

HOW TO TURN YOUR HOTEL INTO A MEMBERSHIP CLUB


MOBOLAJI AKINTUNDE, PEOPLEVINE



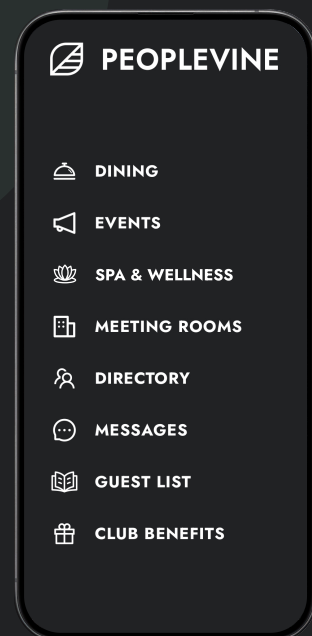
MOBOLAJI AKINTUNDE

Partner & Global Head of Revenue

Mobolaji is a serial entrepreneur, starting his career as a talent manager for several recording and visual artists who have gone on to win Grammy Awards and global notoriety. As a public speaker and brand consultant, he has a special skill for helping brands connect with their audience.



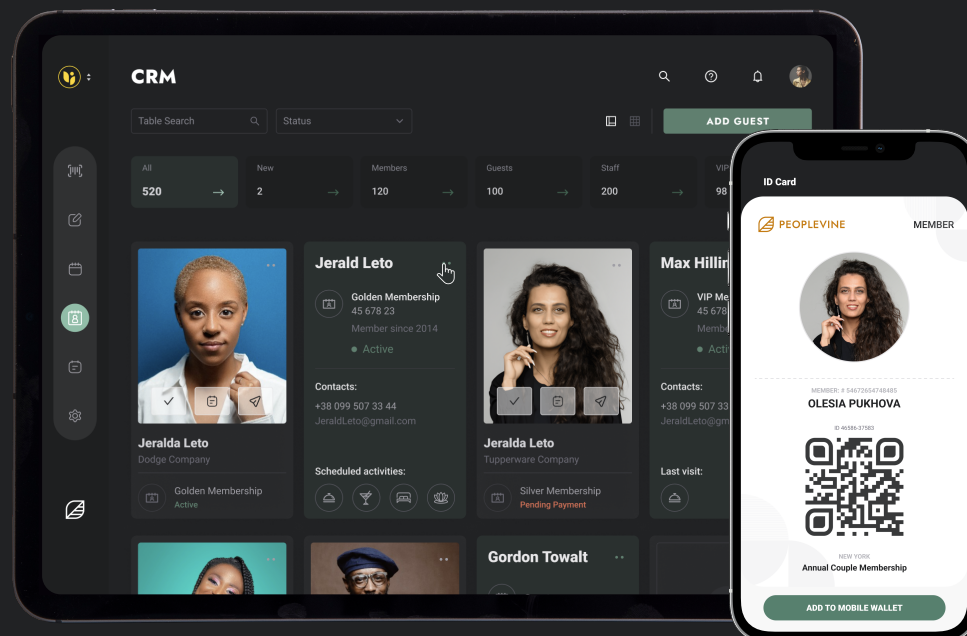
PEOPLEVINE PRODUCT ECOSYSTEM



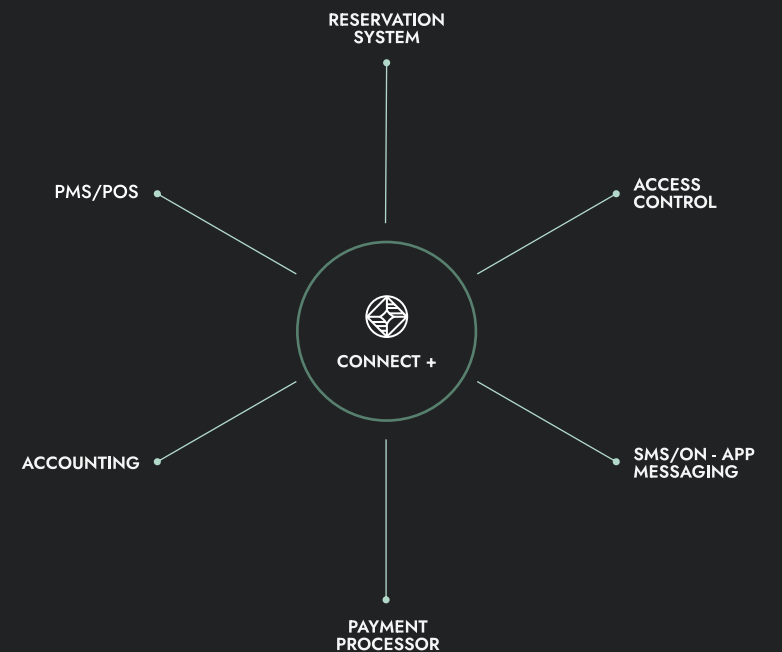
MEMBER APP



DASH.5



CHECK-IN 2.0



CONNECT +

A COMPLETE GUEST & MEMBER EXPERIENCE

ENROLLMENT

- APPLICATIONS
- SIGNUP LANDING PAGE

PAYMENTS

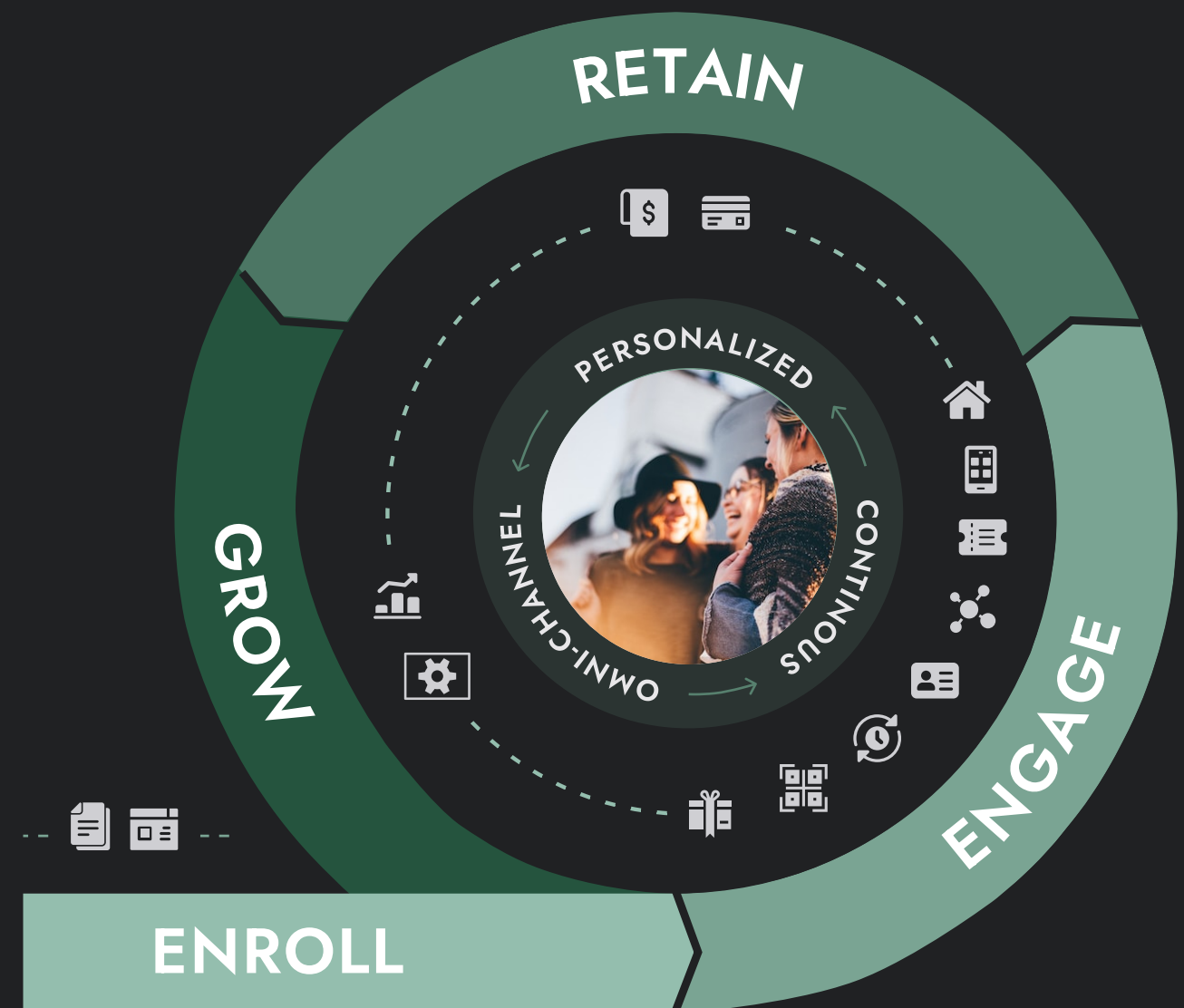
- CARD ON FILE & HOUSE ACCOUNT PAYMENTS
- RECURRING BILLING

ENGAGEMENT

- PORTAL
- POS & INTEGRATIONS
- BOOKINGS & RESERVATIONS
- PERKS & PRIVILEGES
- EVENTS & TICKETING
- DIGITAL ID CARD
- CHECK-IN APP
- MOBILE APP

CRM

- PROFILE & SEGMENTATION
- REPORTING & ANALYTICS



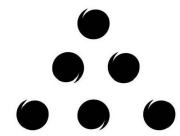
HOSPITALITY ELEVATING WITH MEMBERSHIPS AND TECHNOLOGY

MILĀ



*San Vicente
Bungalows*

ĀMAN



SIX SENSES



FLYFISH CLUB

ZERO·BOND

GRAVITAS
BEVERLY HILLS

GANSEVOORT

MONDRIAN
SOUTH BEACH

TheTwentyTwo




CASA CIPRIANI
NEW YORK



LIVE NATION
ENTERTAINMENT®

FAENA

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

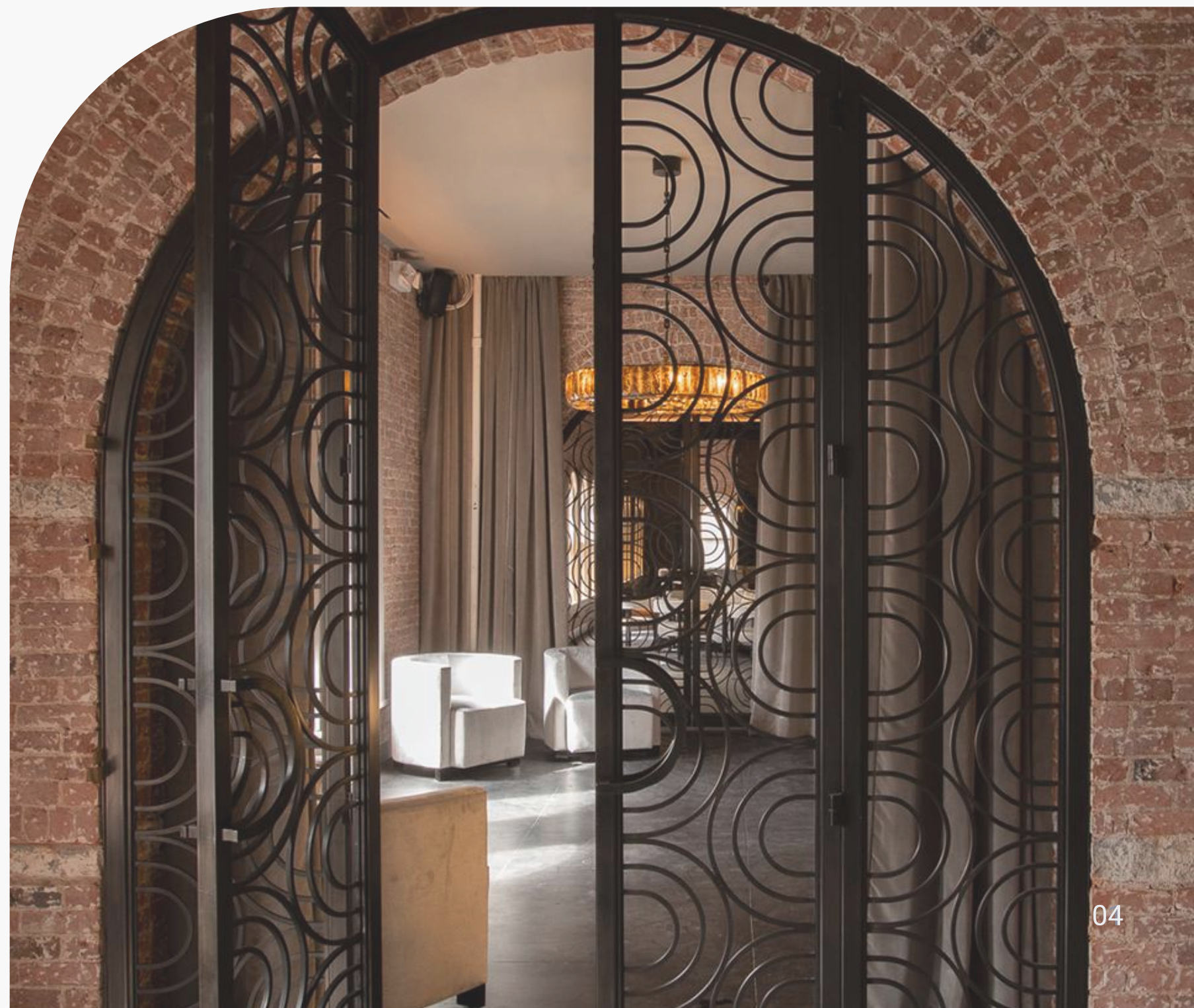
The leading edge of the high-end marketplace, the Creative Class has been driving the shift towards experience-based consumerism.

- 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



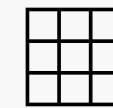
Amazon Prime counts 153MM members paying \$120/yr for convenience & access to content

PELOTON



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

SOHO HOUSE



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

PRIVATE MEMBERS CLUBS

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

Core Club
Zero Bond
Classic Car Club

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

>>> GUESTS

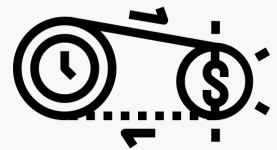
'SKIP THE LINE' PAID MEMBER LOYALTY PROGRAM

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

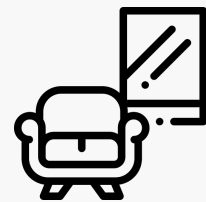
SUCCESS PILLARS

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

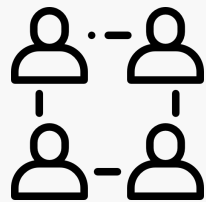
EXCLUSIVITY & INCLUSION



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

Membership are you interested in?



around the world, plus all the reduced rate for Soho Works.



Cities Without Houses membership
In more than 40 locations around the world, get access to our Houses when you travel, plus events in your city.
Apply for CWH membership

Soho
Our n
Frie

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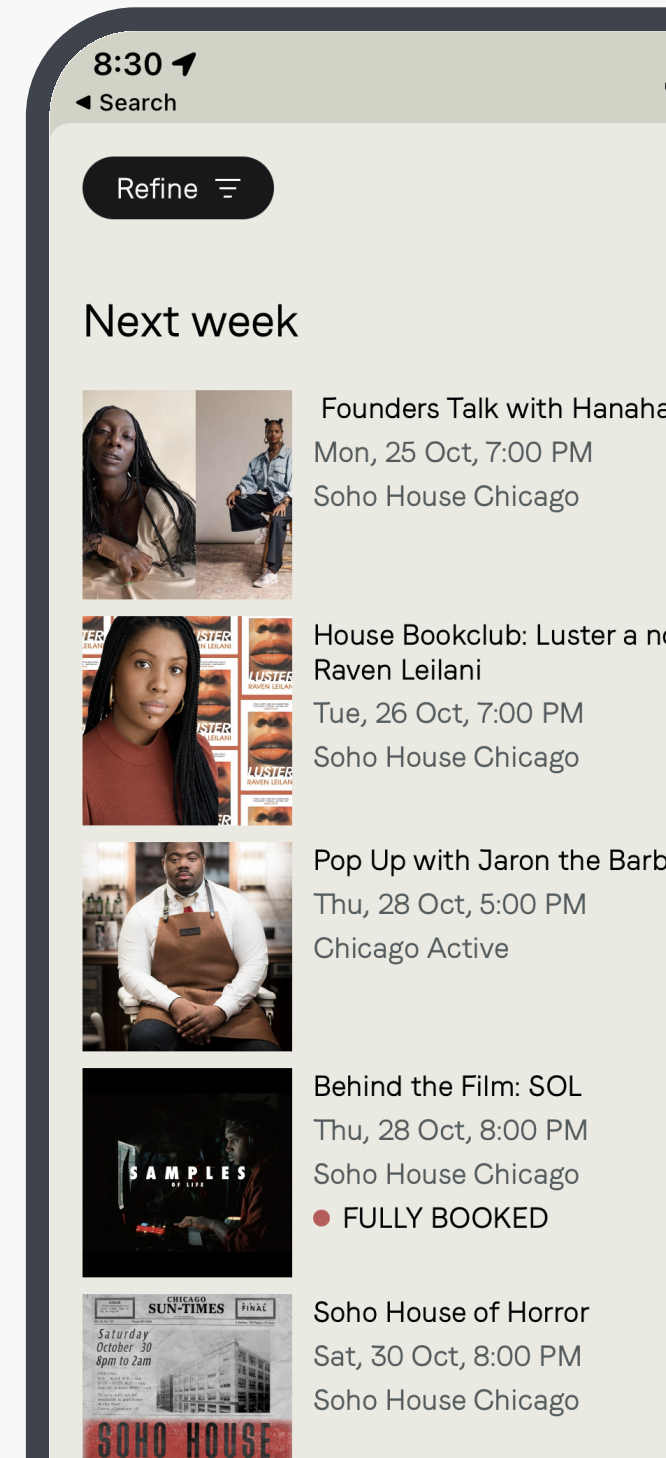
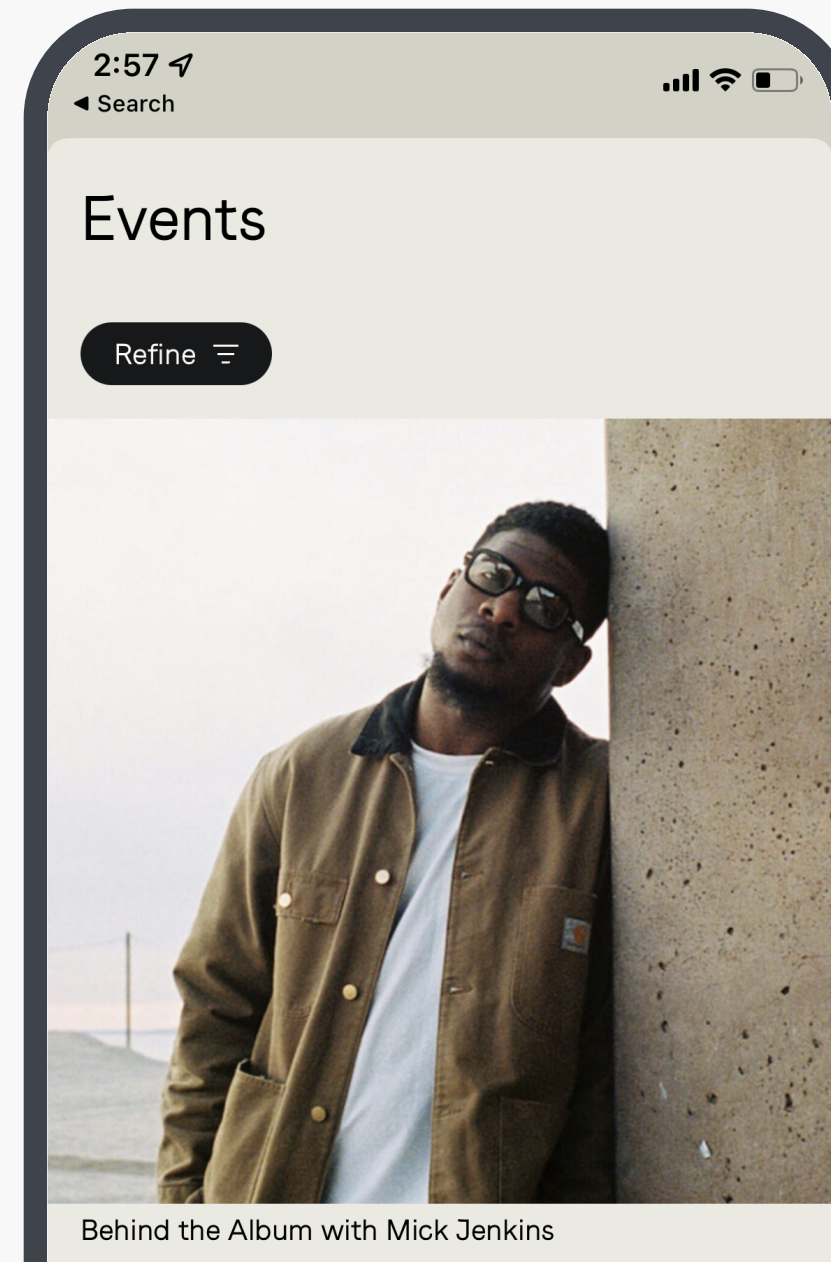


PROGRAMMING & ENGAGEMENT

Level and quality of events

Content exclusivity, production value and celebrity cache

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



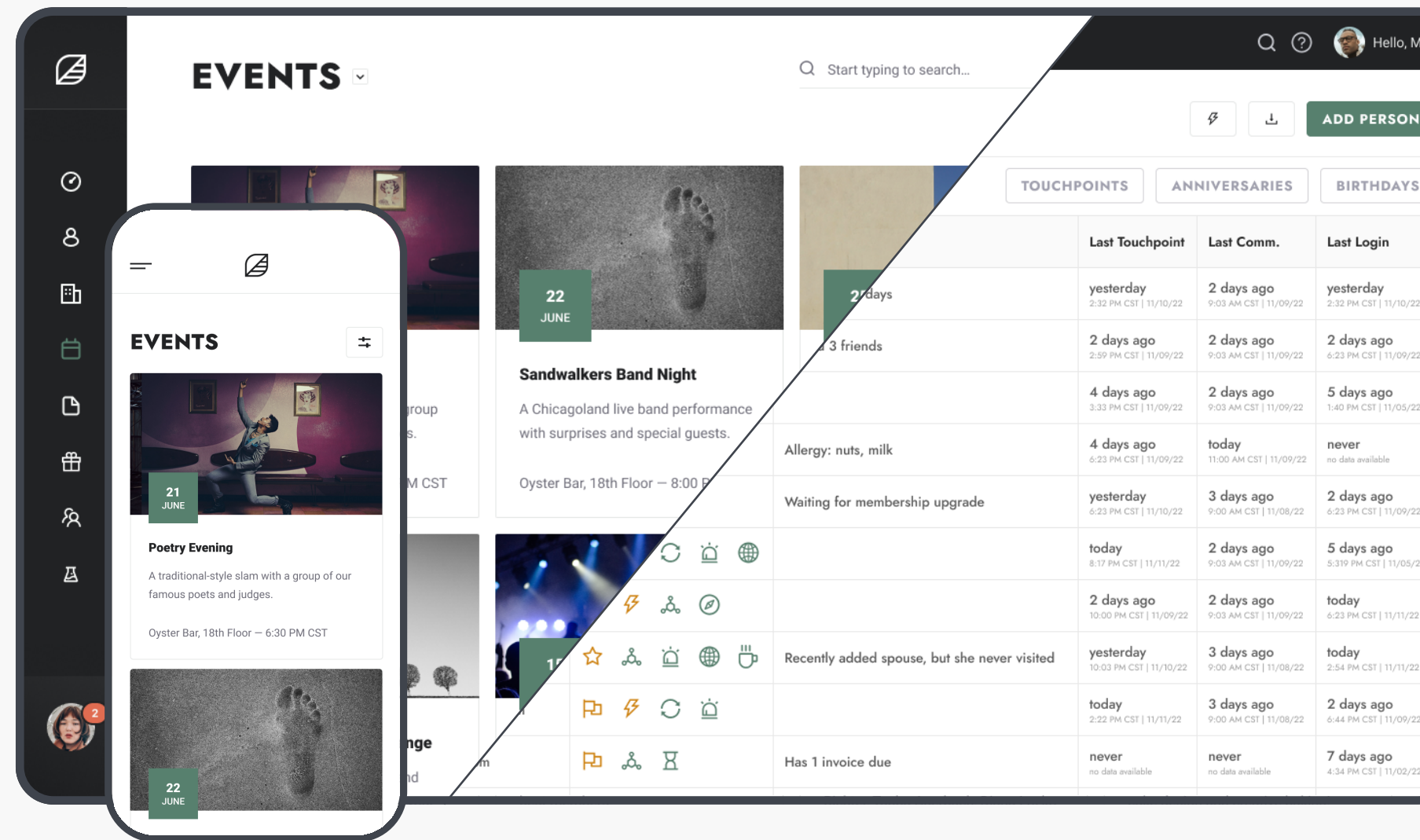
DIGITAL & DATA

Digital tools and data leveraged to elevate core benefits & experiences

Contactless & In-control

Staff efficiency & revenue generation via digital channels

Data and content applied to improve personalization of service



MEMBERSHIP MODELS IN HOSPITALITY

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

A NUMBER OF MODELS TO BENCHMARK FOR ADOPTION

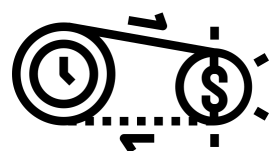
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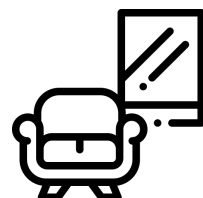
6 SUCCESS PILLARS TO HELP FORMULATE STRATEGY



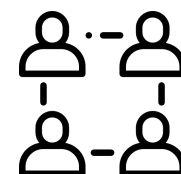
BUSINESS MODEL



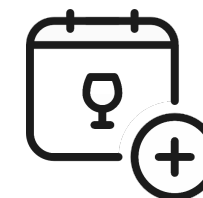
EXCLUSIVITY &
INCLUSION



PRODUCT EXPERIENCE



COMMUNITY



PROGRAMMING &
ENGAGEMENT



DIGITAL & DATA



THANK YOU

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