
Lucky Find Hospitality Partnership Proposal

Management for Unique
Accommodations & Event Venues

LUCKY FIND HOSPITALITY

We are an unconventional hospitality management company, with a focus on developing business for the unique properties & venues we represent.

Our expert team loves encouraging our clients to explore further & embrace immersive experiences...

An Overview of our Services

- Global Sales Representation
 - Tools for Successful Management
 - Revenue Management & Growth
 - Inbound Lead Management
 - Outbound Lead Generation
 - Marketing & CRM Platform
 - Strategic Public Relations
 - Brand Ideation & Development
 - Dedicated Social Media Mgmt.
 - Targeted Outbound Marketing
 - Operations Consultation
 - Guest Experience Expertise
 - Property Concept Design & Build
-

Unique & Boutique

Our ideal customer can always be described by one or both of these words. We consider ourselves project representatives on behalf of owners looking for expertise and guidance.

Properties that benefit the most from our services are:

Accommodations

- New & independent properties
- Newly repositioned brands
- Less than 100 rooms
- Engaged with the local community
- Design forward
- Ready to embrace new tools & tech

Venues

- New construction in need of design & concept
- Repurposed properties
- Under 15,000 square feet
- Unique design, floorplan or concept
- Ready to embrace new tools & tech

Adventure Tourism & Immersive Travel has grown Internationally to over \$300 billion, and is still on the rise, with over..

56% growth

...each year since 2015.

How do you **stand out & attract** your target customer in this increasingly crowded space?

What is holding your property back?

- No Dedicated Sales Team?
- No Reservations Center?
- No Revenue Management?
- No Property Management System?
- No Booking Engine Technology?
- Minimal Group Business?
- Infrequent Outbound Marketing?
- Low Mid-Week Occupancy?
- Subpar Social Media Presence?
- Lack of Media & PR Strategy?

**We Know What
You're Up
Against!**

We Can Help!

Hotels have the means to address these issues... You should too!

We offer all the tools, resources & expertise that large hotels have.

Instead of charging exorbitant retainer fees for these services, we develop custom partnership pricing that makes the most sense for your company. Your success is our success.

Unique Accommodation Experts

Our diverse portfolio includes some of the most unique & captivating properties around the globe.



Kinkára, Costa Rica



Tides Reach, Fiji



Kakslauttanen, Finland

Expertise + Passion = Success

What we believe

Our individual inclinations to embrace **immersive travel experiences** and to seek a different path is what brought Lucky Find Hospitality's unique team together.

Our excitement for **outside-the-box accommodations** coupled with our collective decades of hospitality experience is what drives our passion and belief in what properties like yours are doing.

Our portfolio is comprised of everything from Tipi & Yurt Hotels to Airstream Resorts... Igloo & Dome Camps to Private Ranches... Over-Water & Remote Island Villas to Treehouse Retreats.

Our team...

- *Builds* out the custom tools & capabilities your property needs for substantial & sustained growth.
- *Embodies* the highest standards of organization, implementation and management to create actionable strategies with measurable results.
- *Works hand-in-hand* with ownership and operations teams to develop clear roadmaps, realistic timelines and a strategic approach to achieving goals.

So... What does a partnership with **Lucky Find Hospitality** look like?



Global Sales Representation

With a team of hospitality-sales experts around the globe, our collective network of clients & partners extends into every major market segment.

- **30+** sales professionals globally
 - Boots on the ground in **12** different countries
 - Conducting weekly **sales calls** & hosting quarterly **client events** in every major market
 - Attending (hospitality + non-industry) trade shows for new client development
 - Collective rolodex = **100,000+** clients
 - **Lucky Find** HQ conducting proactive social media & email marketing to entire rolodex
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- **Lucky Find** strikes a balance of veteran hospitality professionals teamed up with expert sales people from outside of the travel industry.
- The diversity of our team allows us to maintain a fresh perspective and our outside-the-box sales & marketing approach has enabled us to be uniquely effective for our partner properties.

The Lucky Find Sales Team

We call them
“The Boom Crew”

Tools for Successful Management

Intuitive Property Management System & Robust CRM



Leveraging rates & availability has never been easier with our exclusive cloud-based PMS partnership solution.

Utilizing the most advanced CRM platform available, maintains organization across the inbound sales pipeline, customer base and revenue stream.

Inventory & Revenue Management

Cloud Based PMS

Our exclusive partnership with the world's most innovative Property Management System provides an easy-to-use approach to handling everything from **operations** to **reservations**.

A **fully integrated** system pushes updated availability to our internet booking engine and sales channels.

This integration will expose your property to new markets and new customers, while rates & availability are continuously **updated in real-time**.

Channel Manager

With **unlimited** channel connections, your inventory is automatically pushed into hundreds of online marketplaces **around the world**.

This makes price and inventory the same at your hotel, on your website, and within our global sales network **instantly**.

Booking Engine

A fully customizable, dedicated booking engine integrates directly with the reservation software and allows guests to **book directly** on your website, sales channels, and even your Facebook page.

Proven tools to significantly increase your direct bookings, track your site analytics, and ultimately **save you time** & money by automating tedious tasks.

Capture & convert ALL of your leads!

Revenue Management & Growth

Staying on track

A clear channel of communication with ownership, investors, operations and sales teams is the key to developing & reaching **realistic goals**. We become the conduit of this channel.

By generating daily, weekly and monthly financial & sales reports, we can monitor property performance and **easily track** our sales and revenue goals.

We set KPI **benchmarks** throughout each season to ensure expectations, goals & sales are aligned.

How do we grow your bottom line?

By analyzing the comp set + current inquiries, accounting for seasonality and accurately forecasting demand, our **yield experts** are able to leverage rates & availability.

Our proven **forecasting algorithm**, industry expertise and trend knowledge will help maximize the amount of revenue your property generates from each room-night sold.

Inbound Lead Management

Group

- Less than 24 hour response time + no communication gaps
- Increased conversion ratio with experienced sales managers dedicated to your property
- Client engagement throughout including proposal creation, negotiations, contracting & liaison with onsite contact
- Relationship building & proactive account management to ensure maximum revenue potential

FIT & Transient

- Less than 24 hour response time + no communication gaps
- Increased conversion ratio
- Call center reservations management
- Real time booking engine reservations
- Detailed property information given & guest intel taken from each reservation
- All transient guests entered in CRM for pre-arrival + post-departure communication

Marketing & CRM

Inbound Marketing & CRM Platform

- Utilize HubSpot as CRM to manage our **300,000** qualified contacts.
- Execute strategic inbound marketing campaigns to targeted audiences.
- Capture all lead & guest data to capitalize on further marketing opportunities.
- Create detailed client profiles to understand each customer segment.

SEO

- Highlighted in blog posts and industry publications.
- Coordinated PR efforts to help build online presence.
- Spotlight on our website's "Featured Property" section.
- Follow SEO best practices to consistently outrank competitors

Analytics

- Take a data-driven approach to our web analytics, identifying & leveraging the content that drives the most leads.
- Utilize tools to measure actual ROI from social media campaigns, PR campaigns, and online-ads.
- Researching and understanding historical & forecasted industry data to optimize marketing efforts and ultimately revenue

Strategic Public Relations

A major strategy in building brand-awareness and reputation is effective media relations.

Ongoing media relations campaigns will consist of aggressive outreach, with a focus on securing coverage for your brand, while building lasting relationships with targeted media.

PR & Brand Building

PR & Your Brand

- We are partnered with an **industry-leading** public relations agency to help build your brand awareness, reputation, influencer marketing & social media presence.
- Our PR team will craft compelling stories & content, while **working closely** with journalists, bloggers & social media influencers to drive awareness & interest. .

Creative Tactics

- **News Releases:** Draft & distribute press releases to announce news, milestones, partnerships, etc...
- **Expert Positioning Platform:** Offer commentary on industry news & trends, showcasing thought leadership & expertise;
- **Targeted Outlets:** Secure placement in relevant publications.
- **Trendspotting:** Monitor industry & consumer trends for opportunities to be inserted in relevant, timely conversations.

Editorial Development

- **Editorial Calendar Tracking:** Obtain editorial calendars for all applicable target outlets, develop relevant opportunities & media outreach to secure inclusion of your property in their stories.
- **Creative Pitch Angles:** Create a steady pipeline of creative pieces that drive awareness for your brand, initiatives, differentiators, etc.

Brand Development & Concept Design

Brand Identity

Building and managing a strong brand identity for your property is a **key driver** of our mutual success.

A finished hospitality project is more than just a space. It **brings together** look & feel with function & detail across disciplines, from concept & design to branding & guest experience.

With our experience in **ground-up projects** coupled with design & brand development, we create a one-of-a-kind identity that is as unique as your property.

Strategy & Management

In conjunction with the speed of consumer tech advancement, the ever shifting & highly competitive **hospitality marketplace** requires an accelerated & innovative brand strategy.

Effective management of a brand through a clear strategy will help **establish & differentiate** your property & unique services from the core competitors.

PR Case Study

AutoCamp™ Airstream Resorts

Property Partnership & Revenue Growth with
Lucky Find Hospitality

Featured in:

- Travel+Leisure
- Forbes
- Los Angeles Times
- Meetings Today
- Bloomberg
- Sunset
- Vogue
- Dwell

Featured PR Piece

Publication (Print & Online): Incentive Magazine
Article: *5 Incredible Outdoor Alternatives to the Traditional Hotel*
Impressions: 200,000+

5 Incredible Outdoor Alternatives to the Traditional Hotel

Thrill and engage employees with an al fresco experience



For an adventurous incentive trip or a corporate retreat, sometimes it's worth getting out of the hotel and spending a little time outside. Here are five outdoor venues that offer the luxury of a hotel, but in a natural environment that will make your team happy and healthy. They're tailor-made for communing with nature and convening with colleagues -- at the same time.

AutoCamp Russian River (Guerneville, CA)

From fashion to food, "retro" is in. Indicative of the trend is Airstream, whose iconic aluminum campers began rolling onto American roads in the 1930s and are so popular today that the company has had trouble meeting demand. At AutoCamp Russian River (pictured above) in Guerneville, CA -- 90 minutes north of San Francisco -- groups can enjoy a full Airstream experience thanks to 24 custom Airstream trailers that are parked steps from the Russian River, surrounded by picturesque vineyards and towering redwood forests. Each luxury trailer features a queen-sized bed, a

LUCKY FIND
HOSPITALITY

Publication (Print & Online): Meetings Today
Article: *Meetings with a Twist*
Impressions: 167,000+

the agenda

Meetings With a Twist

Need some help with tracking down a special venue for an off-site meeting, or a local experience for teambuilding, or even a room block at a trendy hotel? Luxpitality, a California-based hospitality company that works with hotels and destination management companies in the U.S. and Europe, can help.

From connecting clients to hotel partners, to providing transportation and full-scale experiences, the team prides themselves on its local relationships and partnerships.

"One of the guiding principles of Luxpitality is the partnership model. A true partnership," explained Rigel Bitterman, vice president and co-conspirator at Luxpitality. "It's hard to find that in this industry.

We wanted to create a business model and company culture that has a clearly defined and truly symbiotic partnerships."

Luxpitality has over 20 global offices and more than 50 hospitality experts stationed around the world that work directly with four- and five-star independent hotels and small brands on behalf of their clients to offer customized group options.

"We work very closely with our hotel partners," said Patrick Burkhardt, president and chief idea person at Luxpitality. "Depending on how the hotel operates and needs of the client, we sometimes just pass the project off to the property's team, and in other cases we stay very involved with both the client and the hotel from start to finish."

While many of the hotel partners are more traditional hotels and resorts, such as the new Pendry in downtown San Diego, the iconic Hollywood Roosevelt in Los Angeles and ski-in/ski-out Stein Eriksen Lodge in Deer Valley, Utah, the company has expanded to the "adventure" category with AutoCamp. The lodging concept, with locations in Santa Barbara and Guerneville, Calif., blends traditional camping with custom-designed luxury Airstreams. AutoCamp offers



STEIN ERIKSEN LODGE/DEER VALLEY



a "glamping" experience to groups with fully equipped luxury tents and a Mid-Century Modern-inspired architectural lounge pavilions. Along with Holden Marketing, Luxpitality can facilitate corporate retreats and group experiences at both locations.

"AutoCamp is something we are very excited about because it is something that speaks to our character and personality: being outdoors and mixing luxury with ruggedness," Burkhardt said. "It's a great experience, especially for the new-age business we're working with." www.luxpitality.com



AUTOCAMP

AutoCamp™ & Lucky Find

Partnership Model

- Group Sales & Marketing arm
- Revenue Management arm
- Supplemental PR (with focus on exposure & awareness)
- Supplemental Social Media Marketing (with focus on reaching/engaging target clientele)
- Consultation (areas of opportunity + best practices to maximize group revenue potential)
- Travel & tradeshow exhibition arm
- Technology platform arm (CRM - HubSpot, PMS - CloudBeds, MMT - CVENT, TCT - SLACK)

What We Implemented

- Dedicated sales manager & remote global sales team
- Weekly conf calls with onsite team
- Proposal, Contract & Marketing Collateral creation
- Booking pattern strategies & policies (Ex: Implemented 60-day booking window for leisure reservations to maximize occupancy & rate)
- Weekly PR & Social media campaigns
- Property redesign consultation to maximize group meeting space
- Exhibited at Dwell on Design Los Angeles + IMEX Las Vegas

Results in 6 Months

- **57%** increase in group booking conversions (largely attributed to dedicated man hours + expertise of Lucky Find sales team)
- **131%** increase in ADR (largely attributed to more intuitive booking patterns + strategy of building base with group & layering higher rated transient on top)
- **17** feature articles inc 3 front page
- **237%** growth in Social Media Followers + **162%** growth in Engagement
- Transformed AutoCamp Russian River into a top destination for group events

Social Media Management

The exponential growth of society's highly global, mobile connectivity has made Social Media presence imperative to staying competitive.

Our in-house Social Media Management Team will help your brand connect, engage and communicate with the right audience.

#FeelingLucky?

Social Strategy

Social Media Management

- Featured in our targeted media content, through our social media accounts, influencers and Lucky Find ambassadors
- Creation & Management of Properties' own Social Media accounts
- Highlighted in blog posts & industry articles.
- Spotlight on our website's "Featured Property" section.
- Invited to participate in social media giveaways to bring the right groups and influencers to your property.

Content Creation

- We work with **industry-leading** photographers, videographers, directors and editors to create stunning media content
- Our in-house copywriters create engaging content, featuring our partner properties to create **genuine interest** that generates organic traffic
- We are **constantly expanding** our list of social influencers in order to help attract high quality customers to your property and increase brand presence across multiple media platforms.

Social Media Case Study

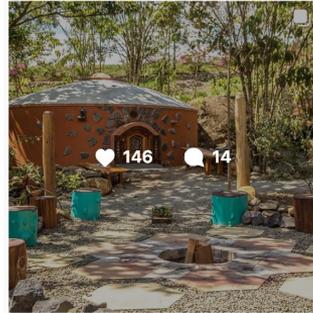
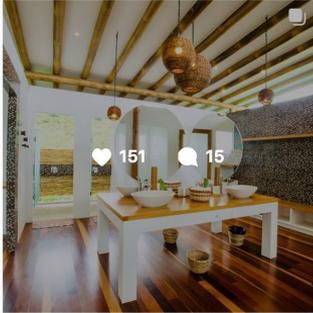
Kinkára Costa Rica

Full Service Hospitality Management &
Ground-Up Growth with **Lucky Find Hospitality**

Highlights in 6-month period

- Organic growth from 0 to over 1,200 users
- Exponential increase of user engagement ratio
- Custom content creation (captions, photography & editing)
- 70% Lead generation through social prospecting
- 5 strategic partnerships formed from organic discovery

Social Media Management



kinkaracr Following

86 posts 1,089 followers 92 following

Kinkára
The new path is an ancient one. Kinkára Costa Rica - a private regenerative retreat destination now open for bookings! #kinkáracr
linkin.bio/kinkaracr

Followed by aluckyfindtravel

GuestExp... Featured I... Retreats Wind Water Earth Experience

From photography, videography & editing to effective copywriting that engages viewers beyond a "like", our in-house social media experts know how to generate leads and convert viewers into customers.

Design & Build

From concept-to-opening and beyond, our award-winning architecture & design partners will make your creative vision a reality.

[Take a peek at one of our current projects!](#)



More than a Partnership....



When you become part of the **Lucky Find** family, we become mutually invested in your property's success.

Our custom made service offerings rely on revenue growth for your property & the sustained financial success of your property.

You're not cookie-cutter, and neither are we. We understand the uniqueness of our partner properties, so every strategy, recommendation & course of action is carefully considered & highly customized.

An aerial photograph of a beach. The top half of the image shows the ocean with vibrant turquoise water and white, frothy waves crashing onto the shore. The bottom half shows a wide, sandy beach with a light tan color. The text is centered over the boundary between the water and the sand.

**"There is no end to the adventures we can have if
only we seek them with our eyes open." -Nehru**