop for operations to train dedicate bar staff
- > On-site workshop for Music Concept. Meeting to define in detail all aspect of music in public areas, with dedicated 'resident DJ(s)'
- > On-site workshop for the Food Concept. Practical workshop for operations to train dedicate kitchen & restaurant staff
- > On-site staff training to present concepts & standards



- > On-site support in all areas that might delay an timely opening, further visits accordingly
- > Final approval procedure confirming the hotels readiness for pre-opening phase
 - » all infrastructure in place
 - » all refurbishments completed
 - » only “finishing touches” left to complete

Optional:

- > Pre-Opening support, extensive on-site support to ensure a smooth opening. Preparing the hotel so all essential features are in place, and operations is up and running.
- > Post-Opening support where needed, requirements to be discussed based on hotel individual situation and needs



No stagnancy: Cook's Club is an ever evolving concept that lives and breathes zeitgeist

Franchise fee includes cooperation with a dedicated team that

- > follows trends & creates ideas to turn them into concepts
- > works with hotel teams & management to implement new procedures
- > constantly updates images and marketing materials
- > looks after the Cook's Club community, shares and updates development for active customer loyalty





SELLING THE HOTEL



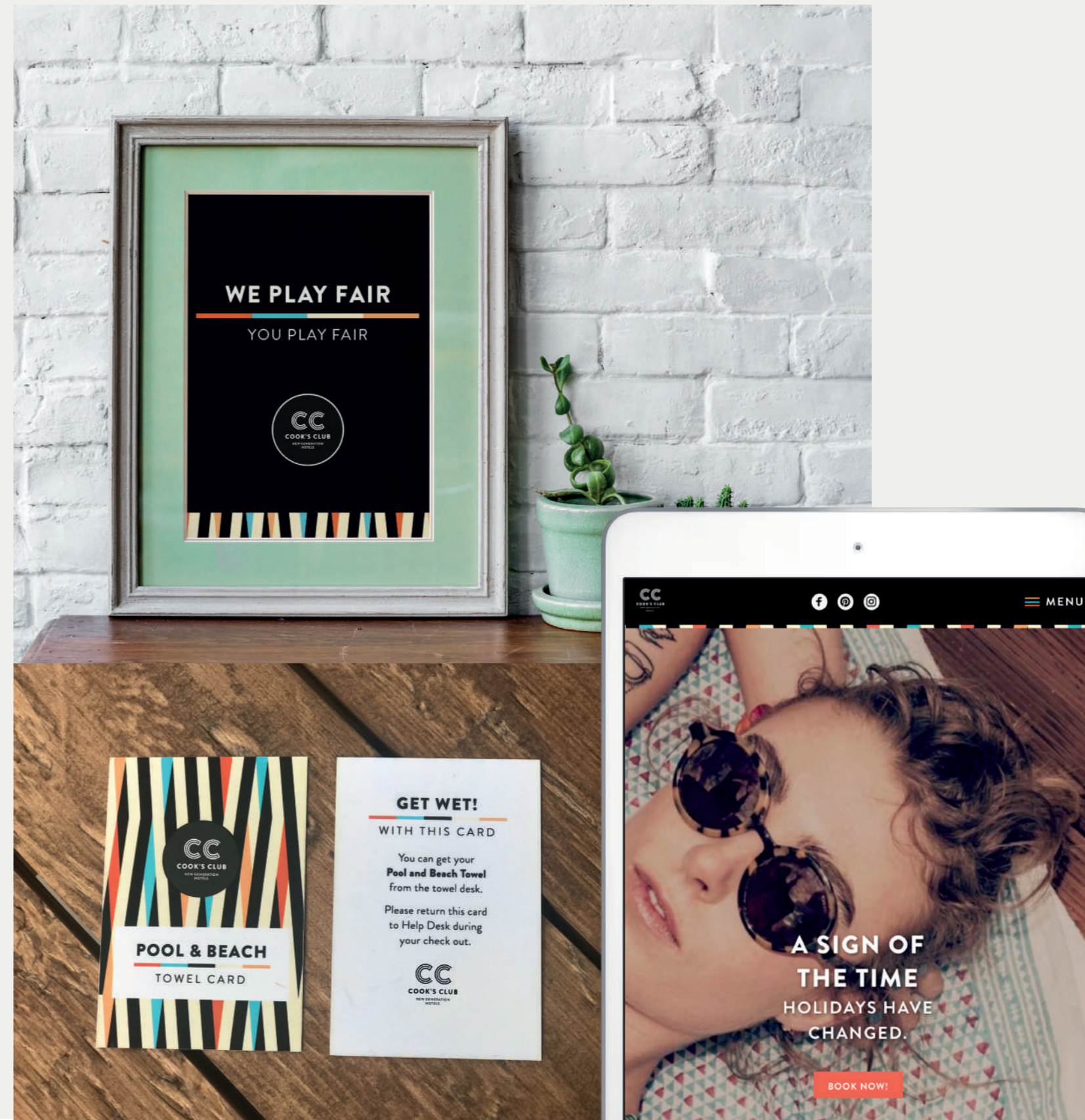
Starter package includes:

- > Pre-opening media campaign incl.
 - » Press releases
 - » Individual PR pitches
- > Organisation of hotel opening event for media including key press and social influencer (social influencer opening campaign)
- > Production of hotel & destination imagery including mock-up room shooting, hotel, lifestyle & destination shooting
- > Post-production for all images

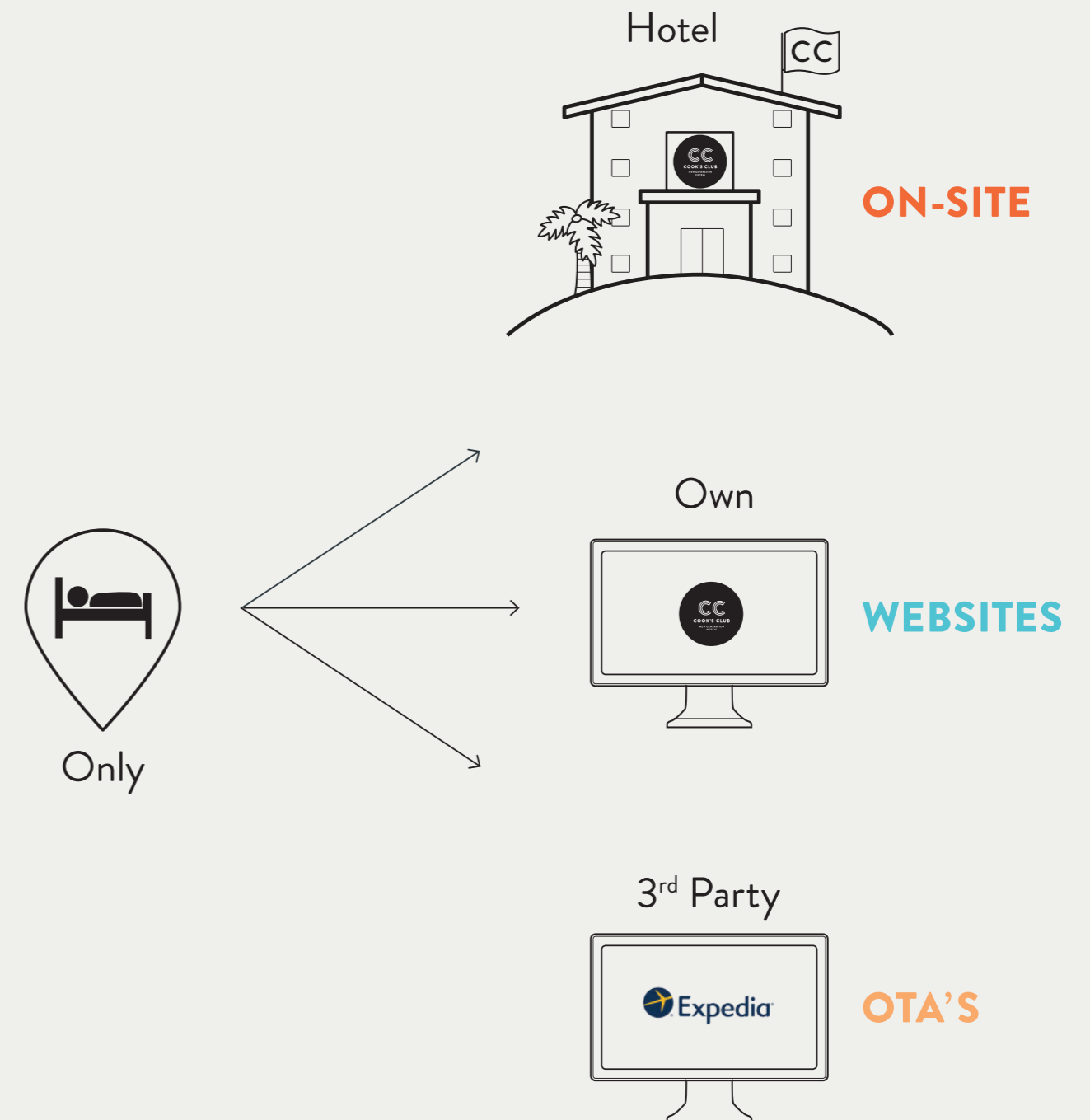


Starter package includes (continued):

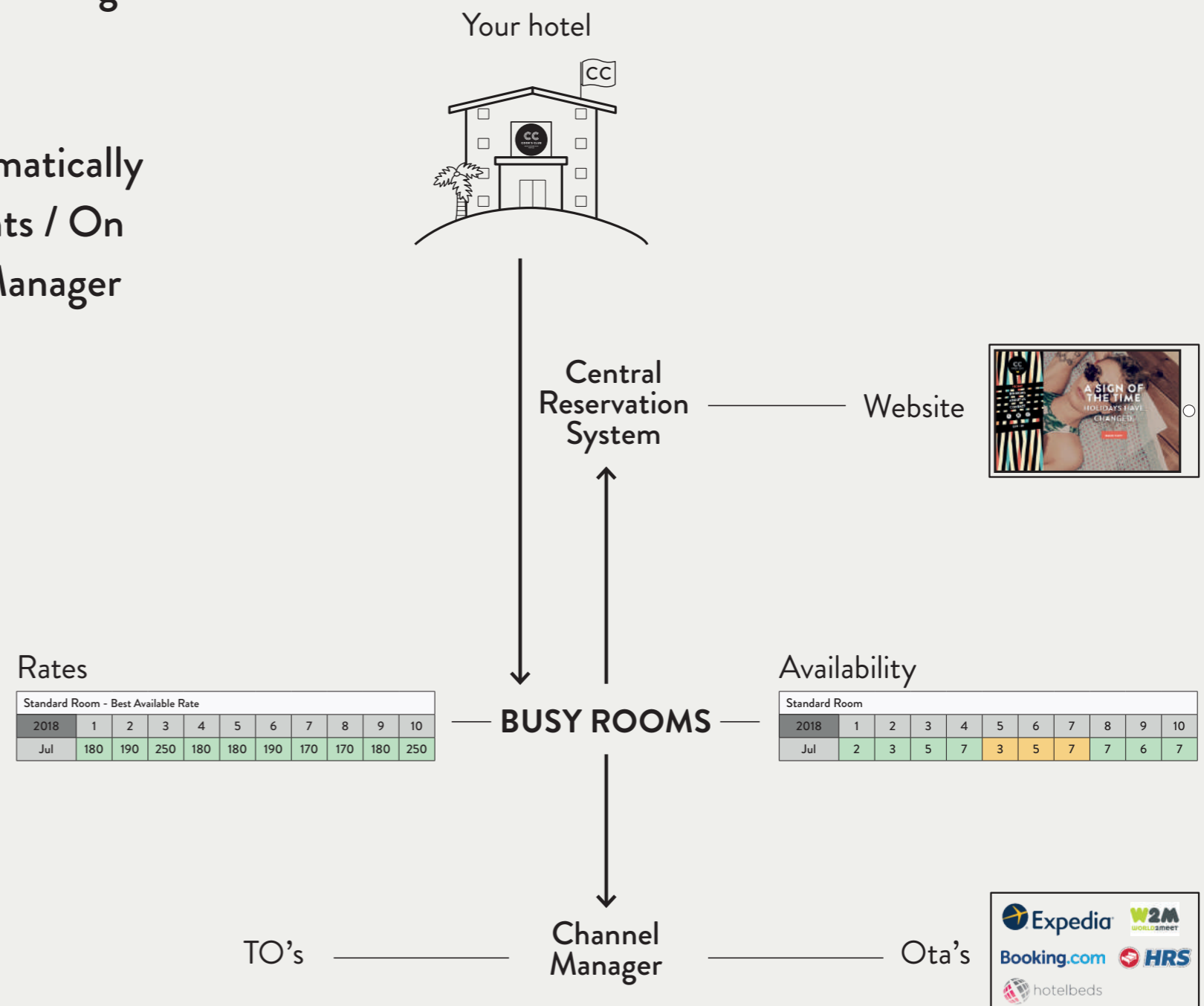
- > Digital set up of hotel website and Central Reservation System (CRS) incl. introduction training
- > Digital marketing in terms of social media marketing and advertising as well as community management (Facebook and Instagram)
- > Design & printer specs for all printed collateral:
 - » hotel stationery,
 - » hotel destination guide,
 - » room collateral,
 - » F&B menus,
 - » hotel signage



- > Hotel is free to contract tour operator allotments world-wide & in all markets
- > Additional possibility to sell hotels rooms online via Cook's Club exclusive website, and via 3rd parties
- > All hotels will be set up in Central Reservation System



- > The Central Reservation Systems allows to manage Prices & Inventory for online sales
- > The same Prices & Inventory can also automatically be updated on multiple Online Travel Agents / On line TO's through an integrated Channel Manager





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MAX. GR. 30,480 KGS
TARE 67,200 LBS
NET 2,185 KGS
4,820 LBS
28,295 KGS
62,380 LBS

CU. CAP. 33.2 CU.M.
1.173 CU.FT.























THANK YOU.