



Overview of Curator Hotel & Resort Collection

October 2024

Curator Hotel & Resort Collection is a distinct collection of high-quality boutique and lifestyle properties in top US destinations. Curator provides independent hotels and resorts access to a wide breadth of program offerings to enhance the guest experience, improve employee engagement, and create value while allowing them the freedom to retain what makes their hotels unique. The Curator brand harmonizes the advantage of scale often reserved for major brands, with the freedom to preserve and celebrate each property's individuality and distinctiveness.

Our Vision

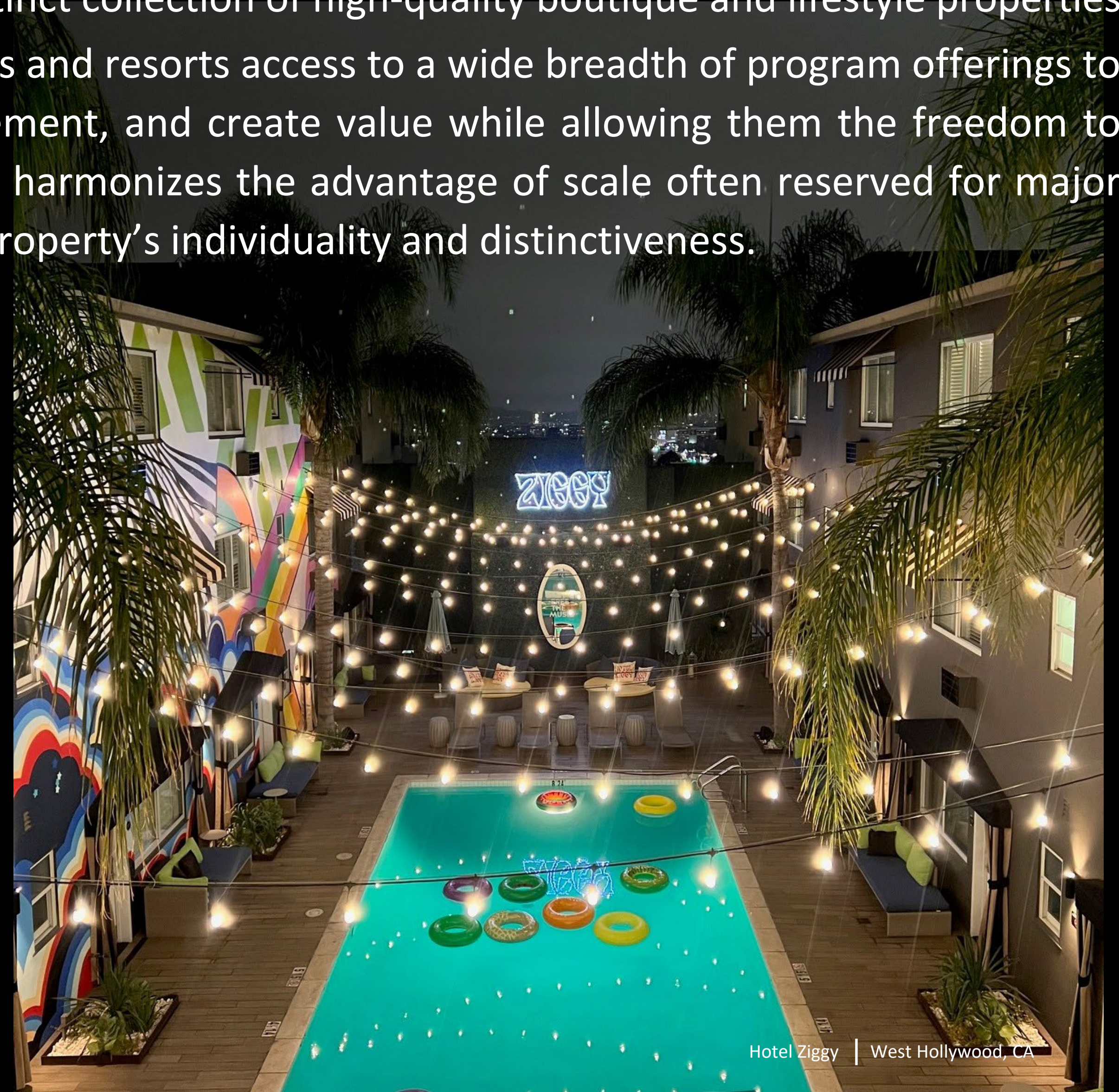
To be the most playfully unique and passionately creative collection of independent hotels and resorts in the world.

Our Mission

To serve as a sanctuary for all who dare to shape and experience the world on their own terms.

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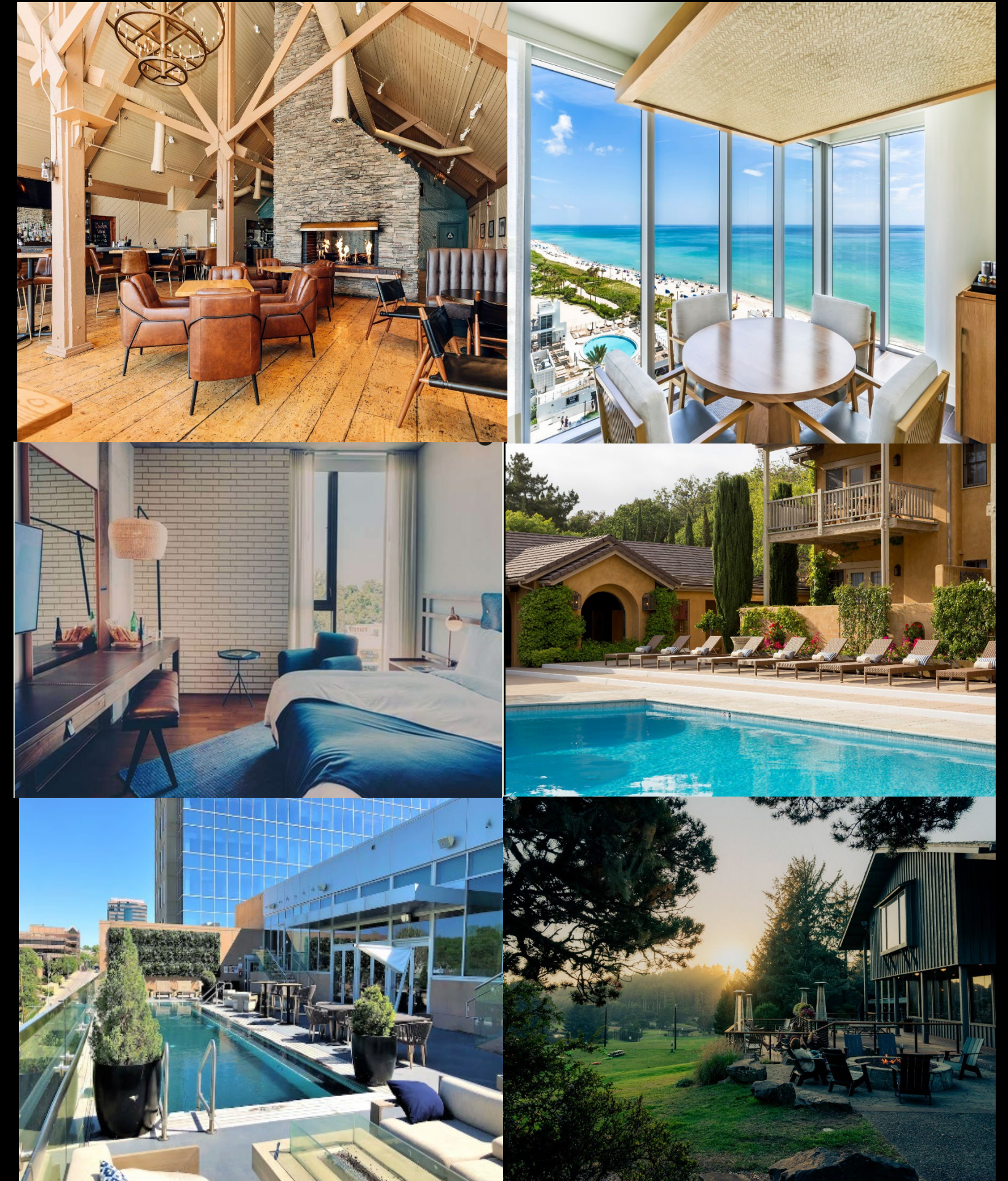
EXPLORE YOUR
"NEVER BEFORE"



Hotel Ziggy | West Hollywood, CA

Who We Are and What We Do

- Curator is a membership organization that provides the **cost-saving benefits** of being associated with a large brand without the excessive fees, brand restrictions, and long-term commitment.
- We are an **owner-centric model** focused on **increasing the profitability** of indie hotels and resorts through scale.
- Our newest initiatives are focused on **increasing revenue and customer awareness** for member hotels and resorts.



Our Collection

101 Properties:

50 hotels, 50 resorts, 1 train

58 Cities/Destinations in 23 States

15K Rooms & Suites

24 Indie Brands & Operators

ASBURY PARK, NJ
Asbury Ocean Club
The Asbury Hotel

ATLANTIC BEACH, FL
One Ocean Resort & Spa

AUSTIN, TX
South Congress Hotel

BALTIMORE, MD
Hotel Revival

BOSTON, MA
Revere Hotel

CARMEL VALLEY, CA
Bernardus Lodge & Spa

CHICAGO, IL
The Neighborhood Hotel Lincoln Park
The Neighborhood Hotel Little Italy

CLEVELAND, OH
Fidelity Hotel

COLUMBIA RIVER GORGE, WA
Skamania Lodge

DEL MAR, CA
L'Auberge Resort & Spa

DENVER, CO
Catbird Hotel
The Crawford Hotel
The Maven
The Oxford Hotel
The Rally Hotel
The Source

DETROIT, MI
ROOST Detroit

FT LAUDERDALE/HOLLYWOOD, FL
Margaritaville Resort
Pelican Grand Resort

FREDERICKSBURG, TX
The Albert Hotel

GATEWAY, CO
Gateway Canyons

GLENEDEN BEACH, OR
Salishan Coastal Lodge

HONOLULU, HI
Ohia Waikiki

ISLAMORADA, FL
Amara Cay Resort
La Siesta Resort

JACKSON, WY
Gravity Haus Jackson Hole
Hotel Terra
Teton Mountain Lodge

JEKYLL ISLAND, GA
Jekyll Island Club Resort

KANSAS CITY, MO
The Fontaine

KAUAI, HI
Banyan Harbor
Plantation Hale Suites

KEY WEST, FL
Ella's Cottages
Fitch Lodge
Lighthouse Hotel
Ocean Key Resort
Ridley House
Southernmost Resort
The Marker Resort
Winslow's Bungalows

LA JOLLA, CA
Estancia Resort & Spa

LITTLE TORCH KEY, FL
Little Palm Island Resort

LONG BRANCH, NJ
The Wave Hotel
The Bungalow

LOS ANGELES, CA
LA Athletic Club
The Aster

MACKINAC ISLAND, GA
The Grand

MAUI, HI
Maui Beach Hotel

MERCED, CA
El Capitan Hotel

MIAMI & BEACHES, FL
Eden Roc Miami Beach
Sole Miami Resort

NAPA, CA
Napa Valley Wine Train
River Terrace Inn
Silverado Resort

NAPLES, FL
LaPlaya Beach & Golf Resort
The Inn on Fifth

NEW BUFFALO, MI
The Neighborhood Hotel Grand Beach
The Neighborhood Hotel New Buffalo

NEWPORT, RI
Hotel Viking
Newport Harbor Island Resort

PARK CITY, UT
Newpark Resort

PARKER, CO
The Parker

PORTLAND, OR
The Hotel Zags

REDONDO BEACH, CA
The Portofino Hotel

RICHMOND, VA
Quirk Hotel Richmond

SAN DIEGO, CA
Margaritaville Gaslamp
Kona Kai Resort & Spa
Mission Bay Resort
Paradise Point Resort

SAN FRANCISCO, CA
1 Hotel San Francisco
Argonaut Hotel
Harbor Court
Hotel Griffon
Hotel Spero
Hotel Zelos
Hotel Zeppelin
Hotel Zetta
Hotel Zoe
Inn at Union Square
King George Hotel
Marker SF
Zephyr

SANTA CRUZ, CA
Chaminade Resort & Spa

SANTA MONICA, CA
The Pierside Santa Monica
Viceroy Santa Monica

SEATTLE, WA
The Edgewater

SILICON VALLEY, CA
Hotel Los Gatos
Creekside Inn

WASHINGTON, D.C.
Hotel Zena
Viceroy Washington DC

WAYZATA, MN
Hotel Landing

WEST HOLLYWOOD, CA
Chamberlain
Hotel Ziggy
Le Parc Suite Hotel
Montrose

Curator: Unlocking the Full Potential of Indie Hotels and Resorts

- Curator identifies the optimal vendor then negotiates the best deals on programs, goods and services.
- Members have access to an extensive menu of **100+ negotiated programs, goods and services**, and they can choose what works best for their property. **Nothing dictated or mandated and total flexibility.**
- Curator's programs have **increased property values** of hotels and resorts in the Collection by more than **\$190 million** based on **\$12.7 million in cost savings** across the portfolio.

P&L – Curator Hotel	Relevant Vendors by Department	
Operating Departments	Rooms Revenue	azds Capital One Travel Oakley Smith Mr & Mrs Smith ROOMDEX ² TRAVELZOO ² duetto sensible weather AIG Travel Guard ²
	F&B Revenue	AVMS encore ² WOODPSI ²
	Other Revenue	BabyQuip ² Bounce ² rezydy
	Rooms Expenses	TAYST BOCA BERRY DANONE ONE PLANET ONE HEALTH Winstawork Travel Outlook ² premium hotel call center T-Y GROUP
	F&B Expenses	LAVAZZA TORINO, ITALIA, 1895 made-in AVENDRA SILVERWAREPOS toast
	Other Expenses	AAA PARKING ACE LAZ Propark ² MOBILITY sp+ TOWNE PARK
Undistributed Expenses	A&G	AON Elavon SUMMIT STRATEGIES UNITED TipYo
	I&T	ORACLE Hospitality cybertek paylocity CANARY infor ALICE stayntouch Sabre
	Sales/Marketing	VISITING MEDIA Regency Group lighthouse FORMERLY OTA INSIGHT ReviewPro UPDATE THE GUEST EXPERIENCE rhh tripleseat hotels
	Utilities	InSite enel x Burton Energy Group
Non-Op I&E	Fixed Expenses	Gallagher AltusGroup DePasquale, Kelley & Company PROPERTY TAX CONSULTANTS STEARNS WEAVER MILLER
	CAPEX	PureHD ASSA ABLOY ACTIVE INTERNATIONAL REACT

Consumer Focus and Experiences at the Forefront

Experiences

In 2023, we brought experiences to the forefront of Curator marketing. We continue to grow this initiative by building on our work with each member to identify and develop signature experiences.

Digital Marketing

We have established great momentum in driving consumer traffic to our website. Curator continually invests in digital marketing activities to establish Curator as a powerful referral engine for member direct bookings.



Database Email Marketing

We continue to expand our email marketing. We have conducted 4 cross-property campaigns in 2024 and have 1 additional planned for the remainder of the year. We distribute our monthly consumer newsletters and will promote and amplify special offers from our member properties around key dates in 2024.

Website

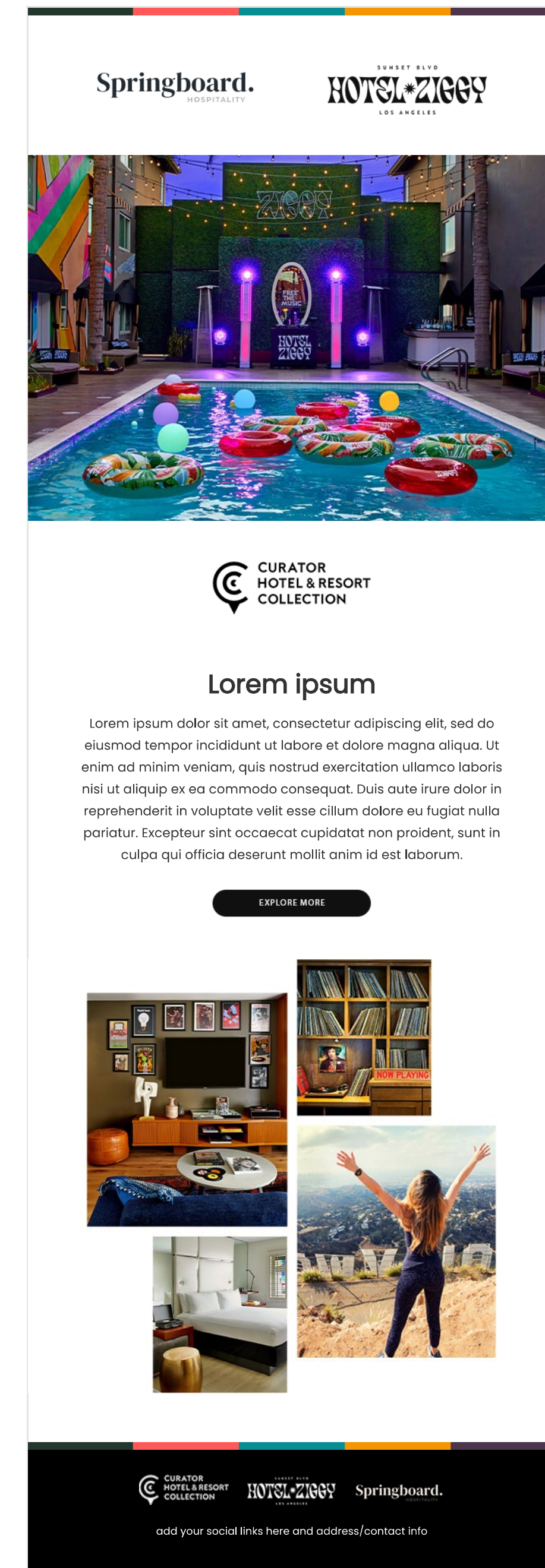
We re-launched our refreshed website in 2023. We continue to invest in iterating and improving the website to enhance our consumer journey and highlight our member properties and experiences. Our collaboration with Flip.to will furnish us with insights into how our marketing efforts impact our member hotels.

Future Initiatives & Innovation

Cross-Property Email Promotions

Curator's cross-property email promotions are focused on cross pollination. They allow each participating property to gain exposure to like-minded guests to potentially capture additional revenue. These emails are sent out by member properties to their respective databases, which the other member properties would not otherwise have access to.

- Exposure: 1.1MM - 1.3MM email addresses
- Participation ~ 30-40 hotels
- Email directs consumers to a single landing page on Curator site
- Offers have at least a 20% value perception
- 4 cross-property emails have gone out so far in 2024, with 1 more campaign planned before year-end
- An additive initiative that will drive exposure and bookings for participating hotels



Curator Experiences

For Curator's consumer-facing launch in 2023, we brought experiences to the forefront.

- Curator leverages special experiences in its digital marketing initiatives to inspire travelers to book associated hotels.
- Curator features over 90 experiences on its website.
- Offering and promoting experiences is a way for Curator and its member properties to differentiate themselves.

The screenshot displays the Curator website's 'Explore Your Never Before' section. At the top, there is a navigation bar with 'Experiences', 'Properties', and 'Search' options. Below the navigation, it indicates '94 Experiences' and provides filters for 'Grid' and 'Map' views, along with a 'Refine Results' button. The main content area features six experience cards, each with a title, a brief description, and a 'DETAILS' button.

- Ride & Rosé**: Ride & Rose Around Lake Minnetonka. Image shows two people sitting on a blue mat by a lake with bicycles.
- Whitewater Rafting On The White Salmon River With Zoller's Outdoor Odysseys**: Ride The Rapids And Experience The Thrill Of A Lifetime On The White Salmon River - The Ultimate Rafting Destination!. Image shows a group of people in a red and blue raft navigating white water rapids.
- Vintage VW Surf Tour to Malibu**: Vintage VW Sightseeing & Surf Tour To Malibu. Image shows a red vintage VW van parked on a beach.
- Rock n' Roll Guitar Lesson**: Personalized One-Hour Guitar Lesson at Lakehouse Music Academy. Image shows a close-up of hands playing a yellow electric guitar.
- San Diego Bay Private Tour**: Explore San Diego's maritime history up close on a small boat, visiting landmarks like USS Midway and Coronado Bridge. Image shows two sailboats on the water with a city skyline in the background.
- Sound Bowl Meditation & Reiki Healing**: Sound and Energy Are Powerful Ways to Incorporate Healing Into Our Lives. Image shows two people lying on mats on a stone patio, participating in a sound bowl meditation.

Curator Website

We re-imagined our website to be geared toward travelers looking to get inspired with amazing destinations and experiences.

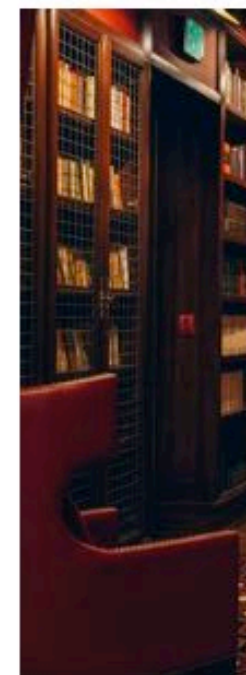
- Through our digital marketing efforts, we drive approximately **35K** visitors per month.
- The website features every hotel and resort in the Collection and their associated experiences.
- We have a Special Offers landing page that features special offers and is promoted through digital marketing efforts.
- We have partnered with Flip.to, to provide us insights into how our marketing efforts impact our member hotels and resorts.

Special Offers from Participating Properties



Explore Curator Offers

22 Properties



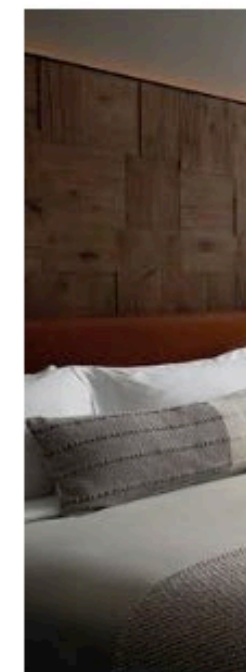
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A Private Oasis In



Stay of The Art

90 Properties



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Explore Your Never Before

94 Experiences



Napa Valle

Embark On A Signatu



CURATOR
HOTEL & RESORT
COLLECTION

Curator Hote

Digital Campaign

Our digital marketing campaign includes a series of rich, visually appealing destination and experience-focused ads that drive visitors to the Curator website to learn more about member hotels and resorts and their experiences.



Search Engine Marketing (SEM)

In addition to our digital campaign ads, we also invest in SEM to drive visitors to the Curator website to learn more about member hotels and resorts. We focus on upper funnel terms (more general). This allows hotels to refocus budgets on mid - low funnel tactics.

2024
YTD-Aug
Impressions
1.65M+

2024
YTD-Aug
Clicks
125.8K

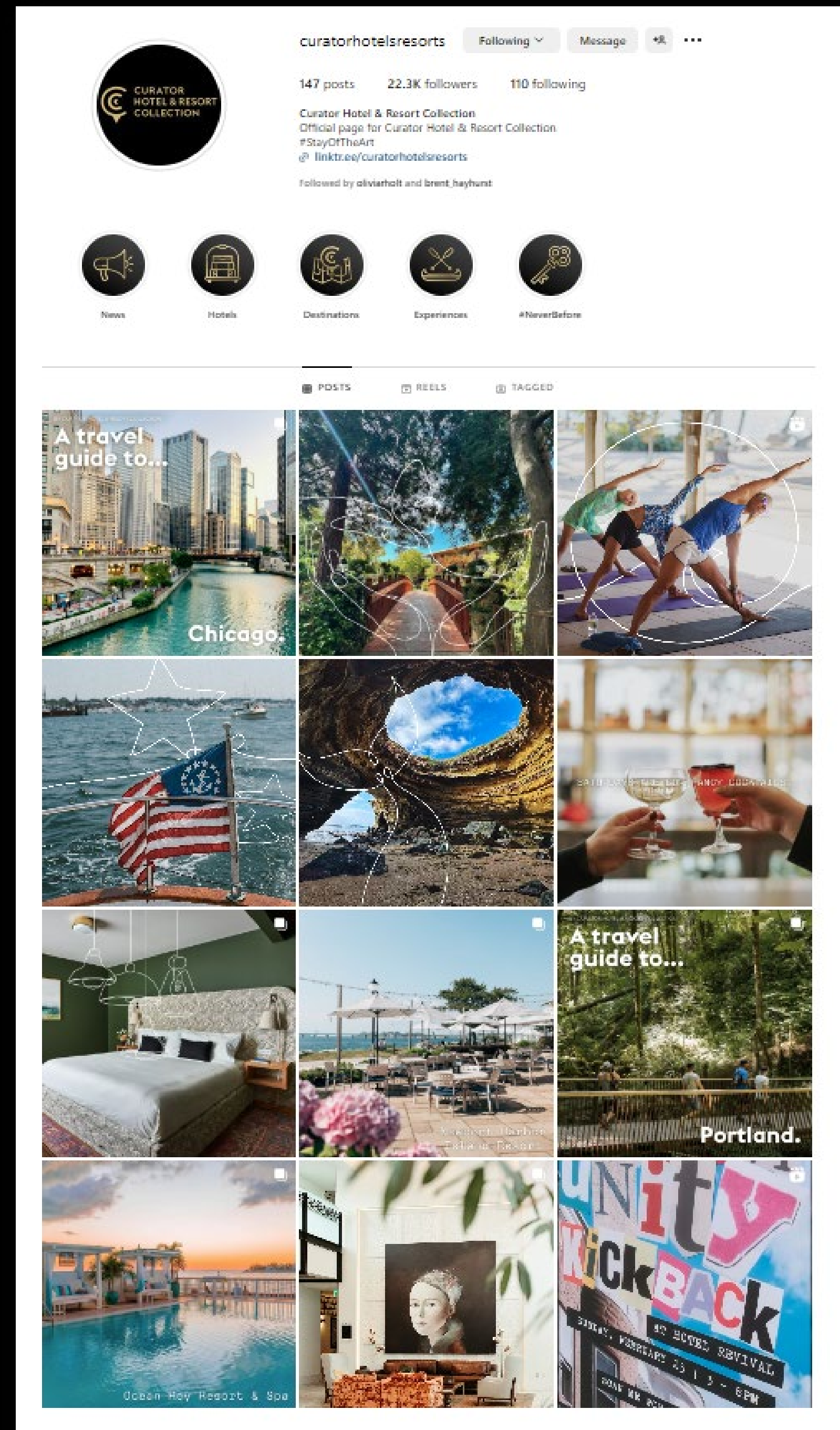
SAMPLE TERMS

best place to stay in key west	honolulu resort	best romantic hotels
florida key resort	weekend getaways for couples	mission beach hotels san diego
best hotels in san francisco	waikiki hotel	honolulu beach hotel
best hotels in san diego	maui beach resort	family getaways
san francisco hotels	waikiki resort	best beach vacations
key west beach resort	spa retreat	curator collection
romantic weekend getaways	downtown san diego hotels	best beach getaways
romantic getaways for couples	waikiki beach resort	weho hotel
key west resort	san diego boutique hotel	best beach hotels
maui resort	waikiki beach hotel	mission bay resort
hotels in san francisco ca	mission bay beach resort	beach vacation packages
best vacation spots for couples	couples getaway	west hollywood suite
best family vacation destinations	mission bay hotels san diego	west hollywood boutique hotel
hotel in la jolla	best beach vacations for families	vacation spots for couples
fishermans wharf hotels	curator hotel	beach getaways
la jolla hotel	romantic hotels	curator resort
maui hotel	maui beach hotel	family beach vacations
honolulu hotel	west hollywood hotel	wellness retreat
beverly hill hotel	best hotel in west hollywood	waterfront hotels
curator hotel and resort	best wellness retreats	weho boutique hotel
boutique hotels san francisco	best couples vacations	wellness escapes

Social Media Marketing

Curator's social media marketing is focused on highlighting Curator's identity and driving the *Never Before Campaign* through:

- Exceptional content delivery
- Rich media content and stories
- Influencer partnerships
- Social giveaways
- Paid media push strategy
- Cross-channel influence
- PR coordination
- Hotel member collaboration
- Integrated # push and viral elements



2024 YTD Marketing Metrics & Results

Performance Period: January 2024 – August 2024

Total Website Visitors

282K

Average Session Duration

4m 41s

Outbound Clicks to Properties (Referrals)

38.2K

Property Page Views

88.7K

Generated Revenue for Member Properties





Thank you.