



# A NEW KIND OF LUXURY HOTEL ROOM

BRIEF | APRIL 2020

# A NEW KIND OF LUXURY HOTEL ROOM

## An entirely new approach to hotel design and construction:

- Build in 25% of the typical construction time frame
- Less than 1/3 of typical cost and financeable directly connected to the unit itself
- Increased luxury for end-users

## Opportunity Framing

### The Problem

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Working theory is building hotels in some of the most desirable destinations in the world is getting increasingly difficult. Hotel developers, particularly in remote islands and nature-based settings, are facing the following:

- Increasingly difficult approval process
- Squishy real estate land title/ownership in volatile political jurisdictions resulting in much higher equity requirements to secure any construction financing
- Exponential increase in construction costs coupled with hotel brands pushing higher specifications
- Longer timelines for construction

At the same time, travelers are seeking even more unique experiences. This pushes the demand for hospitality experiences into areas that are not suitable for traditional hotel development (sensitive land preserves, heritage sites, parks, etc.)

### The Solution

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Create a new category of hotel design and construction. Key ingredients as follows:

- Not attached to the land to allow for moving to a new location
- Low to no impact on environment
- Low weight for lowest transportation costs and ability to be built off-site
- Generous size and user experiences to transcend the concept of "luxury"
- Create a core design framework that allows multiple design aesthetics

### Market Focus

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- Align with OBMs deep experience in equatorial hospitality
- Seasonal-based destinations in challenging building locations (i.e. Halfmoon Bay Antigua, etc.)
- How quickly can we get to 1000 rooms built and deployed globally?

### Challenges and additional considerations

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- How to solve the big infrastructure issues (waste treatment, etc)
- Customer validation during and post-COVID
- Can we apply this to common areas and amenities?
- Can we create a product that truly transcends any zoning requirements. Holy grail would be to be able to set up in places like Yellowstone Park, etc.

# NEAR-TERM APPROACH AND PROCESS

## What can we accomplish in 90 days?

- Goal: A conceptual design prototype we can validate with select clients
- Organized around key collaborative meetings. Does not try to identify individual workflow or tasks at this point
- Needs input on who from OBMI will attend these collaborative sessions
- Thinking we should pick 1 or 2 scenarios to design for. Chalmers island site (see separate briefing) and Halfmoon Bay (to be confirmed with Replay)

## Key steps

### Step 1 Brief Approval

Timing	Monday, May 4th, 30 mins
Objective	Discuss feedback and finalize brief together
Lead	Jake
Participants	TBD

### Step 2 Set the Stage

Timing	Wednesday, May 6th, 30 mins
Objective	Confirm internal team, external experts, schedule and process/steps
Lead	TBD
Participants	TBD

### Step 3 Opportunity Framing/Envisioning Session

Timing	Friday, May 8th, 60 mins
Objective	Refine the opportunity, laser focus, define the vision and uncover the core story threads
Lead	Jake
Participants	TBD

### Step 4 Mapping/Storyboard Session

Timing	Friday, May 15th, 2 hours
Objective	Map the end-user experience
Lead	TBD
Participants	TBD

### Step 5 DECIDE: Design Sketch/Concept Review

Timing	2 weeks after, 60 mins
Objective	Review team concepts and sketches, refine/decide to 1 or 2
Lead	TBD
Participants	TBD

### Step 6 Prototype Review

Timing	2 week after, 60 mins
Objective	Review concept design and storytelling elements, discuss/finalize key components of validation prototype
Lead	TBD
Participants	TBD

### Step 7 Client/End-user Validation/Testing

Timing	3 weeks after, Two, 1 hour sessions
Objective	Developer/Client validation/feedback session, end-user validation
Lead	TBD
Participants	TBD

# FAQ

## Isn't this just like the "glamping" category of hospitality?

Quintessential "glamping" concepts aim to bring guests close to nature, however, due to their site locations, offerings are largely simple. The typical "glamping" tent is a prospector or safari type tent with little to no weather-proofing and with minimal infrastructure in place. For example, these tents may or may not have en-suite bathrooms, running water, or electricity....

## Will it really be cheaper to build?

This is what we need to prove out. In fact, it isn't just about the cost, it is about the speed of construction and the "finance" capability. Can we get lenders to loan against the product itself? (i.e. Like financing or leasing a car)

# Additional Resources

[www.luxury-frontiers.com](http://www.luxury-frontiers.com)

# Future Quotes

*"We spent 4 years and more than a million dollars in soft costs on a hotel concept we could never get to the start line with approvals, costs and financeability. Then OBMI came forward with a transformational approach which got us design, built, and in the marketplace in record time at a fraction of the cost. They essentially made a failed project not only viable, but world famous."*

LUXURY DESTINATION HOTEL DEVELOPER

*"We've traveled the world and stayed in some of the finest resort properties in some of the remotest locations in the world. This new kind of hotel experience is next-level for us. We couldn't have imagined staying right inside a ecologically, culturally sensitive UNESCO heritage site. We have visited special places like this before, but it is always in and out on the same day and there is no where to stay. Imagine our surprise to find an ultra-luxury hotel experience right there! We can't wait to go to the next destination..."*

EXPERIENCE LUXURY TRAVELER