

Costa Del Mar Resort

Business Plan 2024

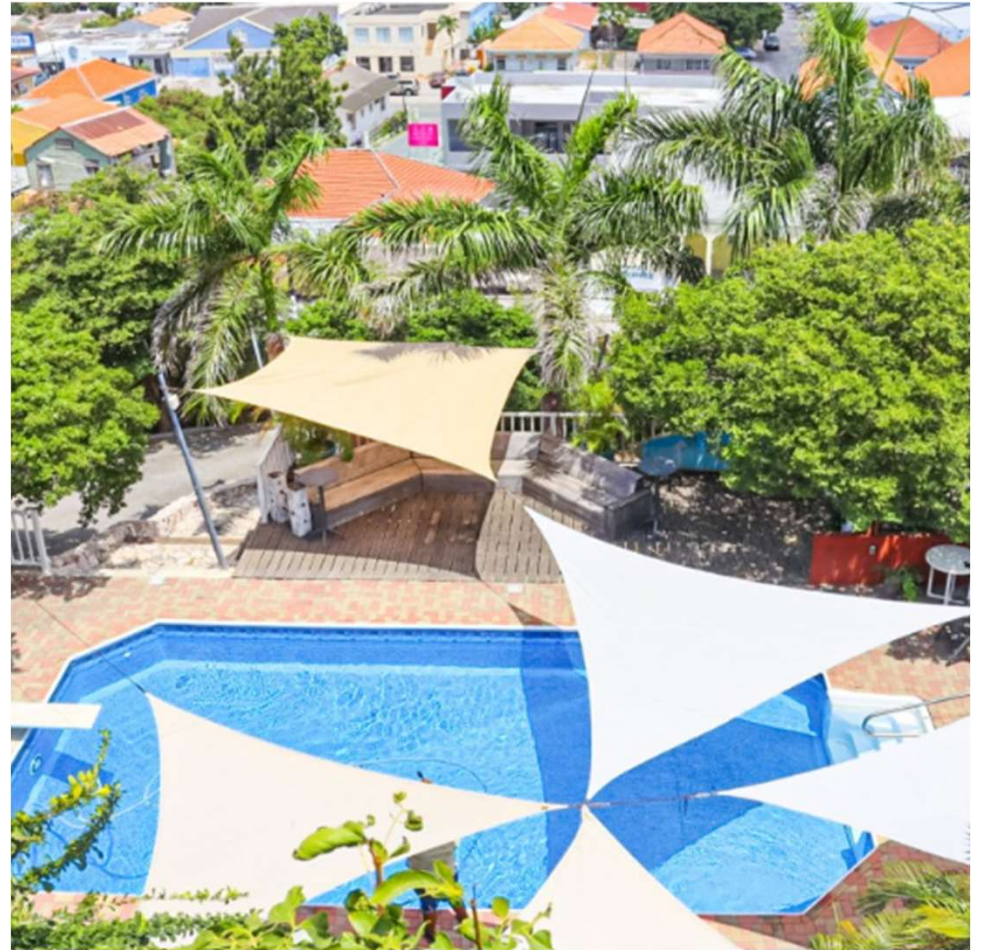


Table of Contents

I. Executive Summary	II. Introduction to the Property	III. Market Analysis	IV. Product and Service Offering	V. Pricing and Revenue Analysis	VI. Operations Plan	VII. Marketing and Sales Strategy	VIII. Financial Plan
A. Business Overview	A. Property Description	A. Market Analysis – 2023 Performance	A. Room Types - Current Room Pricing	A. Room Types	A. Unified Property Management System	A. Branding and Positioning	A. Start-up Costs
B. Mission Statement	B. Location	B. Market Analysis – Stayovers by Region 2023	B. Dive Excursion Add On	B. Dive Excursion	B. Marketing and RevOps	B. Pricing Strategy	B. Revenue Projections
C. Objectives	C. Unique Selling Points	C. Overall Visitor Arrival Performance - 2024 YTD	C. Fishing Excursion Add On	C. Fishing Excursion	C. Reservation Management	C. Promotional Tactics	C. Break-even Analysis
D. Keys to Success	D. Target Market	D. Overall Visitor Arrival Performance - 2024 YTD	D. Beach Hopping Excursion	D. Beach Hopping Excursion	D. Daily Operations	D. Advertising Plan	D. Funding Requirement
			E. Other Offerings	E. Other Offerings	E. Website	E. Sales Forecast	E. Profitability Analysis
					F. Real-time channel management Policies		F. Financial Controls



I. Executive Summary

- A. Business Overview
- B. Mission Statement
- C. Objectives
- D. Keys to Success



A. Business Overview

- Costa Del Mar Resort, is envisioned as a luxurious yet cozy retreat nestled in the heart of Curaçao's captivating landscape. Situated in Saliña from where you can easily move to all tourist and non-tourist spots on the island. There are also many stores, restaurants and bars nearby and Mambo and Jan Theil Beaches are only 5 minutes away.
- With 11 apartments and a main house, each meticulously designed to offer comfort and style, we aim to provide an unforgettable experience for our guests. Each apartment features room for 2-8 guests, kitchen bathroom and additional living area. Ensuring a home-away-from-home atmosphere.
- Our property will also offer additional amenities, such as experiences, a swimming pool, outdoor lounge areas, or recreational facilities, providing ample opportunities for relaxation and recreation amidst the island's natural beauty.



B. Mission Statement

At Costa Del Mar, our mission is to create cherished memories for our guests by providing exceptional hospitality, personalized service, and a welcoming ambiance. We strive to exceed guest expectations at every turn, offering a haven where relaxation, adventure, and cultural exploration converge.



C. Objectives

Our objectives are multifaceted, encompassing both short-term milestones and long-term goals. In the short term, we aim to achieve high occupancy rates and positive guest feedback, establishing a strong reputation within the local community and among travelers to Curaçao.

Long term, we aspire to become a premier destination for discerning travelers seeking authentic experiences and unparalleled comfort. We aim to expand our offerings, enhance our facilities, and contribute positively to the tourism landscape of Curaçao.



D. Keys to Success

- **Exceptional Guest Experience:** We prioritize guest satisfaction above all else, offering personalized service, attention to detail, and genuine hospitality at every touchpoint.
- **Unique Value Proposition:** Our property distinguishes itself with providing exception service and attention to detail including experiences that cater to our guests with a one-of-a-kind experience they won't find elsewhere.
- **Strategic Marketing and Branding:** We will leverage innovative marketing strategies, compelling branding, and targeted promotions to attract our target audience and establish a strong presence in the market.
- **Sustainable Operations:** We are committed to environmental stewardship and sustainable practices, minimizing our ecological footprint while contributing to the local community and economy.
- **Continuous Improvement:** We will continuously evaluate and refine our offerings, seeking feedback from guests and stakeholders to enhance the quality of our services and experiences.



II. Introduction to the Property

A. Property Description

B. Location

C. Unique Selling Points



Introduction to the Property

- Costa Del Mar, is nestled in the heart of Curaçao's stunning landscape, offering a tranquil retreat for travelers seeking relaxation and adventure. The property encompasses a main house and 11 apartments, each thoughtfully designed to provide comfort, convenience, and style.
- The main house serves as the centerpiece of our property, featuring a welcoming foyer, cozy lounge area, and a spacious dining room where guests can enjoy complimentary breakfast and socialize with fellow travelers. The main house also houses the administrative offices and staff quarters, ensuring efficient operations and attentive service throughout our guests' stay.
- Adjacent to the main house are our 11 apartments, each exuding charm and character while offering modern comforts and amenities. Each apartment is meticulously designed to evoke a sense of home-away-from-home, with spacious layouts, stylish furnishings, and thoughtful touches throughout.



Introduction. to the Property

- Our apartments are available in various configurations to accommodate different group sizes and preferences. Each apartment features two bedrooms, providing ample space for families, couples, or small groups traveling together. The bedrooms are furnished with comfortable beds, premium linens, and ample storage space for guests' belongings.
- The living areas are designed for relaxation and socialization, with comfortable seating arrangements, flat-screen TVs, and tasteful decor that reflects the island's vibrant culture and colors. The adjacent kitchenettes are equipped with modern appliances, including a refrigerator, stove, microwave, and coffee maker, allowing guests to prepare meals and snacks at their convenience.
- The bathrooms are modern and elegant, featuring walk-in showers, luxurious bath amenities, and plush towels to enhance the guest experience. Additionally, each apartment boasts a private balcony or terrace, where guests can unwind and soak in the breathtaking views of the surrounding landscape.
- In addition to these standard amenities, we offer a range of additional services and features to enhance our guests' stay, including: Complimentary Wi-Fi access throughout the property, Daily housekeeping and turndown service, Concierge assistance for booking tours, activities, and transportation, Laundry facilities for guests' convenience, Access to our outdoor pool and sun deck, where guests can relax and soak up the Caribbean sun



Location

- Costa Del Mar, enjoys a coveted location nestled between two of Curaçao's most popular destinations: Mambo Beach and Jan Thiel. Situated along the vibrant coastline of Willemstad, our property offers guests the perfect blend of relaxation and excitement, with an array of attractions and amenities just steps away.
- Mambo Beach, renowned for its pristine sands and crystal-clear waters, is a short stroll from our property, inviting guests to unwind and soak up the Caribbean sun. Here, guests can indulge in a variety of water sports, including snorkeling, diving, and paddleboarding, or simply relax on the beach with a refreshing drink in hand.
- Adjacent to Mambo Beach is Jan Thiel, a lively neighborhood known for its bustling atmosphere and vibrant nightlife. Guests can explore the vibrant streets lined with colorful shops, trendy boutiques, and lively cafes, or dine at one of the many restaurants offering delicious cuisine from around the world.
- Additionally, our bed and breakfast is conveniently located near several dining options, ranging from casual beachside cafes to fine dining restaurants serving gourmet cuisine. Guests can savor local delicacies, fresh seafood, and international dishes, all within easy reach of our property.



At Cost Del Mar, we pride ourselves on offering unparalleled experiences and amenities that ensure our guests have an unforgettable stay. Our unique selling points include:

- Stay and Play Packages:
 - We offer customizable "Stay and Play" packages that combine luxurious accommodations with exciting outdoor adventures. Each package includes accommodations and the option to add on dive, snorkel, and fishing tours.
 - These packages are designed to provide guests with a seamless and hassle-free experience, allowing them to enjoy the best of Curaçao's natural beauty while staying with us.
- All-Inclusive Experience:
 - Our stay and play packages are all-inclusive, meaning that guests have access to everything they need for their adventure right from our property.
 - We provide all necessary equipment for diving, snorkeling, and fishing, including masks, fins, rods, and bait, ensuring that guests can make the most of their time exploring the island's pristine waters.
 - Additionally, transportation to and from the tour locations is included, making it easy for guests to embark on their excursions without worrying about logistics.

Unique Selling Points



Unique Selling Points

- **Personalized Service:**
 - We prioritize personalized service and attention to detail. Our knowledgeable staff members are on hand to assist guests with booking tours, providing recommendations for activities and attractions, and ensuring that all of their needs are met during their stay.
 - We go above and beyond to make each guest feel welcomed and valued, offering a level of hospitality that sets us apart from other accommodations on the island.
- **Exclusive Access to Local Attractions:**
 - As a guest of our bed and breakfast, you'll have exclusive access to some of Curaçao's most iconic attractions, including world-class dive sites, pristine snorkeling spots, and prime fishing locations.
 - Our partnerships with local tour operators and guides allow us to offer unique experiences that are tailored to our guests' interests and preferences, ensuring that they make the most of their time on the island.



Target Market

1. Adventure Seekers:

- Our bed and breakfast appeals to adventurous travelers who crave outdoor experiences and exploration. These individuals are eager to immerse themselves in the natural beauty of Curaçao and participate in activities such as diving, snorkeling, and fishing.
- They value unique experiences and seek accommodations that offer convenient access to outdoor adventures, making our property an ideal choice for their stay.

2. Nature Enthusiasts:

- Nature lovers are drawn to Curaçao for its stunning landscapes, diverse marine life, and pristine beaches. They are passionate about conservation and sustainability and are eager to explore the island's natural wonders.
- Our bed and breakfast caters to nature enthusiasts by offering eco-friendly accommodations, guided tours of local ecosystems, and opportunities to observe marine life in their natural habitats.

3. Couples and Small Groups:

- Couples seeking romantic getaways and small groups of friends traveling together are also part of our target market. They appreciate the intimate ambiance of our bed and breakfast and the opportunity to create lasting memories together.
- Our customizable stay and play packages appeal to these guests, offering a blend of relaxation and adventure that caters to their diverse interests and preferences.



Target Market

4. Active Travelers:

- Active travelers are drawn to Curaçao for its wealth of outdoor activities, including hiking, biking, and water sports. They are always on the go and seek accommodations that offer convenient access to recreational opportunities.
- Our bed and breakfast provides the perfect home base for active travelers, with comfortable accommodations, on-site amenities, and easy access to a variety of outdoor adventures.

5. Cultural Explorers:

- Cultural explorers are interested in learning about the history, traditions, and local culture of Curaçao. They enjoy exploring museums, historic sites, and cultural events and interacting with local residents.
- Our property offers a unique opportunity for cultural immersion, with its proximity to Willemstad's vibrant neighborhoods, colorful markets, and historical landmarks.

By targeting these key market segments, we can tailor our marketing efforts and guest experiences to meet the needs and preferences of our ideal guests, ensuring that they have a memorable and fulfilling stay at [Name of the B&B].



III. Market Analysis

- A. Market Analysis – 2023 Performance
- B. Market Analysis – Stayovers by Region 2023
- C. Overall Visitor Arrival Performance - 2024 YTD
- D. Overall Visitor Arrival Performance - 2024 YTD

Market Analysis – 2023 Performance

- January 15, 2024 – The Curaçao Tourist Board (CTB) announced a historic milestone in tourism, marking 2023 as the best record-breaking year for stayover tourism arrivals.
- In total Curaçao welcomed 582,409 stayover visitor arrivals in 2023, which is a 19% growth compared to the year 2022.
- December 2023 stands out as the most exceptional month in terms of visitation, with a stunning surge in arrivals, setting an all-time high in one single month.
- CTB registered a total of 63,390 stayover arrivals in December, a 41% growth compared to December 2022.
- The graph shows the monthly performance of 2023 compared to the monthly target and 2022 arrivals.

JANUARY - DECEMBER 2023

2023 performance



Market Analysis – Stayovers by Region 2023

- The Netherlands visitors saw a remarkable 29% growth in December 2023, totaling 23,108 arrivals, maintaining its position as Curaçao's main source market, accounting for 36.5% of all tourists.
- United States of America visitors surged by 41% in December 2023, with 14,714 arrivals, contributing to a 51% growth in 2023, marking a spectacular year for Curaçao tourism.
- Canada experienced an extraordinary 165% growth in 2023, totaling 32,256 arrivals, with December alone showing a 35% increase compared to 2022.
- Brazil recorded a notable 164% growth in 2023, with 26,815 arrivals, with December seeing a 257% increase compared to the previous year, attributed to consistent promotional efforts and the inaugural of Azul airlines.

DECEMBER 2023

Stayover arrivals by region

Region	December 2023	% Total	December 2022	% Total	% Change
North America	19,388	31%	13,865	31%	40%
South America	12,206	19%	5,957	13%	105%
Caribbean	3,883	6%	2,891	6%	34%
Europe	26,769	42%	21,107	47%	27%
Others	1,144	2%	1,104	2%	4%
Total	63,390	100%	44,924	100%	41%

Data facts:

- Curaçao welcomed 63,390 stayover arrivals in December 2023, a 41% increase compared to December 2022
- CTB reports an additional 18,466 stayover arrivals in December 2023, compared to December 2022

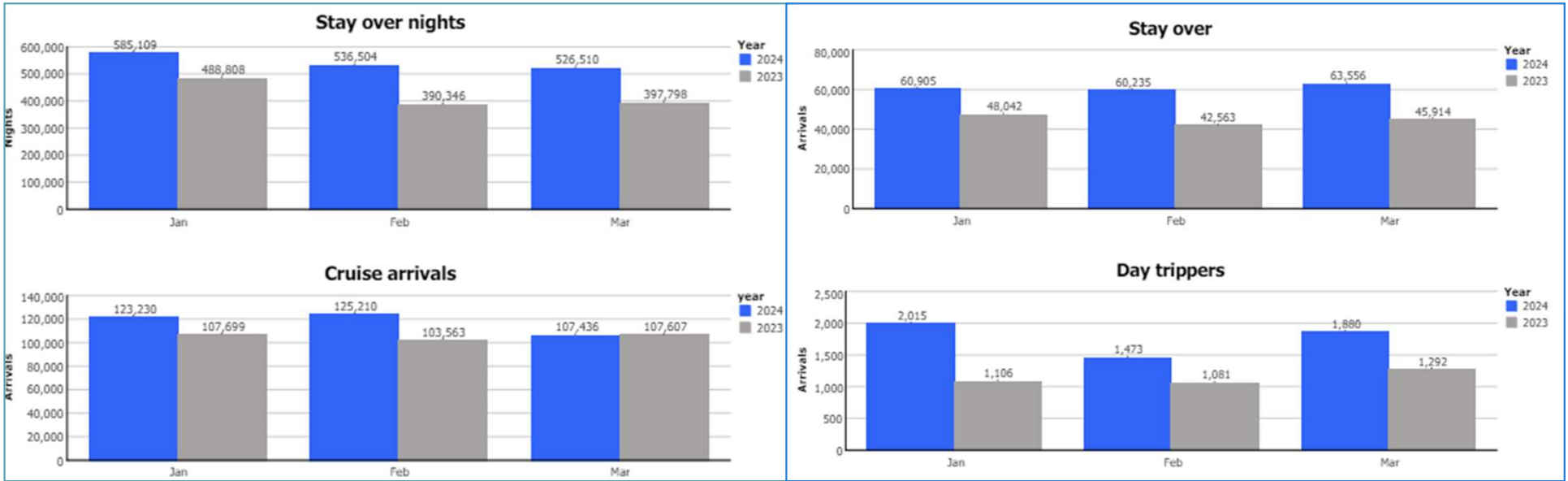
Last updated January 10, 2024

Overall Visitor Arrival Performance - 2024 YTD

- **Resort Stays:** Overall, 54% of stayover visitors opted for the diverse range of accommodations offered by resort hotels, including large, small, all-inclusive, and bungalow resorts, 46% opted to stay at other lodgings on island.
- **Demographic Insights:** The largest portion, comprising 36% of visitors, belonged to the 25 to 44 age group, closely followed by the 45 to 64 age group, which represented 35% of the total arrivals.
- **Average nights:** In total stayover visitors spent 8.4 nights in March, a 5% decrease compared to last year.
- **Cruise arrivals:** In March, Curaçao saw a total of 42 cruise ship calls, welcoming an impressive 107,436 cruise visitors. A stable performance from the cruise industry compared to last year, while the Curaçao Ports Authority reported 42 cruise ship calls and hosted 107,607 cruise passengers.
- **Year to date highlights of 2024**
- The year started on a strong note, with a total of 184,696 stayover arrivals in the first quarter, marking a 35% growth compared to the same period last year. The approach to further enhance its tourism success involves forming strategic partnerships and encouraging collaboration between the public and private sectors. This aims to improve accessibility and position Curaçao as the premier Caribbean destination visitors should visit to “Feel it for yourself”.

Curaçao tourism highlights: 2024 YTD (Jan-Mar)





Overall Visitor Arrival Performance - 2024 YTD



IV. Product and Service Offering

- A. Room Types -Current Room Pricing
- B. Dive Excursion Add On
- C. Fishing Excursion Add On
- D. Beach Hopping Excursion
- E. Other Offerings

Current Room Pricing Strategy

The screenshot displays seven hotel room listings, each with a photo, title, rating, and price. The listings are as follows:

Room Name	Rating	Price	5% Off Price	Total Price	Availability
Studio with Full Kitchen, Pool View	10/10 Exceptional	\$128	\$122	\$351	We have 8 left
Suite with Kitchen & Balcony (City View)	10/10 Exceptional	\$109	\$104	\$351	We have 6 left
Studio with Kitchen	10/10 Exceptional	\$119	\$113	\$381	We have 5 left
Studio with Kitchen & Balcony (City View)	10/10 Exceptional	\$119	\$113	\$381	We have 8 left
Standard Suite with Kitchen	10/10 Exceptional	\$90	\$85	\$290	We have 7 left
Suite with Kitchen & Balcony (Mountain View)	10/10 Exceptional	\$94	\$89	\$302	We have 6 left
Standard Suite with Kitchen II	10/10 Exceptional	\$95	\$90	\$305	We have 1 left

Current Situation:

- Hotel room prices range between \$95 and \$119. No pricing strategy for seasonality is in place.
- Presence on Expedia, TripAdvisor, and other minor booking platforms.
- Only 7 out of the 11 rooms are listed.

Proposed Changes:

- Implement a dynamic pricing strategy to account for seasonality and demand fluctuations.
- Expand presence on booking platforms to increase visibility and bookings for all rooms.
- Introduce packages including fishing and dive charters to enhance guest experiences and drive revenue.

Diving curacao

Home / Diving curacao

Partnership Details:

- ___ Dive Center, an established business in the area, offers dive excursions at \$100 per person. They are in both the ___ Hotel and the Renaissance Marriot Hotel by the Cruise Port.
- They specialize in dive and dive certifications.
- As partners, we will provide guests with access to these dive packages for \$30 per person for all referrals. We can also consider a % but need to address ___'s low dive pricing (currently \$65 and \$115 for a 1 and 2 tank dive). Average rate for a 2 tank dive is \$155.

Benefits:

- Guests enjoy the convenience of booking dive packages directly through our hotel.
- ___ Dive Center handles all aspects of the dive experience, including equipment and transportation.
- Our hotel generates revenue per person for every referral, without any upfront costs.

Key Features:

- Dive packages include professional guidance, equipment rental, and transportation to and from dive sites.
- By offering dive packages through our partnership with ___ Dive Center, we enhance the overall guest experience while generating additional revenue for our hotel.

Dive
Excursion
Add On

Fishing Excursion Add On

Fishing Charter Options:

- Choose from 4-hour, 6-hour, or 8-hour fishing charters tailored to your preferences and schedule.
- Whether you're a novice angler or a seasoned pro, our customizable options ensure an unforgettable fishing adventure.

Exclusive Guest Experience:

- Embark on a thrilling journey ___ Charters, known for their expertise and dedication to customer satisfaction.
- Enjoy personalized service and expert guidance from experienced captains and crew members.

Separate Revenue Stream (TBD)

- Revenue generated from fishing charters remains separate from hotel revenue, ensuring transparency and accountability.
- This partnership allows us to offer additional services without compromising the integrity of our hotel operations.

Blue Water Fishing



Blue Water Fishing - 8 Hrs

8 hrs | \$1,200

Fish the Atlantic off the Florida Keys. Prices include up to 10 people, sandwiches, snacks and drinks and all fishing gear.



Blue Water Fishing - 6 Hrs

6 hrs | \$950

Fish the Atlantic off the Florida Keys. Prices include up to 10 people, sandwiches, snacks and drinks and all fishing gear.



Blue Water Fishing - 4 Hrs

4 hrs | \$700

Fish the Atlantic off the Florida Keys. Prices include up to 10 people, sandwiches, snacks and drinks and all fishing gear.



Beach Hopping Excursion Add On \$50 Per Person

- The west coast of Curacao is known for its beautiful beaches, fringed with palm forests and coral reefs. On this tour, spend a day beach hopping and visit popular beaches such as Piskado Beach, Kenepa Beach, and Cas Abao Beach. Along the way, stop to admire the natural wonders of the Shete Boka National Park, visit the Flamingo Sanctuary at St. Willibrodus, and dive in to swim and snorkel in the Caribbean Sea.
- Snorkel, towels, water, sandwiches and transportation daily (average Price of Trip Advisor Operators \$150 Per Person)
- Create a weekly itinerary so each day of the week has a different beach for guest to fully explore all beaches and the island.

Other Offerings

- **Free Shuttle to Local Beaches:**
 - Enjoy convenient access to the area's pristine beaches with our complimentary shuttle service.
- **Coordinated Bookings On-site:**
 - Simplify your itinerary with our on-site booking coordination services.
 - From excursions to dining reservations, our dedicated staff is here to ensure your plans are seamlessly arranged for a stress-free vacation.
- **Breakfast Included:**
 - Start your day off right with a complimentary breakfast served fresh every morning.
 - Choose from a selection of delicious options to fuel your adventures ahead.
- **Nightly and Afternoon Snacks:**
 - Indulge in a selection of delectable snacks available each evening and afternoon.
- **Gift Shop:**
 - Take home a piece of your memorable vacation with a visit to our on-site gift shop.
 - Discover a variety of souvenirs and locally sourced items to commemorate your stay.

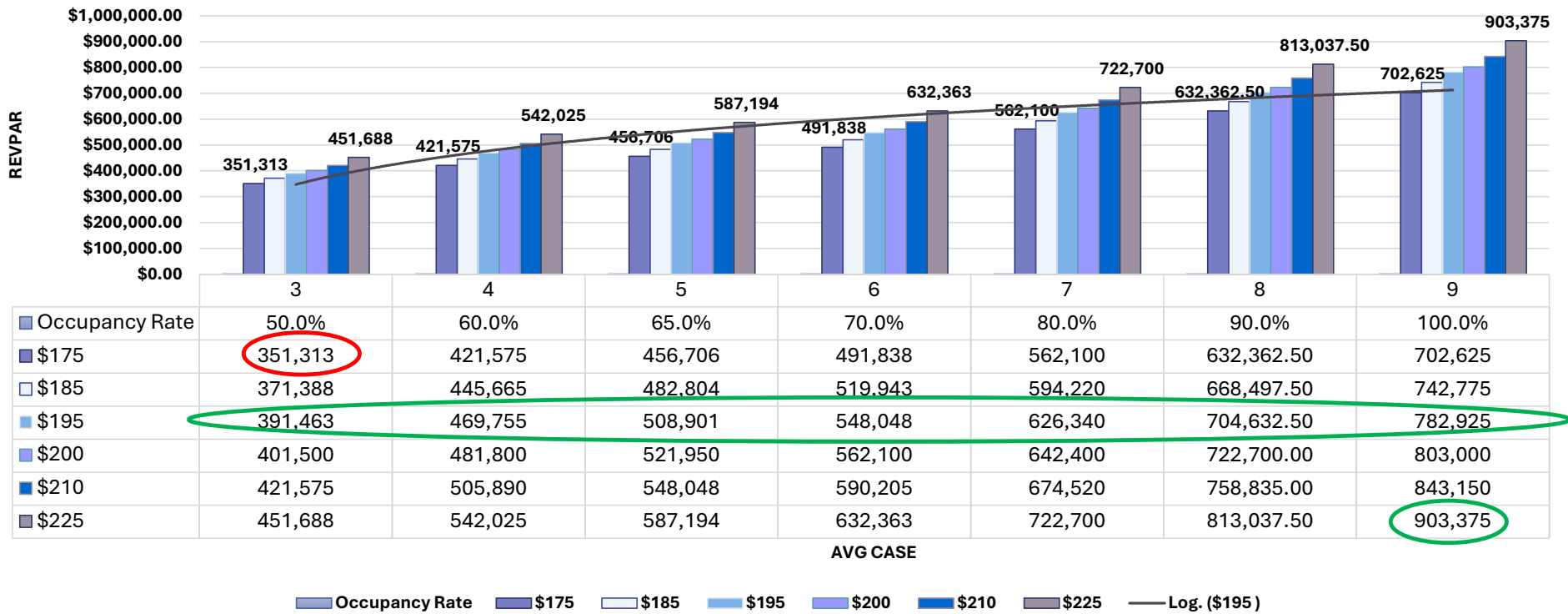




V. Pricing and Revenue Analysis

- A. Room Types
- B. Dive Excursion
- C. Fishing Excursion
- D. Beach Hopping Excursion
- E. Other Offerings

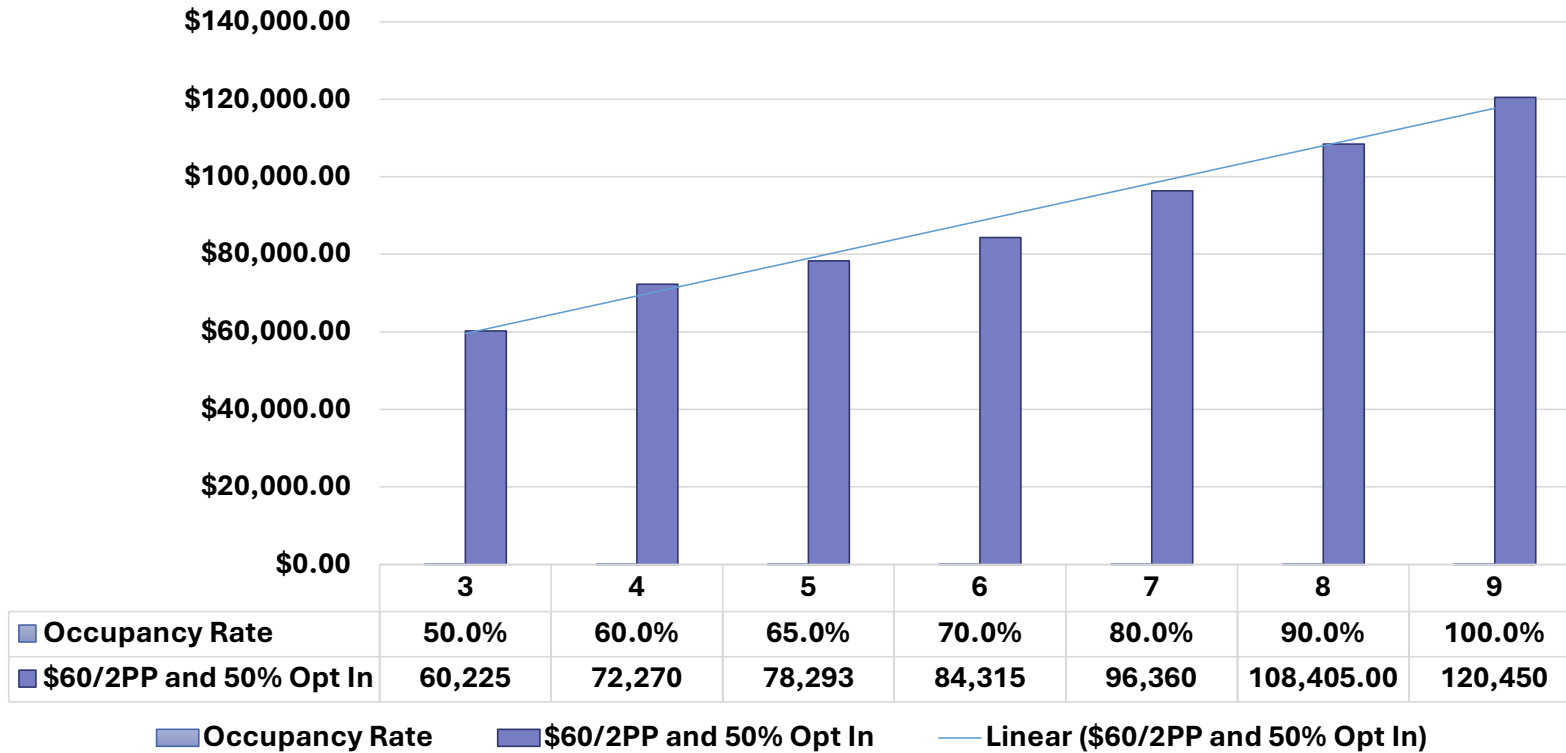
REVPAR Based on Occupancy and Average Room Rate



The graph illustrates the yearly revenue potential based on a mix of pricing and occupancy rates, depicting the relationship between Revenue Per Available Room (REVPAR) and various occupancy assumptions. The trends line showcases the average potential revenue given the Average Room Rate at \$195 which on the lower end of 50% yields **\$391,463** and on the higher end of 100% occupancy , **\$782,925**.

The data reveals a various scenarios and the average worst and best case assumptions. For instance, at a room rate of \$175, potential revenue ranges from \$351,313 at a 50% occupancy rate to \$702,625 at full occupancy (100%). Conversely, at a higher rate of \$225, potential revenue ranges from \$451,688 to \$903,375 across the same occupancy assumptions.

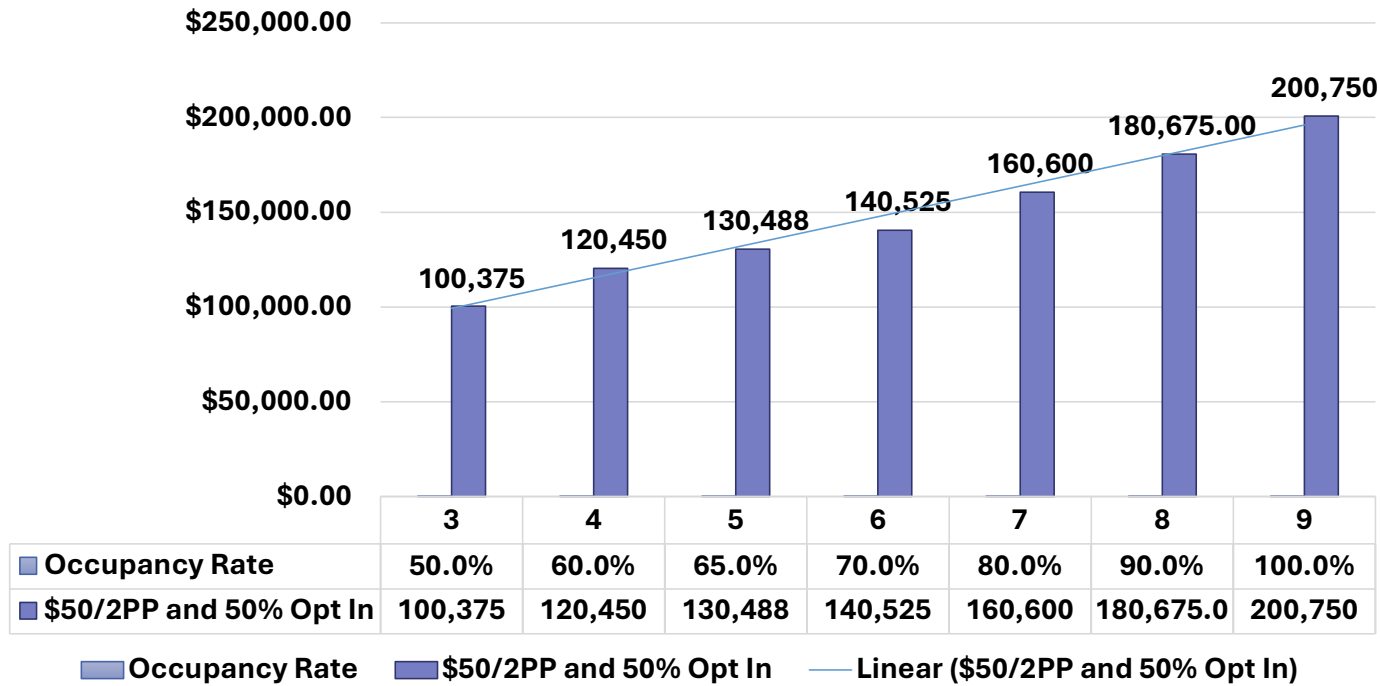
Dive Revenue Based on Occupancy



Dive revenue is calculated based on occupancy rates and the percentage of guests opting for diving experiences. Assuming a 50% opt-in rate for diving and an average of 2 people diving per room.

At a rate of \$30 per person with a 50% opt-in rate, the potential revenue per room is \$60. Revenue projections vary based on occupancy rates, ranging from \$60,225 at a 50% occupancy rate to \$120,450 at full occupancy (100%).

Beach Hopping Revenue Based on Occupancy



Beach Hopping Excursion revenue is calculated based on occupancy rates and the percentage of guests opting for this excursion. Assuming a 50% opt-in rate for the excursion and an average of 2 people per room.

At a rate of \$50 per person with a 50% opt-in rate, the potential revenue per room is \$100. Revenue projections vary based on occupancy rates, ranging from \$100,375 at a 50% occupancy rate to \$200,750 at full occupancy (100%).

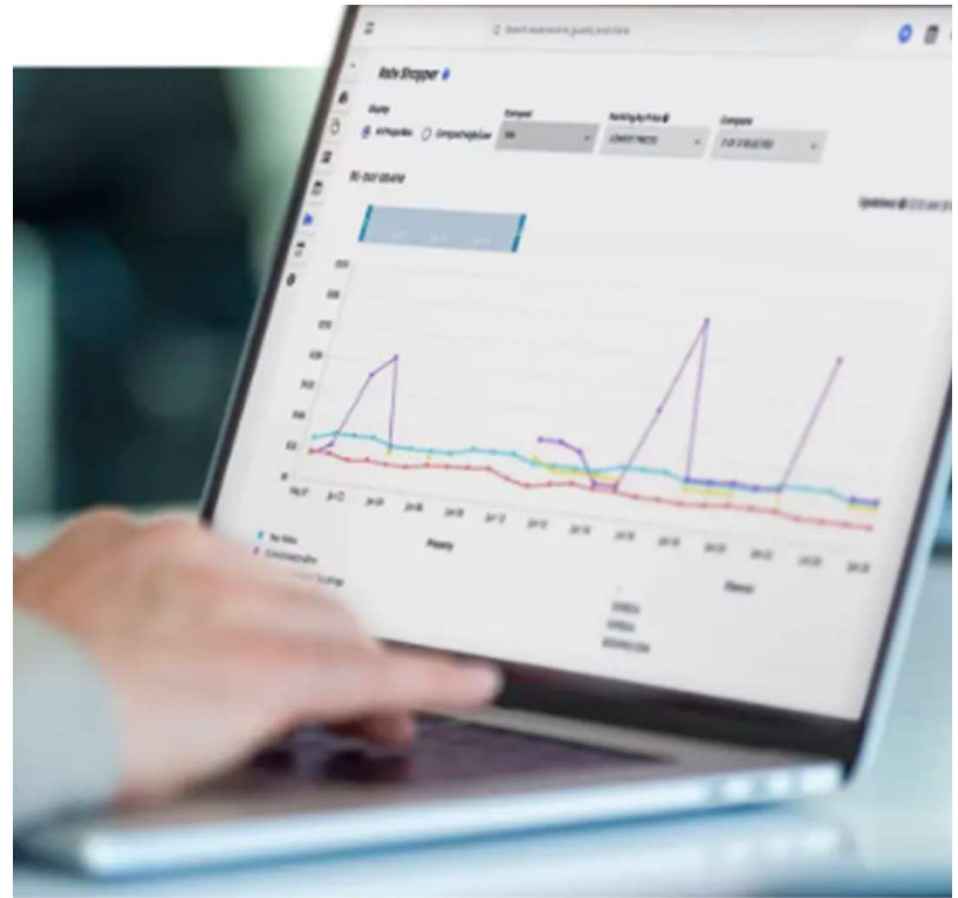


VI. Operations Plan

- A. Unified Property Management System – Through CloudBeds
- B. Marketing and RevOps
- C. Reservation Management
- D. Daily Operations
- E. Website
- F. Real-time channel management

Unified Property Management System – Through CloudBeds

- Cloudbeds award-winning, cloud-based hospitality management software seamlessly combines solutions for front desk, revenue management, distribution, guest acquisition, and guest engagement in a single unified system, enhanced by a marketplace of third-party integrations.
- The SaaS company creates modern, all-in-one hotel management software for hoteliers and hosts worldwide.



Unified Property System Management – Through CloudBeds

- **Channel Manager:** Seamlessly manage distribution across various online channels.
- **Booking Engine:** Empower direct bookings through a user-friendly interface.
- **Marketplace:** Access a diverse range of integrated services and solutions.
- **Revenue Management:** Optimize pricing strategies and maximize revenue potential.
- **Cloudbeds Payments:** Secure and efficient payment processing solution.
- **Cloudbeds Amplify:** Enhance guest experience and engagement with integrated tools.
- **Whistle for Cloudbeds:** Streamline communication and guest interaction for enhanced satisfaction



Unified Property System Management – Through CloudBeds

Core features

All plans come standard with our core features



PMS with drag & drop calendar

Simplify your daily operations and easily manage reservations, housekeeping, finances, and much more in one place.



Channel manager with distribution up to 300+ channels

Increase your market share by ensuring your rates and availability are syncing in real-time across up to 300+ available channels.



Booking engine

Turn your website into your top-performing booking channel, with world-class direct booking technology and no added commissions.



Rate checker

Reduce cart abandonment and increase conversions with a built-in rate checker.



Marketplace integrations

Enhance your guest experience and operations with industry-leading 3rd party services from our Marketplace.



Payment processing

Enjoy contactless and fully integrated payment processing. (Availability varies by region.)



Reporting & accounting

Track business performance with essential reservations and operations reports.



Advanced rates & package management

Manage multiple rate plans across different channels with ease, directly from Cloudbeds.

Unified Marketing and RevOps

Performance packs

Unique solutions to boost your property's performance.



Digital Marketing+

Done-for-you digital marketing to drive direct bookings

Stand out online and drive more direct reservations using digital marketing tools that are tailored for your lodging business.



Revenue+

Easy revenue management tools to maximize RevPAR

Easily set rules and automation for your rate strategy based on your property's occupancy, length of stay restrictions, and competitive set changes.



Operations+

Supercharge your staff to do more with less

Operations+ unlocks powerful features for forward-thinking properties that prioritize more reservations and efficient operations.

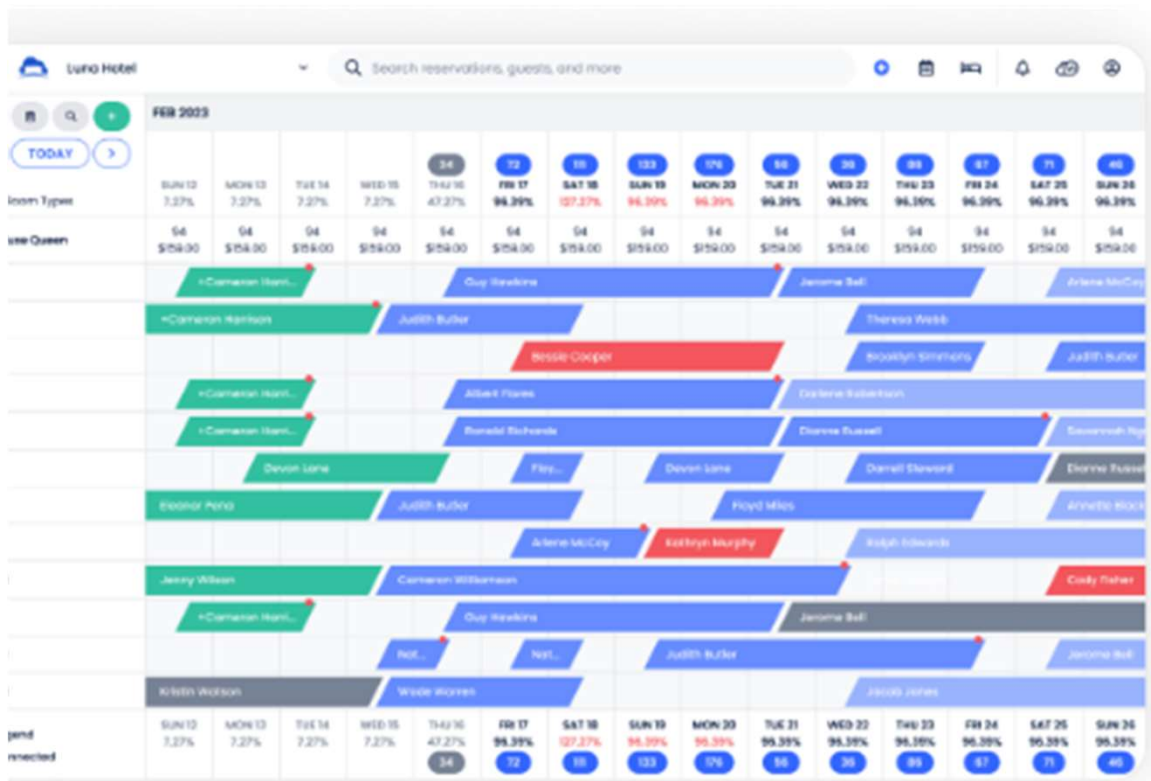


Guest Experience+

Transform the way your property communicates

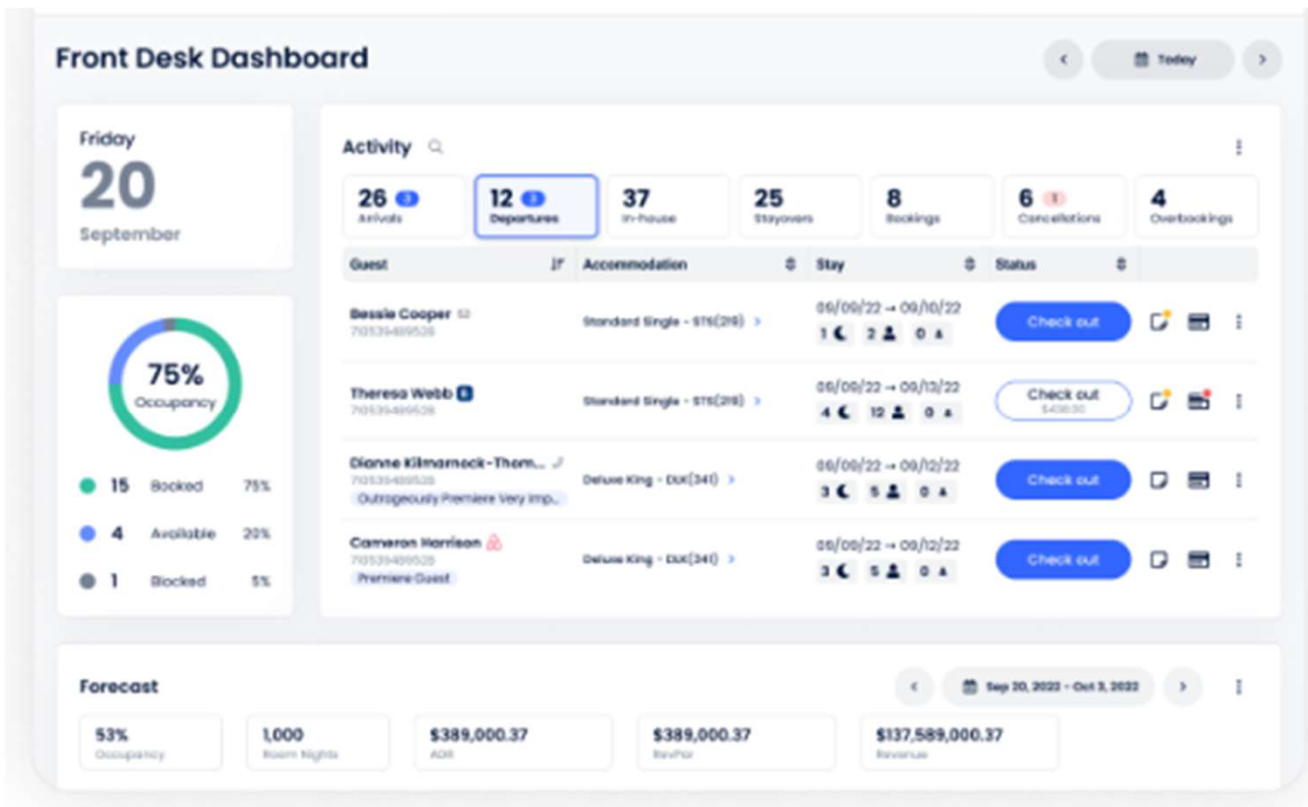
Easily communicate and engage with guests before, during and after their stay on their preferred messaging channel.

Reservation Management

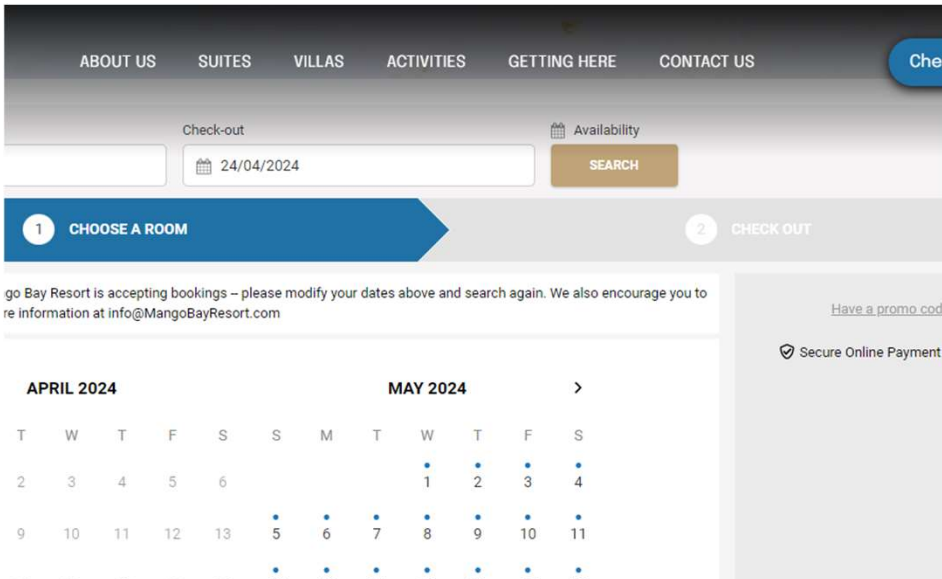
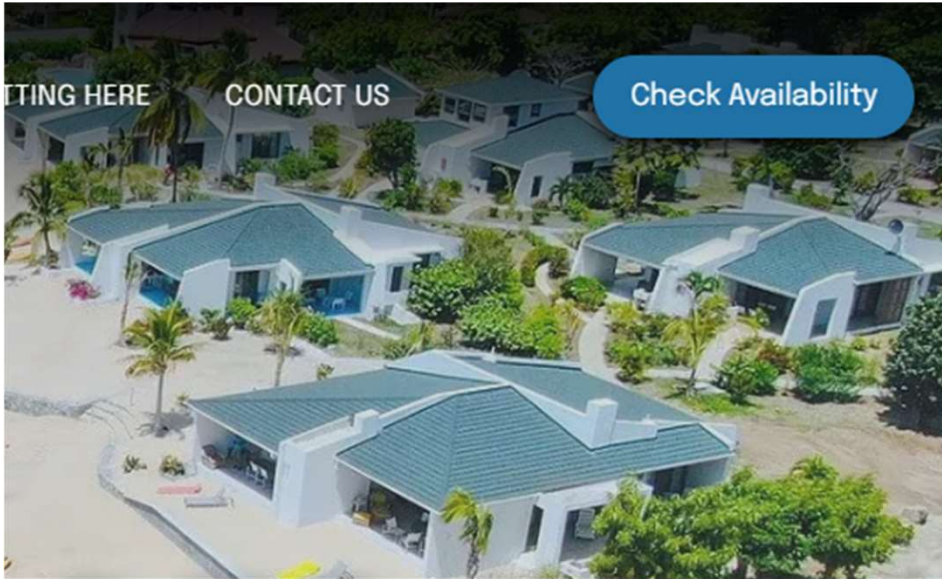


- Streamline reservations management and front office operations
- intuitive calendar is built to simplify daily front desk operations.
- Effortlessly upgrade guests, access notes, manage room availability, and update rates and room inventory across all your distribution channels.
- One-click guest check-in/check out
- One-click reservation overview and rate updates
- Drag and Drop Calendar Functionality

Daily Operations



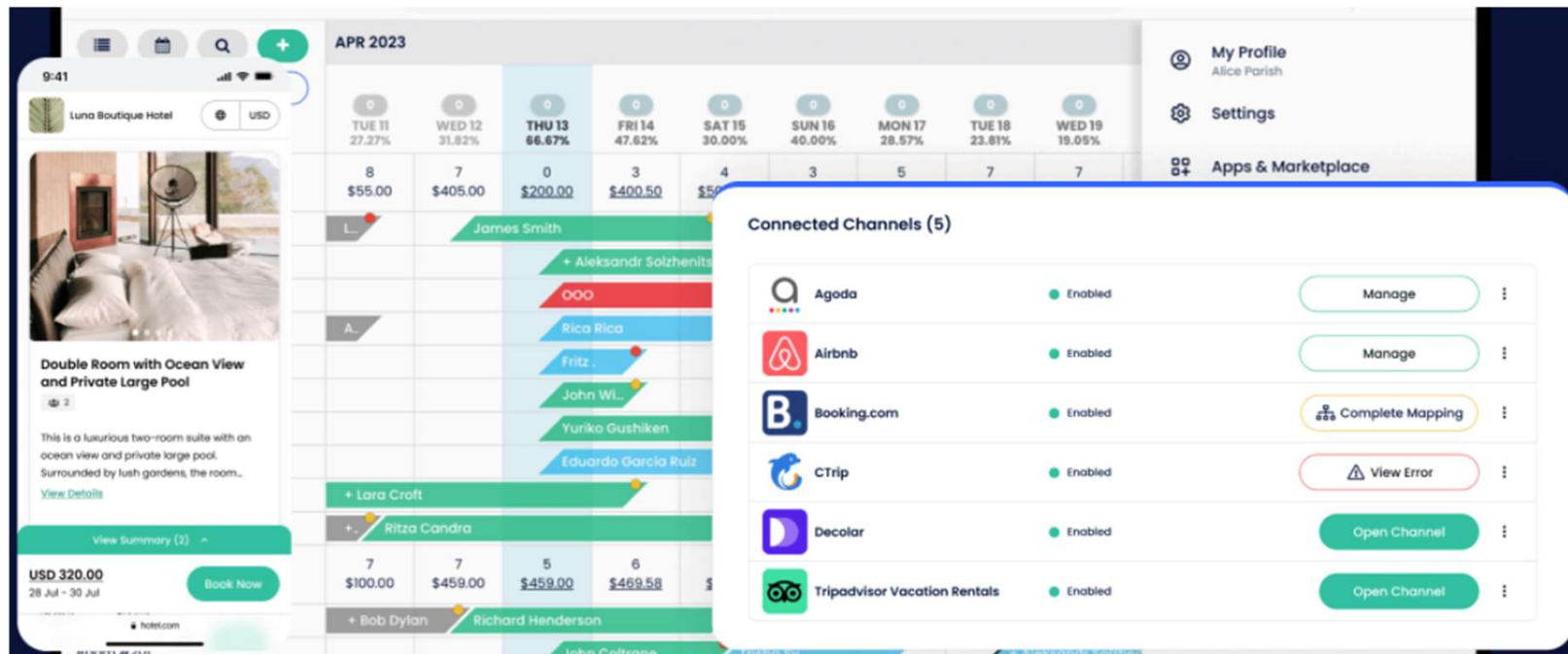
- Always have an overview of your daily operations
- Access cloud-based reservations system from any corner of the world to get real-time updates on your property's current status and stay ahead of tomorrow's tasks.
- View real-time data of the day's arrivals, departures, and reservations
- Get a 14-day outlook on your revenue and occupancy
- Receive an overview of sales and cancellations as they happen
- Make informed, data-based decisions with powerful reporting and analytics built directly into the platform. Use guest data to improve workflows and optimize marketing strategies.



Website

- CloudBeds will set up the initial website which can be easily maintained for direct bookings.
- Bookings are fed in real time through channel partners for calendars and occupancy syncing
- [Mango Bay Resort](#)
- [Zion Glamping Adventures](#)
- [Hotel Ballard Seattle](#)

Real-time channel management



- The Cloudbeds Channel Manager ensures rates and inventory are always in sync across all channels.
- List property on 300+ global, regional, and niche OTAs.
- Cloudbeds Channel Manager has direct API partnerships and two-way API connections for the fastest sync.
- No additional commission on the channels you connect to or the bookings you receive.



VII. Marketing and Sales Strategy (intentionally blank)

- A. Branding and Positioning**
- B. Pricing Strategy**
- C. Promotional Tactics**
- D. Advertising Plan**
- E. Sales Forecast**



VIII. Financial Plan (Intentionally Blank)

- A. Start-up Costs**
- B. Revenue Projections**
- C. Break-even Analysis**
- D. Funding Requirement**
- E. Profitability Analysis**
- F. Financial Controls**



IX. Risk Analysis (Intentionally Blank)

A. Potential Risks and Challenges

B. Risk Mitigation Strategies

C. Contingency Plan