

# HOTEL & RESORT MANAGEMENT

THE PAVILIONS GROUP



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# THE PAVILIONS HOTELS & RESORTS



## *Boutique* **INTERNATIONAL GROUP**

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The Pavilions Hotels & Resorts was inspired by 'Far Pavilions', the epic tale of two lovers who traverse the world to unite in an exquisite place where they can find true peace, a haven away from home, where they would be treated like royalty yet always feel utterly comfortable.

Started 20 years ago by the Groups passionate Founder and Owner Gordon and Danielle Oldham, the group has successfully grown to a portfolio of 9 award winning, unique and diverse hotels that entwine themselves with the culture, people and location they rest in, focused on delivering an experience more than just a room; a curated and bespoke cultural experience.

As an owner and operator of all our hotels and resorts; we understand the business intimately and continue to learn and grow the successful brand of Pavilions Hotels & Resorts, with our current and future partners.



# OUR LOCATIONS

The Pavilions Hotels & Resorts

## THE PAVILIONS HOTELS & RESORTS

- AMSTERDAM
- MADRID
- ROME, THE FIRST ARTE
- ROME, THE FIRST DOLCE
- ROME, THE FIRST MUSICA
- LISBON (**OPENING 2024**)
- BALI
- PHUKET
- HIMALAYAS, THE FARM
- HIMALAYAS, LAKEVIEW
- MONGOLIA
- EL NIDO, PALAWAN ISLAND (**OPENING 2024**)
- NISEKO (**OPENING 2024**)



# Why we **DO THIS**

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I set out in search of Paradise. I found Paradise everywhere but left feeling something was still missing.

Chasing the missing became my Quest. I searched for surprises. I found delight in places by looking at them with clear eyes. I created experiences outside and within four walls.

A Home, A Place to be. Childlike, grown-up, silly, sophisticated – I choose how to see it.

I can have fun. I can be naughty. I create my universes with extraordinary people.

From Boheme to high culture. My life is adventure and mystery. An embrace of Romance. A chance to live like a Hero.



***TRAVEL BEYOND THE EXPECTED. WANT TO JOIN US?***

# MISSION

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**DELIVER**  
*Experiences*  
**BEYOND GUEST EXPECTATIONS**



# DNA

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## **DARE TO DREAM**

Always ask – What if?

## **HONESTY**

Be sincere and fair with your team, guests and those around you.

## **HAVE FUN**

Don't take yourself too seriously.

## **PAY IT FORWARD**

Help your community, help your team, treat others as you want others to treat you.





## *Pay it* **FORWARD**

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Core to our company DNA is our community and environment. We are a part of a local community and as such take our responsibility in being a member seriously.

- Funding Education in Nepal through FAB Hospitality School
- Producing recycled soaps for orphanages and schools in Phuket
- Achieving Gold Awards for our conscious environmental actions in the operation of our Amsterdam hotel.



# PARTNERSHIP *With*

## THE PAVILIONS HOTELS & RESORTS

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We are looking for partners, not just owners or properties. We believe that entering into a Hotel Management Agreement is a partnership between our people as well as our companies.

**You want your asset to grow in value.**

As an owner and operator ourselves, we understand this completely.

**You want a solid and reliable management team.**

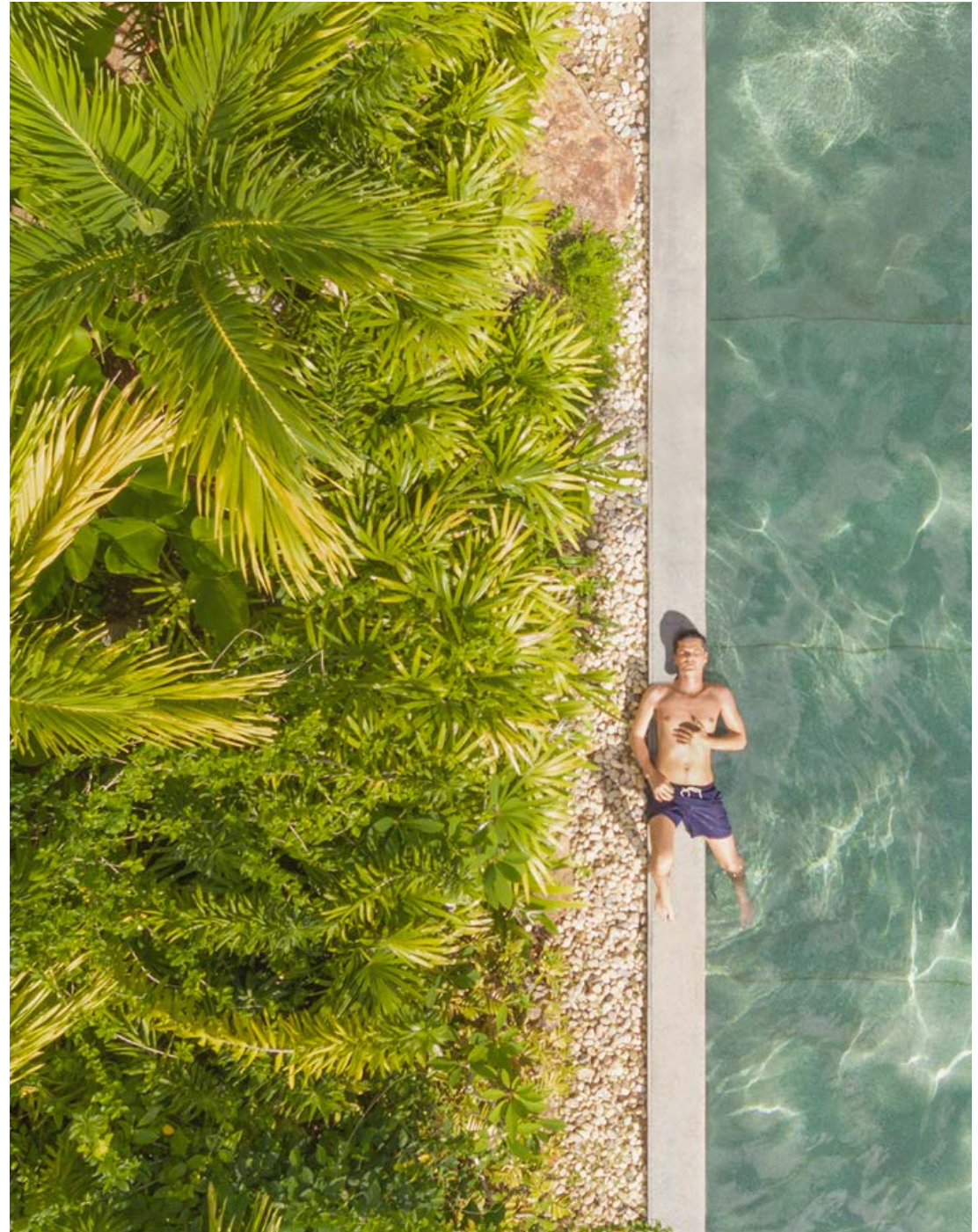
We have an experienced international team and leaders that are seasoned professionals. With this experience as owner/operators, our team will implement best practices for your hotel.

**You want a strong and unique brand for your hotel.**

We understand this and have built Pavilions Hotels & Resorts to be a trusted and unique boutique hotel brand. Guests don't want hotel rooms; our brand brings experiences to the forefront, delivering what guests want today.

**You want revenues and profitability to be delivered.**

We have the systems, knowledge, leadership and proven experience to drive performance. Today a hotel or resort needs to be different and deliver an experience, our brand delivers this and ensures we remain nimble in the market, unlike large organisations.





# THE PAVILIONS

## *Advantage*

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### **SALES & MARKETING**

With a dedicated sales team driving high returns and revenues through increased negotiating power and higher-level access to more influential accounts and strategic partnerships. Our marketing team work directly with the sales team so that the message is aligned and on-brand, along with driving awareness of each hotel and resort's unique selling points.

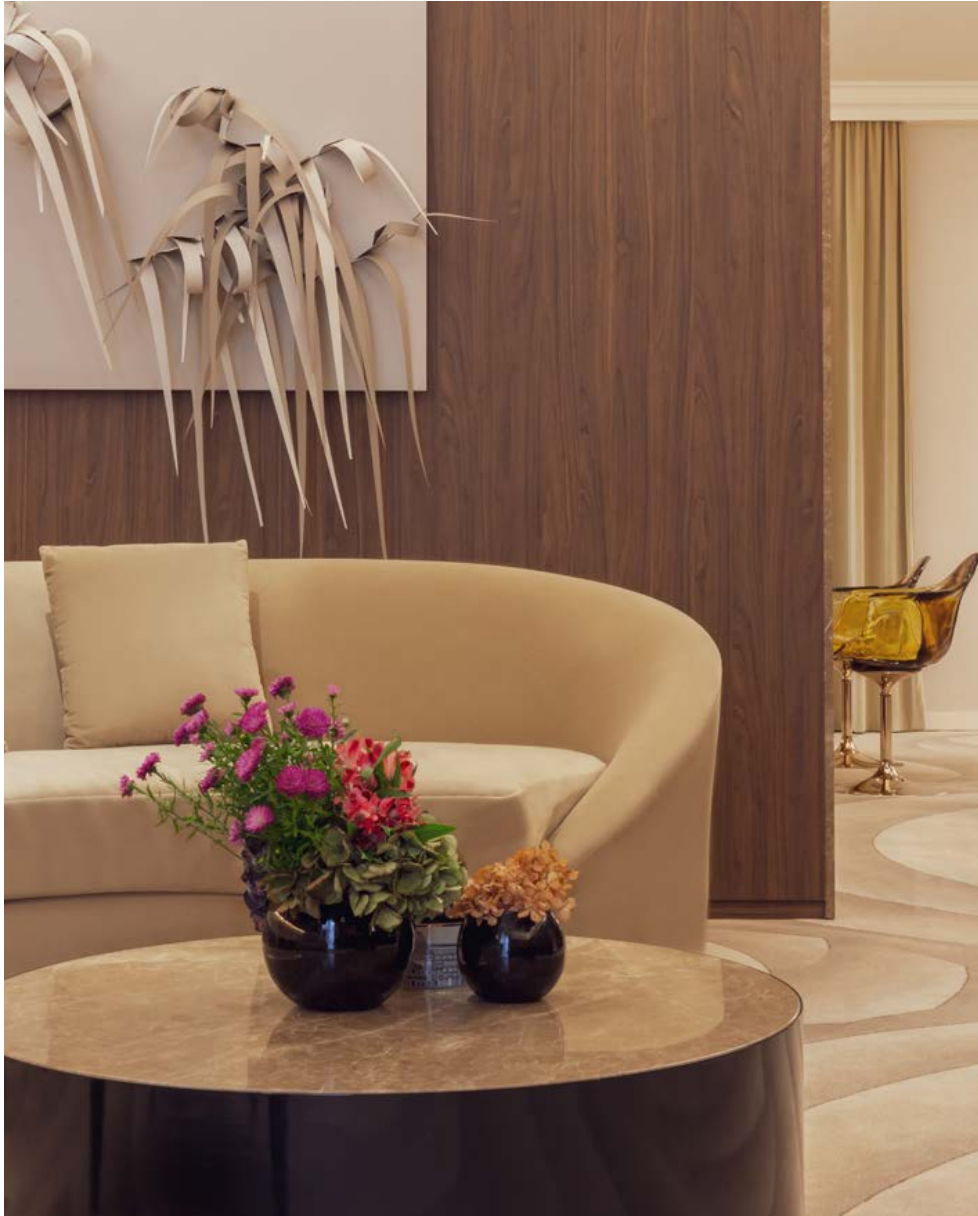
### **ONLINE SERVICES**

We offer a cost-effective model to ensure your property is front and centre online, providing the most convenient digital experience for guests through traditional and emerging online channels. We connect with travellers at every opportunity, including websites, social media and apps, featuring experiences, hotel and locally relevant content.



### **REVENUE MANAGEMENT**

Works alongside the hotels to maximize profits with advanced tools, training and analysis to help make smart pricing and inventory decisions while increasing guest satisfaction.



## *Technical* **SERVICES**

We offer guidance in your project development and support in delivering properties that will excite our guests. From our own experience in delivering hotel developments in Europe to Asia, you gain valuable knowledge and insight that saves you time and money.

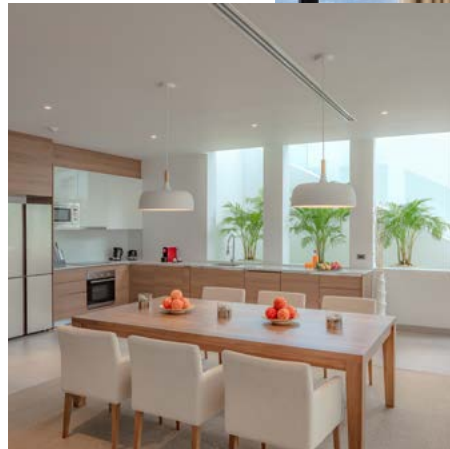
- Concept Briefs and Feasibilities
- Architectural & ID Reviews
- OPEX & FFE specifications and Reviews
- Project Management & Critical Path Reviews
- Pre-opening & Operational Budgeting
- Manning and Training
- Sales & Marketing planning and implementation

# LIVE THE PAVILIONS RESIDENCES'

## *Lifestyle*

Imagine a home which epitomises your style and sophistication, combined with the personalised service from The Pavilions Hotels & Resorts. From in-residence dining to world-class resort amenities, your lifestyle of peace and tranquillity awaits, The Pavilions provide you with luxury living in unique locations, ranging from the bustling cities of Europe to the quiet mountains of Japan.

Our experienced residence sales team have expertise in managing residential development projects, including the design and construction elements, media and real estate events, and the full sale and ownership process.





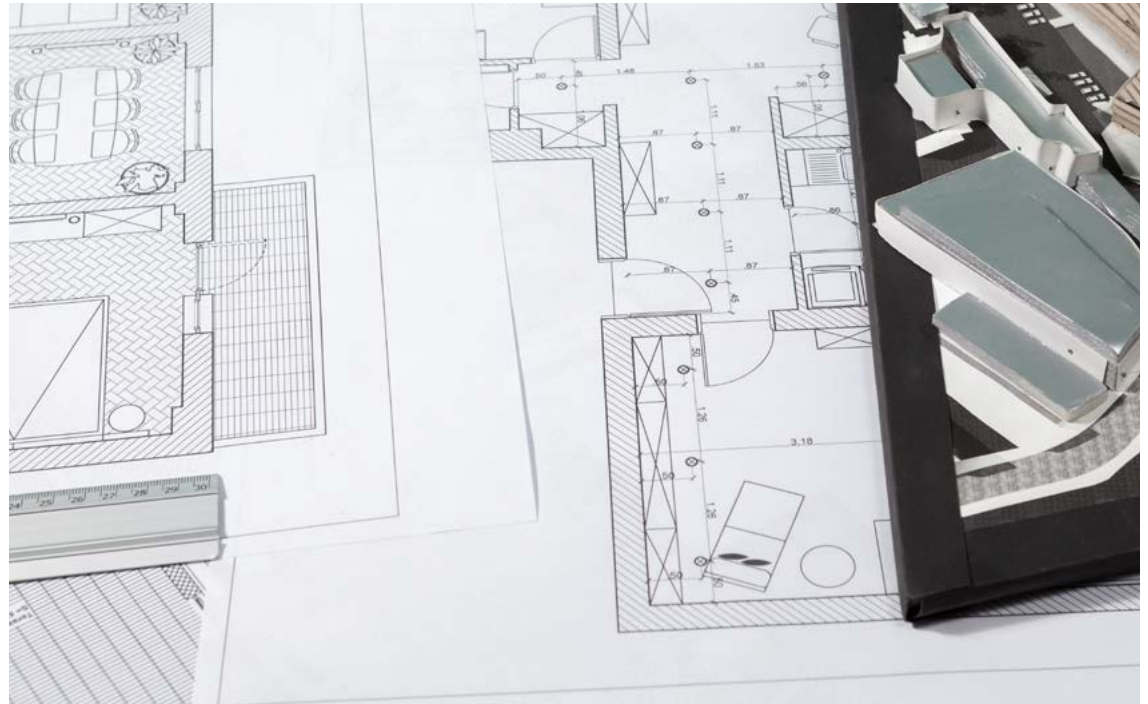
# THE PROCESS

## DEVELOPING *in Partnership*

With our hospitality knowledge, we will guide you and your team each step of the way.

We have resources in all corners of the globe. From design and construction specialists and skilled professionals to suppliers and systems companies that can support your development.

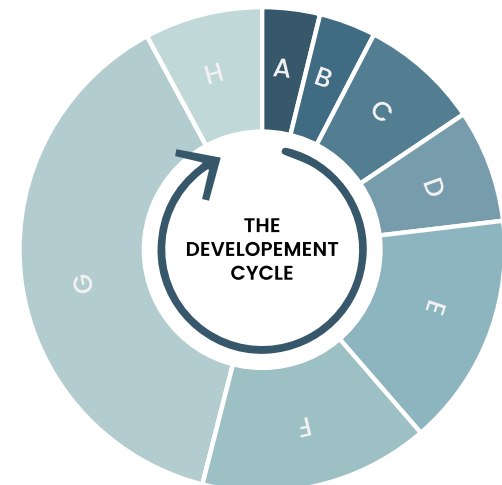
There are several key steps to opening that we have laid out for your success.



*The*

## DEVELOPMENT CYCLE

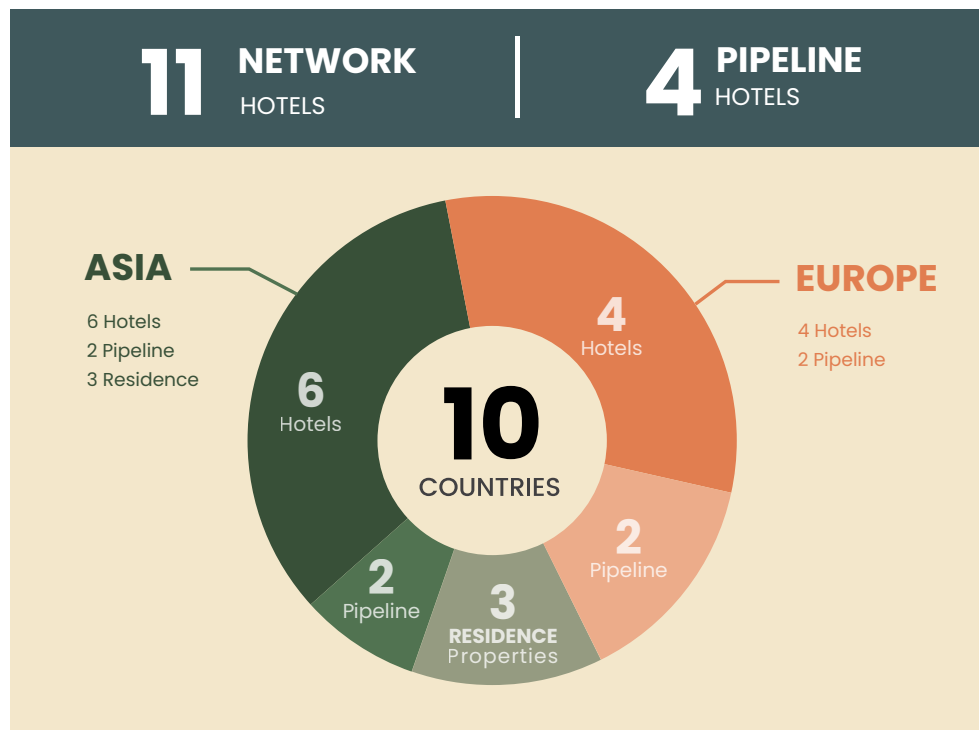
- A. Defining the Project
- B. Consultant Selection
- C. Planning & Design
- D. Interior Design & Function
- E. Engineering Systems
- F. FFE/OPEX Spec and Review
- G. Construction
- H. Operational Handover



# Unique SELLING PROPOSITIONS

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The Pavilions Hotels & Resorts group gives you access to a worldwide brand that is local, that cares about the region and community we are in and wants to be a part of it. We are not here just to manage a resort.



- Not just a management company, we are owner operators
- Immersion and discovery of the very essence of the destination via Curated Journeys
- The Pavilions Spa brand delivers locally inspired treatments with locally sourced products to ensure authenticity.
- F&B concepts derived through destination research, market needs or wants and offer an authentic experience.
- Michelin Starred Restaurant Chef based in Italy
- Each property supports local and drives CSR initiatives
- In our key markets REVPAR performance for our group is 20.3% above the market (STR Reporting)



# Destination

## TARGETS

LOCATION	PRIME LOCATION	PRIME DESTINATION	SECONDARY DESTINATION
CHINA	•	•	
JAPAN	•	•	
VIETNAM	•	•	
LAOS			
THAILAND	•	•	
INDONESIA	•	•	•
INDIA		•	
PHILIPINES		•	
AUSTRALIA	•	•	
NEW ZEALAND		•	
PACIFIC ISLANDS		•	
MALDIVES		•	
AFRICA		•	•
MIDDLE EAST		•	
EUROPE	•	•	•
NORTH AMERICA		•	
SOUTH AMERICA	•		
UK	•		
CARIBBEAN		•	





# Property REQUIREMENTS

		CITY	RESORTS
ROOMS	• Average number of rooms	40 - 100	40 - 150
	• Room average size (sqm)	20	30 -150 (indoor and outdoor)
FOOD & BEVERAGE	<ul style="list-style-type: none"> <li>• 1 all day dining buffet restaurant</li> <li>• 1 specialty restaurant</li> </ul>	<ul style="list-style-type: none"> <li>• Destination dining (resort only)</li> <li>• 1 bar</li> </ul>	
SPA & WELLNESS	• The Pavilions Spa (optional for city hotels)		
MEETINGS, EVENTS & OTHERS	<ul style="list-style-type: none"> <li>• Meeting rooms</li> <li>• Ballroom</li> </ul>	<ul style="list-style-type: none"> <li>• Gallery retail</li> <li>• Kids Club (Resort only)</li> </ul>	



# Hotel MANAGEMENT

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The Pavilions Hotels & Resorts has a 20 year history of success. Partnering with our brand and expertise in operating boutique 4 and 5 star luxury hotels and resorts will support the success of your hotel or resort.

As a boutique brand, we are able to be more dynamic, flexible and reactive to the ever-changing markets than the large generic brands. Our team of hands-on leaders are able to deliver the long term goals of your hotel through:

- Unique Brand Standards
- Property Management systems and Tools
- Regional Leadership & Support Services to Properties
- International Hotel Operating Standards and Policies
- Training & Development Resources
- International Sales & Marketing reach and support
- Transparency and Partnership
- Residential development and sales
- Experience-led branding and property developments



# HOTEL *Franchise*

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Many hotel owners value their independence and prefer to operate their hotel or resort day to day but need branding support to drive their property's value further.

Franchise properties benefit from our existing marketing infrastructure and the reduced investment that goes into marketing and building an independent hotels' name or brand in the global market.

Through The Pavilions Hotels & Resorts website, the hotel has access to a broader and wider market while our CRS drives more bookings than an independent hotel website. We also provide a powerful business resource to all Pavilions Hotels or Resorts through our marketing to our global database of guests, followers, trade and media.

We value independence and uniqueness within our group; this is celebrated in our properties' experiences to our guests. While we do not desire cookie-cutter hotels, we understand that guests today value standards and reputation of high standards in service, hygiene or little touches. We provide standards and operating guides to ensure that the guests' expectation at every Pavilions Hotel or Resort is exceeded. These standards assist and support each hotels individuality and operational needs without being cookie cutter.

With our brand comes operational and sales support where needed. Allowing benchmarking against other international brands in your comp set. Our brand and sales reach lowers the barrier to entry into trade events, sales and marketing activities or sales channels.



As a boutique hotel group we, enjoy the ability to innovate and lead. As part of our brand, your hotel will benefit from this as we look to the future and to grow your business with us.

If you wish to maintain full management of your resort but want that additional support that a hotel group and brand provides, then a Franchise model with The Pavilions Hotels & Resorts gives you this and helps you stand out from the crowd being visible to guests worldwide.



# FRANCHISE *Model*

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Gain brand recognition and reach to international markets for your hotel or resort under The Pavilions Hotels & Resorts Franchise agreement. Receive sales and marketing support, additional exposure, brand recognition, revenue management support, up to date standards and operational services, and strong brand experiences lead style. At the same time, you maintain control of your daily operations.



## HOW IT WORKS

### **Royalty Fee:**

Compensation for the use of brand and service marks, logos, goodwill and services.

### **Marketing Fee:**

For marketing and advertising brand-wide all hotels and for marketing campaigns to drive revenues.

### **Frequent Traveller Program Fee:**

For access to incentive and guest reward style programs and databases.

### **Reservations Fee:**

Cover reservations support costs and related distribution costs, including 3rd party pass-through fees etc.



# BRAND PROMISE

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A hotel brand that makes travel authentic and social for the millennial explorer. From white sandy beaches and vibrant city centres to extradentary mountain views in an era of discovering local experiences.

## Vision

The preferred hotel brand which creates a space for the millennial traveller to socialise, connect with local experiences, enjoy easy and fun living whilst being a truly memorable experience, and provide value to the community, guests, partners, and employees.

## Target Audience

Global Millennials

## Mission Statement

To give the guest an authentic local experience of each destination in a fun, comfortable, connected and socially inspired space.



## Tone of Voice

Fun, quirky and straight to the point. Write it how I talk it and includes humour and pop culture. Talk about travel hacks but avoid cliché buzzwords like FOMO, YOLO, or OMG.

## Elevator Pitch

Explorar Hotels & Resorts offer travellers the opportunity to explore and experience each of our destinations from a vibrant, comfortable and fun base, with a team that makes exploring and enjoying the destination easy using their local knowledge with everything at your fingertips.

# BRAND PILLARS

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## ROOM

Connectivity, comfortable and simple beds and rooms, beanbags, not desks, laptop bed tables, digital services, paperless, locally inspired amenities



## EXPERIENCES

Locally inspired food & beverage offering, grab n go, social spaces, personalised excursions, local connections, postcard recommendations map board, up, close and personal with each destination.

## PEOPLE

Community activities, social responsibility, guest-centric, empowered and extraverted teams with a 'can do' attitude. Fun and caring for guests, local communities and businesses, whilst providing opportunities to people in our location.





# THE PAVILIONS GROUP



## THE PAVILIONS HOTELS & RESORTS

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