

BUILDING A
HOSPITALITY

BRAND
ECOSYSTEM



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HOW BRAND PARTNERSHIP & COMMERCIAL STRATEGY *Drive* GROWTH



WHAT DOES

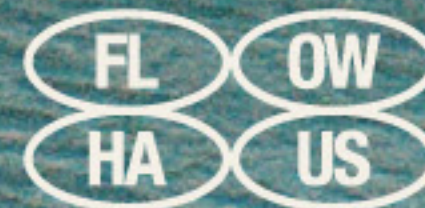


**GROWTH
ACTUALLY MEAN**

A man in a black t-shirt, black shorts, and a grey cap is surfing on a blue wave, creating a white splash. The background is a vast expanse of blue ocean.

GROWTH ISN'T ALWAYS ANOTHER VENUE

*BEFORE GROWING BIGGER,
MAKE THE BUSINESS STRONGER.*





MORE PEOPLE

REACHING NEW AUDIENCES.



MORE OFTEN

GIVING EXISTING GUESTS REASONS TO RETURN.



MORE VALUE

INCREASING SPEND THROUGH BETTER EXPERIENCES.



MORE RELEVANCE

STAYING PART OF PEOPLE'S LIFESTYLE.



MORE OPPORTUNITY

CREATING PARTNERSHIPS, COLLABORATIONS AND NEW REVENUE CHANNELS.



LUSA

CAFE TO BISTRO
MORNING TO NIGHT



MUDA

MODERN ASIAN DINING
SOCIAL DINNERS & COCKTAILS



NUSA

MEDITERRANEAN WOOD-FIRED DINING
FOOD-LED DESTINATION



TWO FACE

COFFEE & CREATIVE BRUNCH
EVERYDAY SOCIAL LIFESTYLE

**DIFFERENT
AUDIENCE**

**DIFFERENT
OCCASION**

**DIFFERENT
REASON TO VISIT**

**ONE FHP
ECOSYSTEM**



BEFORE ASKING

**WHAT SHOULD
WE SELL**

FL OW
HA US

WHO ARE WE TALKING TO

LOCAL? EXPAT? TOURIST? COMMUNITY?

WHY WOULD THEY CHOOSE US

FOOD? CONVENIENCE? EXPERIENCE? LIFESTYLE?

WHEN DO WE NEED THEM

BREAKFAST? LUNCH? AFTERNOON? DINNER? LATE NIGHT?

WHY WOULD THEY COME BACK

HABIT? PRODUCT? SERVICE? COMMUNITY? EXPERIENCE?

**AUDIENCE FIRST
CONCEPT SECOND**

**GIVE EVERY
BRAND A JOB**

**A CONCEPT NEEDS
A CLEAR ROLE
IN PEOPLE'S LIVES**





COFFEE BEFORE WORK

WEEKEND BRUNCH

DATE NIGHT

DINNER WITH FRIENDS

CELEBRATIONS

COCKTAILS AFTER WORK

A PLACE TO KEEP COMING BACK TO

*WHEN THE OCCASION IS CLEAR,
THE BRAND BECOMES EASIER
TO REMEMBER.*

GIVE EVERY ACTIVATION A JOB TOO

ACQUISITION

BRING
SOMEONE NEW

FREQUENCY

BRING
SOMEONE BACK

SPEND

GIVE GUESTS A
REASON TO SPEND
MORE

DAYPART

BUILD TRAFFIC WHEN
THE VENUE NEEDS IT

HABIT

BECOME PART OF
SOMEONE'S ROUTINE



**PARTNERSHIP
SHOULD**
Open **DOORS**

A PARTNERSHIP SHOULD
GIVE US ACCESS TO
SOMETHING WE DON'T
ALREADY HAVE.



HOTELS + VILLAS

ACCESS TO TRAVELLERS

COMMUNITIES

ACCESS TO SHARED INTERESTS

MEDIAS + KOLs

ACCESS TO ATTENTION & CREDIBILITY

TRAVELS + CONCIERGE

ACCESS TO RECOMMENDATIONS

CHEFS + BRANDS

ACCESS TO NEW EXPERIENCES & AUDIENCES

CORPORATE

ACCESS TO GROUPS & RECURRING BUSINESS

DO NOT ASK

**WHAT
EXPOSURE
DO WE GET?**



ASK

**WHAT
OPPORTUNITY
ARE WE
CREATING
TOGETHER?**

SUSTAINABLE GROWTH



MARKETING

I WANT TO GO THERE

SALES

HERE'S THE OPPORTUNITY

OPERATIONS

THIS IS WHAT WE PROMISED

EXPERIENCE

I WANT TO COME BACK

LOYALTY

THIS IS ONE OF MY PLACE

**BUILD AN
ECOSYSTEM**

**NOT JUST A
PORTFOLIO**

EACH BRAND SHOULD BE
STRONG ENOUGH TO:

DIFFERENT BRANDS
CONNECTED
COMMERCIAL THINKING

STAND ALONE

OWN IDENTITY

OWN AUDIENCE

OWN REASON TO EXIST

CONNECT

SHARED KNOWLEDGE

SHARED RELATIONSHIPS

SHARED OPPORTUNITIES

GROW

NEW AUDIENCES

NEW PARTNERSHIPS

NEW REVENUE

NEW CONCEPTS

**DON'T JUST
GROW BIGGER**



**GROW
STRONGER**



**CLEAR
CONCEPT**

**RIGHT
AUDIENCE**

**STRONG
BRAND**

**GREAT GUEST
EXPERIENCE**

**COMMERCIAL
DISCIPLINE**

**SMART
PARTNERSHIP**

**SUSTAINABLE
GROWTH**



Thank You