

Developing & introducing a new wellness lifestyle brand...

"Imagining the Future"

*Global Spa &
Wellness Summit*

Morocco 2014

“Imagining the future” starts with truly understanding guest & customer needs



- Recognizing a marketplace need – quantitative and qualitative studies
 - Multiple “spaces”
 - Brand experience elements
 - Willingness to pay
 - Business vs. leisure needs
 - Movement from existing brands
- We worked closely with research partners to articulate the lifestyle needs and behaviors of our target guest
- Commenced work to develop the brand platform
 - Guest Journey Focus Groups
 - Detailed Quantitative
 - In-home Ethnographic
 - Brand experience space & model rooms
 - Partners & experts assistance
 - Service experience development

...which led us to articulate a distinctive and powerful promise of the EVEN Hotels brand



enabling
wellness in travel

...and realize that “*Imagining the future*” disrupts current hotel norms



- A wellness hotel, but without spa, pool or leisure focused programs
 - Wellness along the journey but not the purpose of the trip
 - “On your own” spa-like features integrated throughout
- Simple and straightforward guest-need based brand components
- A service culture designed to inspire guests to stay on track
- Looking at guest and owner needs hand-in-hand
 - retire traditional hotel elements no longer driving guest value
 - Be distinct for the target guest
 - Positioning the brand as “bigger than the box”
 - Deliver a compelling lifestyle brand owner offer

With positive initial statistics and measurements reinforcing our approach



- First 2 hotels opened in Washington, DC suburbs & Norwalk, CT in July; 3 additional under construction in New York City to open in late 2015
- Media reactions
- Wellwellwell.com & brand social platform performance
- Hotel results
 - Guest reactions
 - Travel buyer input
 - Performance against local competitors
 - Business profitability