ULI Fall Meeting 2015

Resorts Reimagined: From Urban to Destination

Rich Centolella, Principal | EDSA

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establish a sense of **place**

Castiglion del Bosco, Tuscany
establish a sense of *arrival*
create rooms with a view

Bahia Beach, Puerto Rico
plan for **open spaces**
respond to the **history**

Castiglion del Bosco, Tuscany
enhance the offerings with **product diversification**

Bahia Beach, Puerto Rico
ensure **connectivity**

Rosewood Mayakoba, Mexico
define the "new luxury"
define the "new luxury"

Castiglion del Bosco, Tuscany
celebrate the environment
celebrate the culture
resorts reimagined

- establish a sense of **place**
- establish a sense of **arrival**
- create rooms with a **view**
- design amenity **anchors**
- plan for **open spaces**
- respond to the **history**
- enhance the offerings with **product diversification**
- ensure **connectivity**
- define the “**new luxury**”
- **celebrate** the environment
- **celebrate** the culture
Thank You