

How We Create Waves of Growth

G&A

Value of every dollar spent,
zero-base costing,
benchmarks

Operating costs

Labor incentives, staffing, food waste,
3rd party relationships

Invested Capital

Asset management, efficiency,
replacement cycles, customer-back
decision making



Total guests

Segmentation, positioning, lead
generation, trade management,
marketing spend effectiveness

Price level and structure

All inclusive fares, booking curves /
cycle, base load (opaque fares)

Occupancy fill and revenue per guest

Leads, pipeline, positioning, b-to-b
engagement, distribution, market to fill;
revenue per guest