

Executive Summary for Developers



Candela Branded Hotels

Traveler-Centric

Candela Hotels are designed to accommodate the ever-changing needs, tastes and requirements of each individual traveler.

26-hour day

No check-in

No tipping

Fresh space

Green hotels

Destination spa

Customized IT

Personalized rooms

Designated service team

Airport greeting

Signature restaurant

Accommodating families

LEED® certified

Candela Hotels provides a unique opportunity to introduce an exciting new luxury hotel brand to your project. A hotel that combines five-star/five-diamond service, amenities and wellness design, the latest operations and service technology, LEED® certified building and green hotel operations, and residential branding and services.

The Candela Hotels brand is an entirely new type of luxury hotel, one that offers a genuinely unparalleled and consistent personalized luxury experience to affluent business and leisure travelers worldwide. Our traveler-centric, clean slate approach allows us to build from the ground up. Unlike existing hotel brands, Candela inherits nothing as a given, it is able to select and meld only the best and latest in thinking, practices, trends and technology.

Candela will be totally 'new' in the sense that it is beyond that which currently exists, yet it will seem familiar and welcome in the sense that the hotel guest will say: "Yes, but of course. This is what I have always wanted and hoped for!" As a traveler-centric company, Candela is relentlessly focused on guest benefits and developer/owner satisfaction.

Hotel Developer / Owner Benefits

- **Fully Integrated Hotel Technologies**

Includes Customer Relationship Management (CRM) software, Property Management Systems (PMS), Point of Sale (POS), Global Distribution System (GDS) and Radio Frequency Identification (RFID), to guarantee thoughtful and consistent communications with travelers and employees

- **Yield Management**

Using innovation and technology, operations and sales are optimized for maximum yield per department

- **Quality Assurance**

Professional on-site management focused on service and the bottom-line, complemented by Lean Six Sigma

- **Maximizing RevPar**

A focus on the luxury segment and achieving a rate within the top 10% of the competitive set

- **Hotel Marketing**

Marketing resources aligned to best influence hotel buying decisions, including: advertising, digital and social marketing, public relations and customer relationship marketing

- **Residential Branding & Service**

Comprehensive branding and residence services management for condominiums/ private residences in mixed-use developments

- **Higher Yield per Square Foot**

Realized by having residentially-scaled public areas and off-site centralized administrative functions

- **Profitable Restaurant and Spa Operations**

Through local community patronage, effective menu engineering and cost controls

- **LEED® certified Hotel Greening**

Buildings built to LEED® Silver standards, or better, and an eco-operations approach that saves money through waste reduction, recycling, energy and water conservation

Hotel Facilities

125 to 225 rooms/suites

Optional full ownership residences

500 sq ft average room size

Destination-inspired design

Technologically advanced

Energy efficient LEED® Silver

Lighter, brighter and healthier

A signature restaurant

A destination spa

Boardroom scaled meeting space

- **Owner Aligned Terms**

Incentive management fees based on Net Operating Income (NOI) and a tailored approach that is based on your goals, your market and your property

- **Owner Dashboard**

Providing real-time data and on-going communications with hotel owners and developers

Operations Approach

Candela Hotels' clean slate approach to operations provides a transformational traveler experience, improves customer service, reduces operating costs and increases profitability.

- **Hotel Process and Benchmarking**

Implementation of Candela Hotels' benchmarking and process to ensure guest satisfaction goals and owner objectives are met

- **Real Time Oversight**

By experienced multi-unit hotel operations executives

- **Top Grading®**

Ensures 'A' hires for all positions, on-going staff training and retention programs

- **Consistency of Service**

Through an emphasis on innovation and continuous improvement enhanced by implementing both the Malcolm Baldrige National Quality Award program and Lean Six Sigma principles

- **Service Team**

Service team staffing concept that maximizes staff productivity while improving customer service

- **Centralized Functions**

Reducing costs and improving efficiency through centralized accounting and personnel administration functions

- **Hotel Greening**

Candela Hotels' LEED® Accredited Professionals ensure that your hotel realizes cost savings through energy efficiency, waste reduction and recycling programs

Owner aligned approach

Candela Hotels is aligned with the ownership of each individual property adopting an ownership mentality that focuses on the Net Operating Income[NOI], rather than the Gross Operating Profit (GOP), upon which most hotel management companies focus. We are committed to building lasting relationships through listening, responsiveness, flexibility and profitability.

Marketing Your Candela Hotel

When you choose Candela Hotels as your brand, you receive full marketing, operations, systems and human resource management, as well as a hotel brand name that will soon be recognized as the must-stay place in your city or destination.

How do we do it?

- **Strategic Hotel Marketing Plan**

Focused on achieving ADR and hotel occupancy goals through a comprehensive program of ROI intensive strategies, including market positioning, best-in-class website, Search Engine Optimization (SEO), digital marketing, GDS optimization, channel distribution, advertising, niche luxury partnerships and a Localized Reservation System (LRS)

- **Digital Marketing Program**

To maximize discovery of your hotel and increase website traffic and online hotel bookings through an immersive best-in-class website, SEO, on-line advertising (PPC, PPA, sponsorships) and affiliate marketing

- **Hotel Public Relations Program**

Developed to increase awareness and recognition for the hotel, restaurant, spa and, where applicable, residential condominiums. The program includes whisper campaigns, launch campaigns, press kit development, media release strategies and press events

- **Customer Relationship Program**

To build awareness, occupancy rates and loyalty through strategic interaction, guest satisfaction, global database management and customer relationship marketing

- **Hotel Price Strategy**

Targeting top ADR rate positioning provides value and includes consumer direct and travel agent outreach

- **A Brand PROMISE**

To ensure that all staff delivers a consistent guest experience across the collection, which increases each individual hotel's market value

- **Brand Launch Campaign**

Triggered around your hotel's opening and news to ensure sustained top of mind awareness

Launching a new brand has never been easier given the dominance of the web in the travel industry. Approximately 78% of hotel bookings are performed electronically and 64% of new hotel brand discovery is happening on-line. Candela Hotels has the real advantage of a truly "new" concept, digital marketing know how, and a comprehensive media, public relations and guest loyalty program that will generate unprecedented brand recognition.

- **Hotel ‘Enterprise Information Platform’**

Consisting of core business systems such as PMS, POS, CRM/data management and GDS optimized for marketing and sales

Sustainability Building and Operating Green Hotels

HIGH-PERFORMANCE BUILDINGS AND BUSINESS

Candela Hotels believes that high-performance hotels built to a standard of LEED® Silver, or better, makes good business sense. In fact, we are the first hospitality industry member of the U.S. Green Building Council (USGBC) and our CEO and Executive VP of Operation are LEED® Accredited Professionals.

Why emphasize sustainability? We believe the business case for high-performance green hotels is compelling.

- **Green features increase property values due to easier maintenance and greater market valuations**
- **Green design creates healthier buildings that are more comfortable and productive for our guests and staff**
- **State and local incentives reward energy efficient buildings and eco-businesses**
- **Initial greening costs are recovered through life-cycle effectiveness, such as the savings from energy and water**
- **Our clients value environmentally friendly companies**

Construction costs associated with building to LEED® standards are on average only 1.2% higher, monies that are easily recovered from the energy savings within the first nine months of operation.

Experienced Team

Candela Hotels, Inc. brings together a team of hospitality, business development, technology, human resource, and marketing professionals with proven track records. The executives, along with their teams of professionals, provide hands-on leadership that delivers an exceptional traveler experience and a highly profitable business to owners and developers.



The company's founder and CEO, Tom Pigott, is an experienced entrepreneur, venture capitalist and specialist in international business development. Tom has an innate ability to apply technology and innovation to meet market demand, and is probably most well known as the entrepreneur behind Soma.com, the world's first internet pharmacy. He grew Soma.com to 120 employees and established it as the leading online pharmacy within two years of its opening in 1997; selling it to the CVS Corporation in 1999. Tom is a LEED® AP.



Alphy Johnson, Candela's Chief Operating Officer is an accomplished international luxury hotelier with a career spanning over 30 years. Alphy's achievements in the luxury hotel industry are numerous and include doubling hotel revenues and profits, transitioning/re-branding hotels, capital improvement planning, building and stabilizing hotel management teams, creation and implementation of a multi-hotel butler program, restaurant concepting and operations, and the development and implementation of five-star hotel operating standards and procedures. Prior to joining Candela Hotels he was the Vice President of Operations for Rosewood Hotels. Alphy is a LEED® AP.



As Candela Hotels' Finance and Development Advisor, Andy Stein provides support in locating and analyzing potential hotel sites worldwide, and has 21 years of banking experience to attract equity and debt finance for these properties. Andy is the Chairman and Founder of Makopastreet Partners, which provides access to equity, mezzanine and senior debt financing for ultra-luxury and mixed-use developments, as well as infrastructure projects worldwide. Prior to joining Candela Hotels, Andy was the Managing Director in WestLB's Investment Banking Division in New York where he was responsible for all hospitality lending and advisory activities.

Candela Hotels are green hotels. We are eco friendly and built to United States Green Building Council (USGBC) LEED® Silver certification, or better. We also operate with a focus on sustainability by incorporating environmentally friendly best practices for sourcing, energy consumption, waste reduction and recycling.
