

# HOW TO TURN YOUR HOTEL INTO A MEMBERSHIP CLUB

JULIA DAVIS, MASLIN ADVISORS  
BOREN NOVAKOVIC, PEOPLEVINE



## BOREN NOVAKOVIC

Boren is CEO of Peoplevine, the premier membership CRM platform in hospitality, dedicated to elevating guest and member experiences by connecting guests and staff through modern digital technology.

Boren brings to his role over 20 years of experience in digital commerce, data analytics and general management. He previously was CEO of One Click Retail, a pioneer Amazon analytics provider and later on, Edge by Ascential, a leading software as a service (SaaS) technology and data platform empowering the world's largest CPG brands to grow customers and revenue online.



## JULIA DAVIS

Julia Davis is Principal of Maslin Advisors, a boutique strategy consultancy. Ms. Davis provides her expertise to leadership teams of companies in the lifestyle real estate and hospitality sector.

Prior to starting Maslin Advisors, Ms. Davis served as Chief Development Officer of the Americas for Soho House – responsible for the oversight and negotiation of Soho House & Co development deals in North and South America. Julia has an extensive background in real estate transactions and real estate technology, including the roles of Global Head of Real Estate Transactions at WeWork, and Director of Real Estate at Breather.



# MILLENIALS & THE CREATIVES

In 2002, American sociologists, urbanist and economist, **Richard Florida** identified a new socio-demographic class and described how they will transform work, leisure, community and everyday life.

20 years later, the Creative Class are now **42MM strong and commanding 70% of US discretionary income** - a major demographic and economic force reshaping industries.





# SHIFT TO EXPERIENCES AND SENSE OF BELONGING

The leading edge of the high-end marketplace, the Creative Class has been driving the shift towards experience-based consumerism.

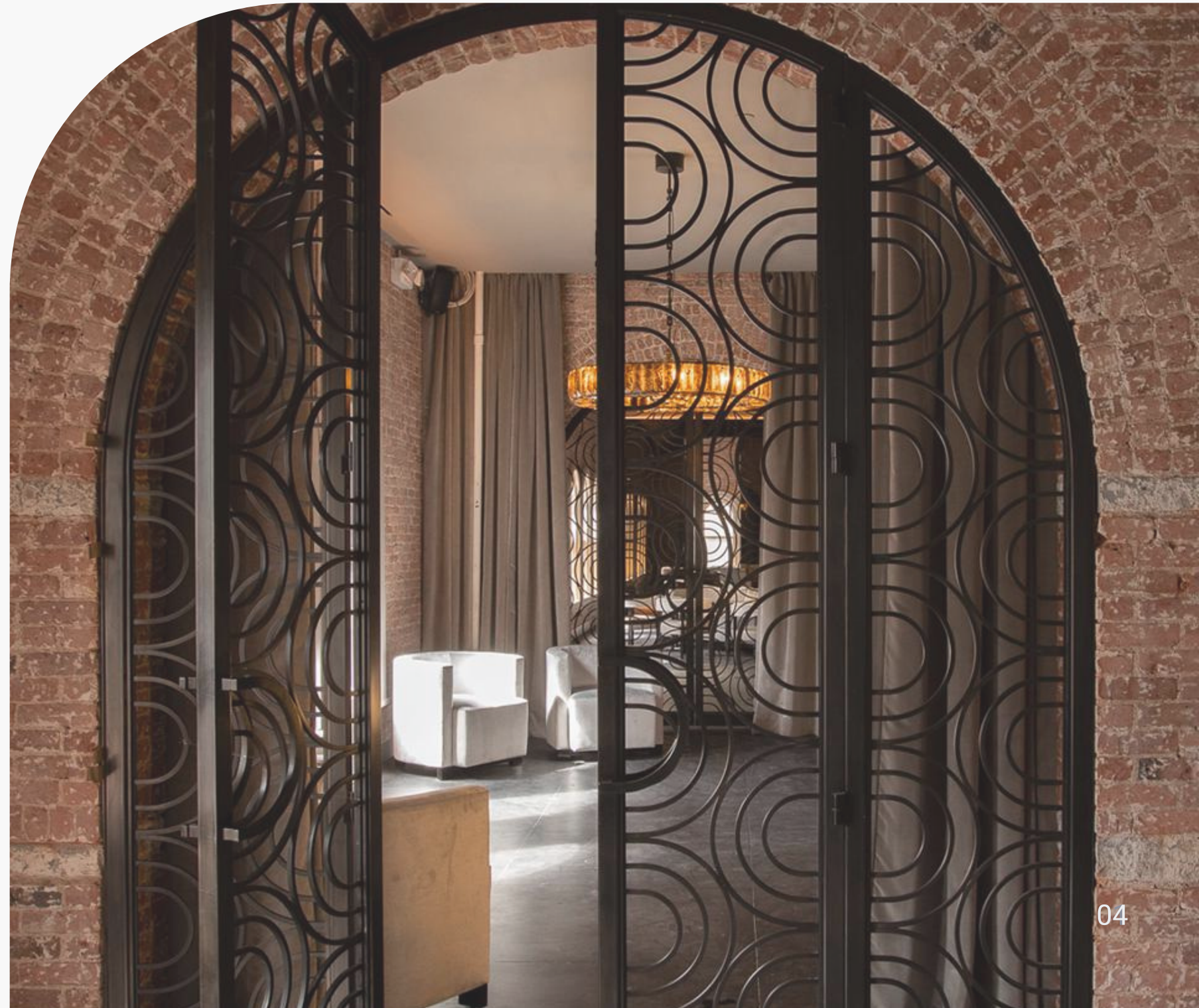
- Rana Florida, Creative Class Group





# MEMBERSHIP & SUBSCRIPTION MODEL AS A NEW WAY TO CONSUME

Memberships and Subscriptions have been reimagined by the new wave of companies and consumers, how products & services are accessed, delivered, and consumed, innovating the value proposition





# MEMBER-SHIFT HAPPENS



## SPOTIFY/NETFLIX



Subscription habits started with consumption of digital media - music & movies...  
Netflix 209MM subscribers

## AMAZON PRIME



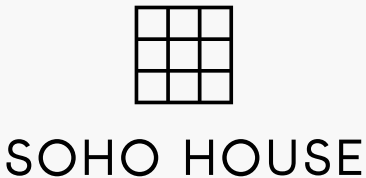
Amazon Prime counts 153MM members paying \$120/yr for convenience & access to content

## PELOTON



2.3MM consumers now own a Peloton (Hardware) indoor cycling and content subscription service

## SOHO HOUSE



127,000 members strong, Soho House, resilient through the pandemic w/ waitlist of over 63,000



# MEMBERSHIP MODELS IN HOSPITALITY

Membership and subscription models range on a spectrum in their approach to building community, experience and business model

MEMBERS > > >

## LUXURY CONSUMED VIA SUBSCRIPTION

Access to luxury or superluxury amenities and assets made more approachable.

Vistajet  
Inspirato  
Yachtlife

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## PRIVATE MEMBERS CLUBS

Community & Hospitality establishments that are oriented around Members and their Guests

Core Club  
Zero Bond  
Classic Car Club

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## GUEST FIRST W/ MEMBER EXCLUSIVE AREAS & AMENITIES

Hospitality concepts that serve Guests first, but leverage Membership model to elevate and personalize the experience

Mondrian Hotels  
Hoxton Hotels  
Faena Hotels

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> > > GUESTS

## 'SKIP THE LINE' PAID MEMBER LOYALTY PROGRAM

Paid marketing scheme where consumers can bypass the 'earn your rewards' with up front payment for access to benefits

AMEX platinum Global  
Airport Lounge  
Whistler Mt Gibbons

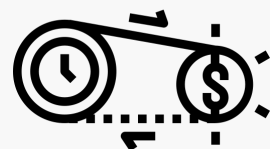
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# SUCCESS PILLARS

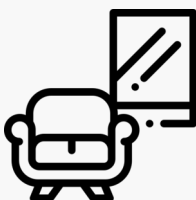


## BUSINESS MODEL



% of Revenue and Profits from  
Membership Fees vs. One-Time  
Transactions  
Managing the LTV subscription model

## PRODUCT EXPERIENCE



Uniqueness of space, level of luxury,  
sensory escape experience  
Amenities & quality of service  
Staff as cast or transaction  
Pace of re-invention

## EXCLUSIVITY & INCLUSION

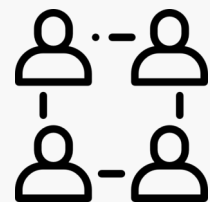


Community curation criteria  
Access through nomination, affiliation  
& opacity  
Membership plans, benefits & pricing



# SUCCESS PILLARS

## COMMUNITY



Influencers, creatives, social status,  
industry, community affinity  
Geography - local, regional, global  
Connections & networking

## PROGRAMMING & ENGAGEMENT



Level and quality of events  
Content exclusivity, production value  
and celebrity cache  
Engagement - highly engaged to none;  
contributors and creators vs  
consumers

## DIGITAL & DATA



Digital tools and data leveraged to  
elevate core benefits & experiences  
Staff efficiency & revenue generation  
via digital channels  
Data and content applied to improve  
personalization of service

# BUSINESS MODEL

% of Revenue and Profits from  
Membership Fees vs. One-Time  
Transactions

Managing dynamics of LTV subscription  
model

Capabilities to acquire, engage & retain  
members





# PRODUCT EXPERIENCE

Uniqueness of space, level of luxury,  
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Amenities & quality of service

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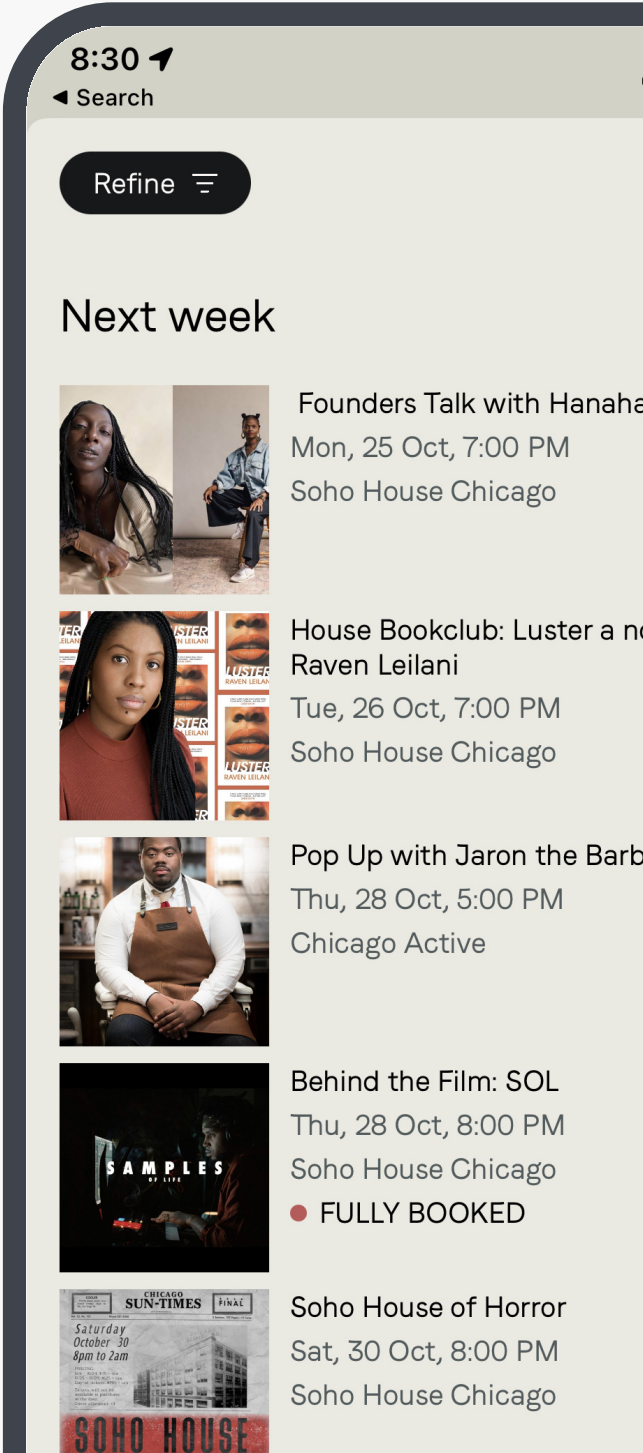
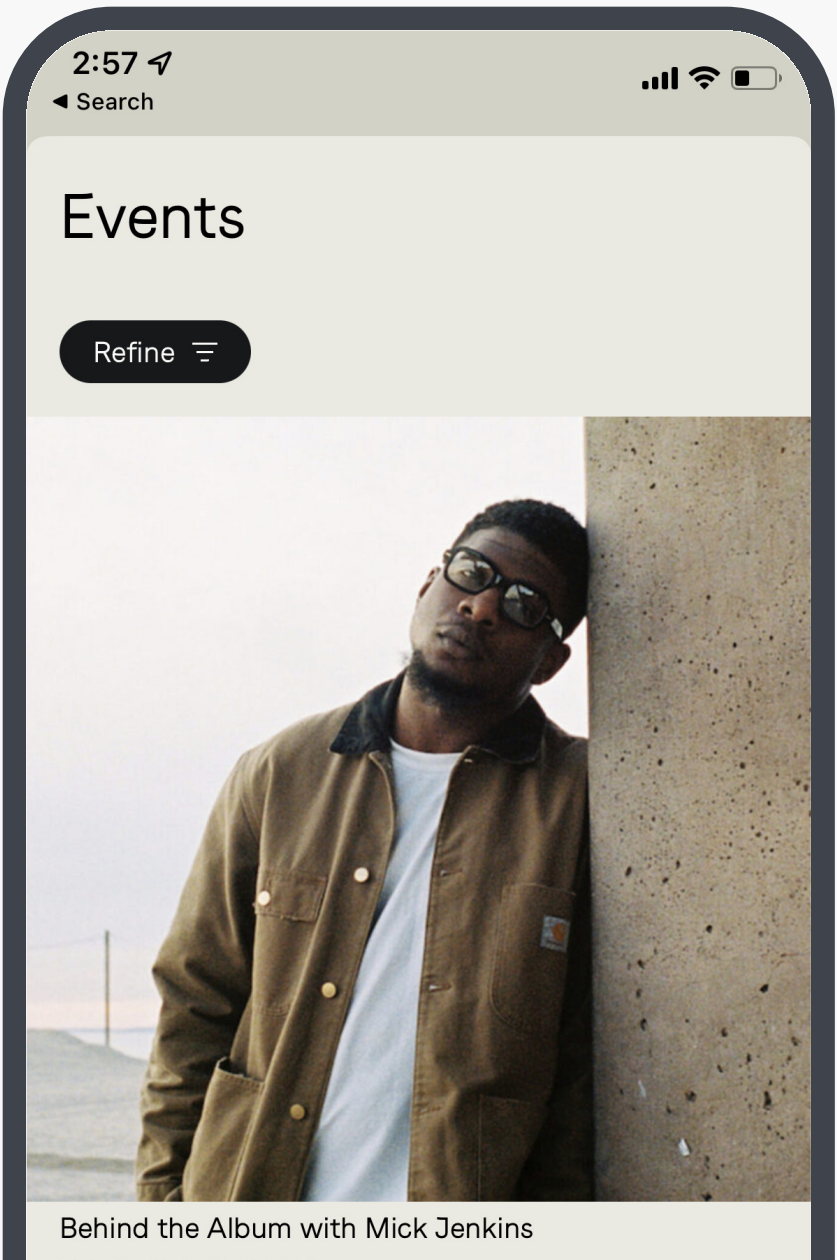


# PROGRAMMING & ENGAGEMENT

Level and quality of events

Content exclusivity, production value and  
celebrity cache

Engagement - from highly engaged to  
none; contributors and creators vs  
consumers





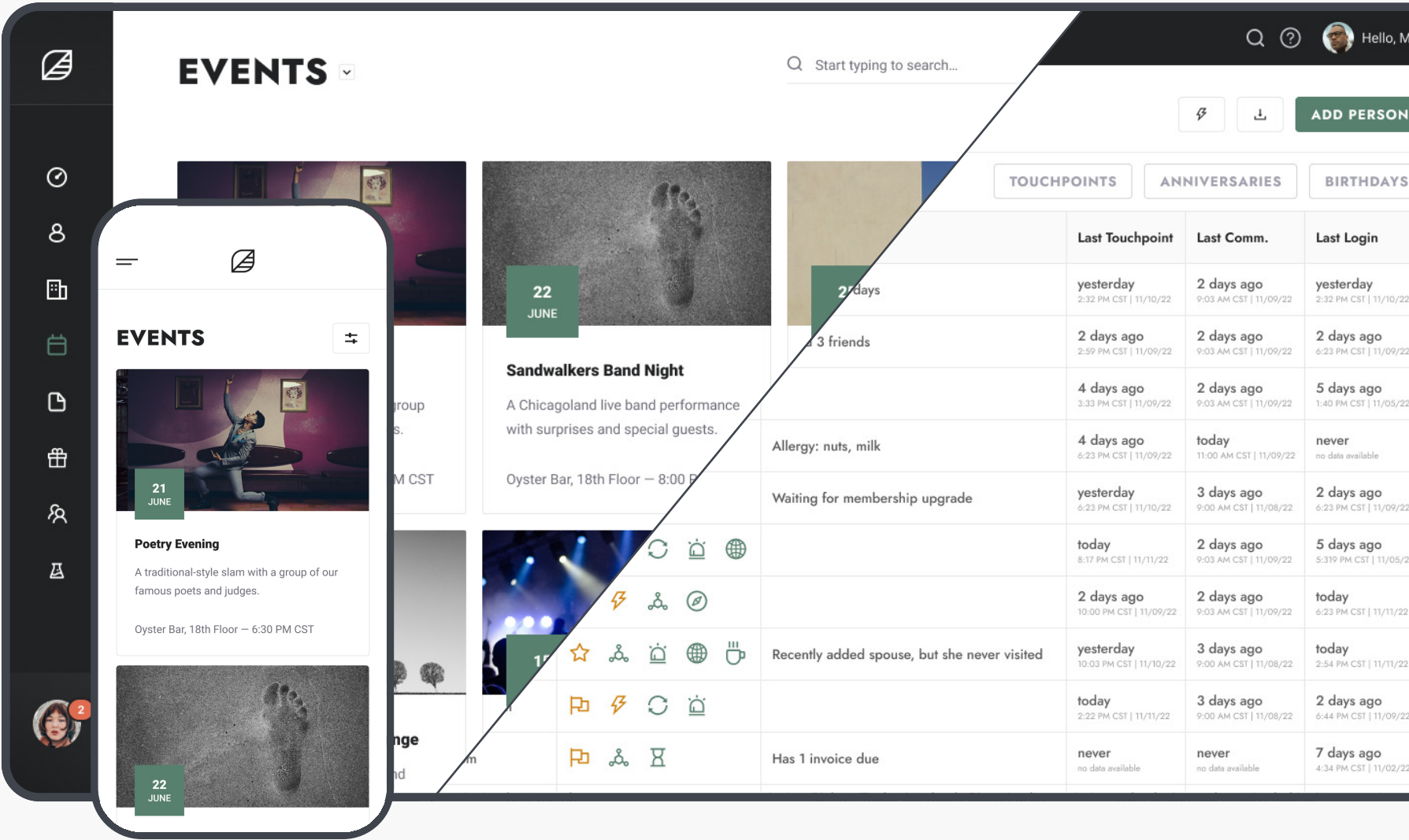
# DIGITAL & DATA

Digital tools and data leveraged to  
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Contactless & In-control

Staff efficiency & revenue generation  
via digital channels

Data and content applied to improve  
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# MEMBERSHIP MODELS IN HOSPITALITY

What is right for your business - how to get started....

## A NUMBER OF MODELS TO BENCHMARK FOR ADOPTION

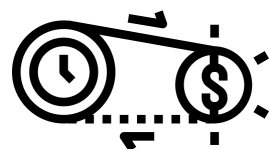
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## 6 SUCCESS PILLARS TO HELP FORMULATE STRATEGY



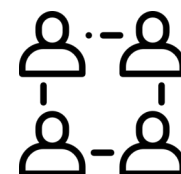
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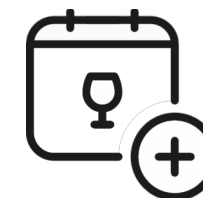
EXCLUSIVITY &  
INCLUSION



PRODUCT EXPERIENCE



COMMUNITY



PROGRAMMING &  
ENGAGEMENT



DIGITAL & DATA





# THANK YOU

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