



**QUICKSILVER**



**HOTELS & RESORTS**  
INTERNATIONAL



# WHY QUIKSILVER?



- Established in 1969
- Many Grew Up with the brand
- Global Recognition
- Trusted Brand
- Worn with Pride
- Over 800 Retail Outlets World-Wide
- Ultimate Marketing Reach





# BRAND VALUES:

The core values of Quiksilver brand provide a well-rounded foundation for creating a genuine sense of place:

- **Guest Experience**
- **Authenticity (keep it real)**
- **Heritage**
- **Stoke (enthusiasm)**
- **Ohana (family)**







MILLENNIALS



# MILLENNIALS

## “UnReachables”:

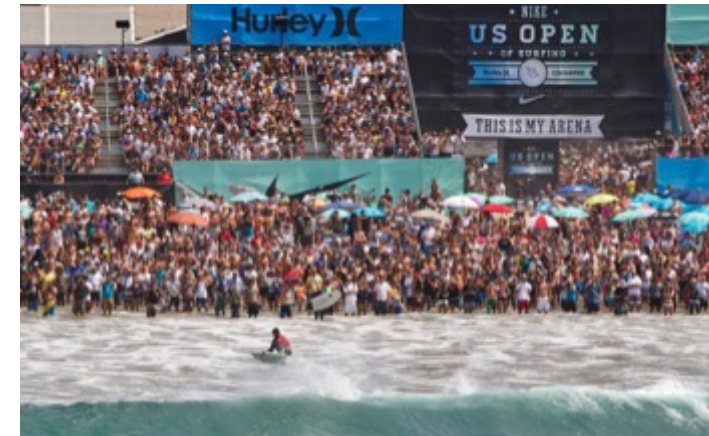


- Age: 13-33
- Entitled & Confident
- **FOMO: Fear of Missing Out**
- Can't be bought
- Highly Tech-Savy
- **Rely on Online Reviews**
- Peer Opinions Drive Decisions
- Non-Institutional Networkers
- **Community Oriented**
- Civic Minded & Tolerant
- Delayed Adulthood
- Like Participating in the Action
- **Grew Up with Action Sports**
- **Participation in Action Sports**



# ACTION SPORTS & MILLENNIALS

- \$350 billion spent annually in the action sports industry
- Action sports teens influence \$200 to \$300 billion of parents annual household income
- Cross Generations & Cultures
- Action sports continues explosive growth
- Growing faster than Traditional Sports





# U.S. MILLENNIAL ACTIVITIES:

65% Workout (Gym)  
45% Skateboard  
35% Snowboard  
20% Surf



# MILLENNIALS DEFINE THEIR “SELF-IMAGE”:

## Males:

- 16% said “Surfing”
- 21% said “Snowboarding”
- 24% said “Skateboarding”

## Females:

- 14% said “Surfing”
- 15% said “Snowboarding”
- 16% said “Skateboarding”





# APPEALING TO MELLENNIALS:

- Kiosk Check Ins
- **Live, Wired & Connected**
- Website must be Excellent
- Concierge Apps for Smart-Phones
- Apps for Event Schedules & Updates
- **Instagram, Twitter & Facebook**
- Digital Media Expertise & Relationships
- Water & Energy Conservation
- Innovative Amenities
- Competitive Sports Activities
- **Opportunities to Engage in Action**
- **Authentic Experience**
- Communal Gathering Experiences





# MELLENNIAL FOOD PHILOSOPHY:

Best quality food products and World Class **Farm-to-Table** dining experiences:

- Food Seen as “Entertainment & Self Expression”
- Seek a Variety & Diversity of choices
- Want to know how food is grown
- Seek Organic Fruits and Vegetables from Local Farmers
- Fresh Caught Local Sea Food
- Grass Fed Live Stock
- Same Day Food Preparation
- Onsite Organic Gardens
- Communal Tables
- More than 3 meals a day okay





# HOW MILLENNIALS AROUND THE WORLD PERCIEVE QUIKSILVER:

- Proud to wear it
- Expresses their Personal Style
- Brand they Grew Up with
- Brand they Trust







# DESIGN:





# HOTEL PROFILE:

- **4-Star**
- Full Service
- **150 - 400+ rooms**
- Fully Amenitized
- Pools, Spas, Restaurants, Lounges
- Ideal for Adventurous Travelers
- **Families & Millennial seeking fun**
- A lively hotel experience
- True reflection of Quiksilver culture
- Coastal (surf)
- Mountain (snowboard-ski)
- Urban ( i.e.: Las Vegas)
- **Select locations with the Wave Pools**

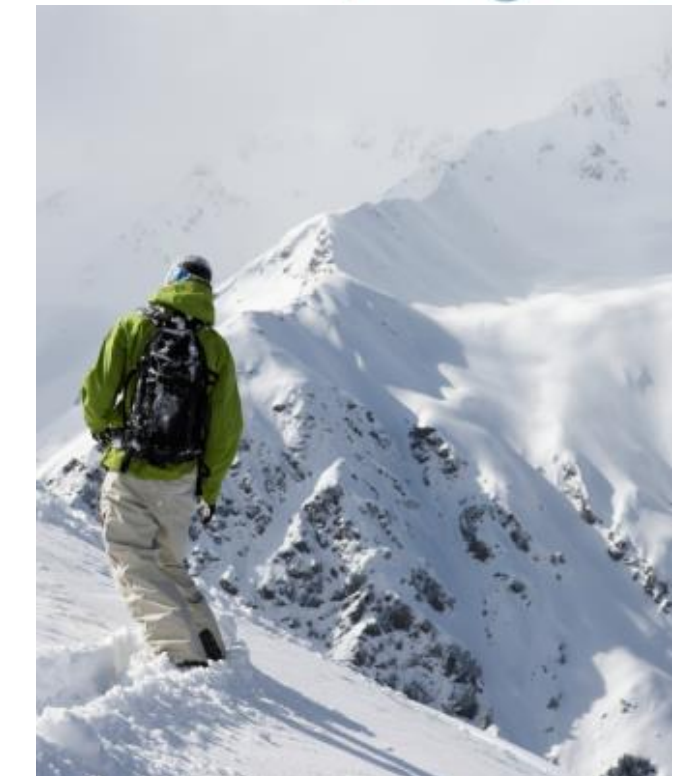
THE **QUIKSILVER**   
hawaii



THE **QUIKSILVER**   
surfers paradise



THE **QUIKSILVER**   
park city





# AMMENITIES:

“STAY, SURF, SPA, EAT, SKATE, DRINK, SHOP, SOCIALIZE”

Quiksilver inspired amenities and features that will satisfy a variety of visitors and guests.

- Communal Areas (indoor & out)
- Wave Pools & Skate Parks
- Pools and Hot Tubs
- “Farm to Table” Restaurants
- Full Service Spa
- Fitness and Yoga Training Facilities
- Hotel Bars and Lounges
- Meeting Space & Private Club Facilities
- Media Screening Room
- Quiksilver Retail Store
- Live Entertainment





# ECO-FRIENDLY DESIGN

## Quiksilver brand top priorities:

- LEED Design with Renewable Energy Systems
- Solar Power, Bio Fuel Cells, Water Capture
- Modern Building Envelopes
- Natural Light Penetration
- Natural Earth Inspired Materials
- Recycled Building Products
- Local Labor
- Local Suppliers
- Local Building Materials





# EVENTS & ENTERTAINMENT:

- Extreme Sports Competitions
- Live Music Amphitheatre
- Education Facilities
- Fitness Centers & Classes
- Large Format Digital Screens
- Live and Televised
- Film Release Parties
- Fashion Shows
- Industry Events
- Corporate Meetings & Events
- Outdoor Festivals
- Art & Photography Shows
- Family Movie Nights
- Sports Training Classes





# TARGET MARKETS:

**50% Families + 50% Fun Seekers:**

## **TARGET:**

20% "Baby Boomers"

30% "Gen-X"

35% "Millennials"

15% "Enthusiasts/Core"

## **AGE:**

(50-68)

(34-49)

(13-33)

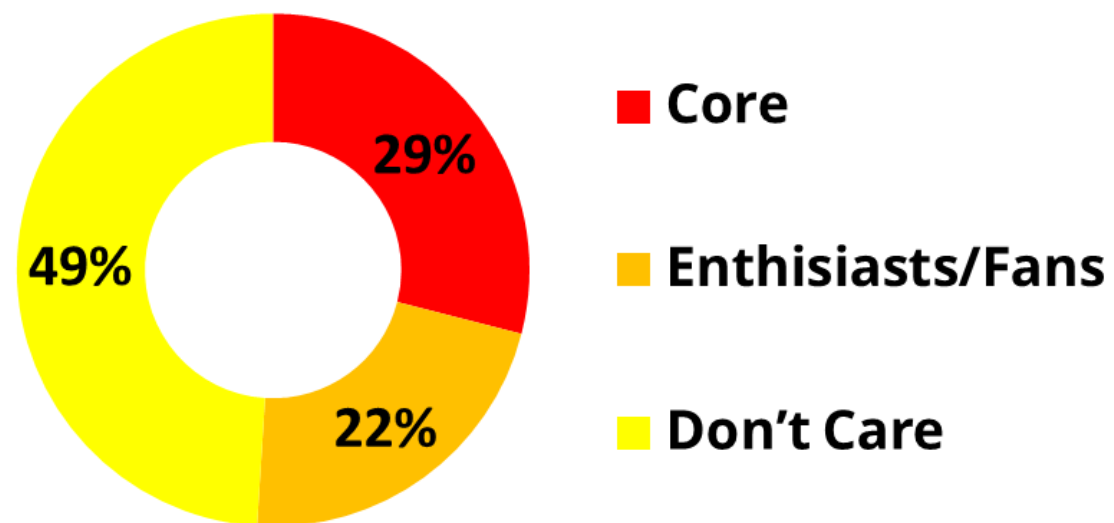
(All Ages)





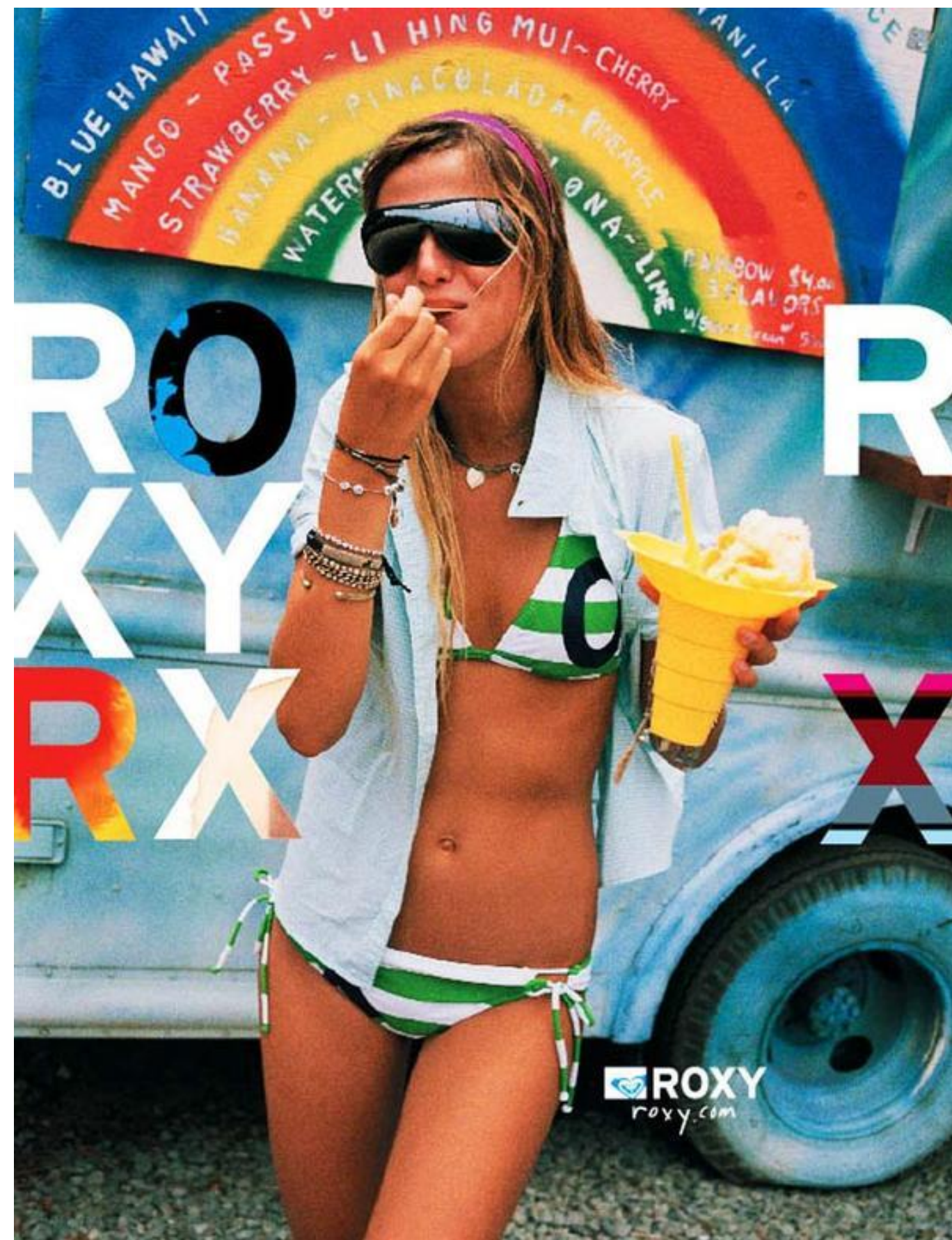
# ACTION SPORTS GUEST:

Millennial in the U.S. - MALES:

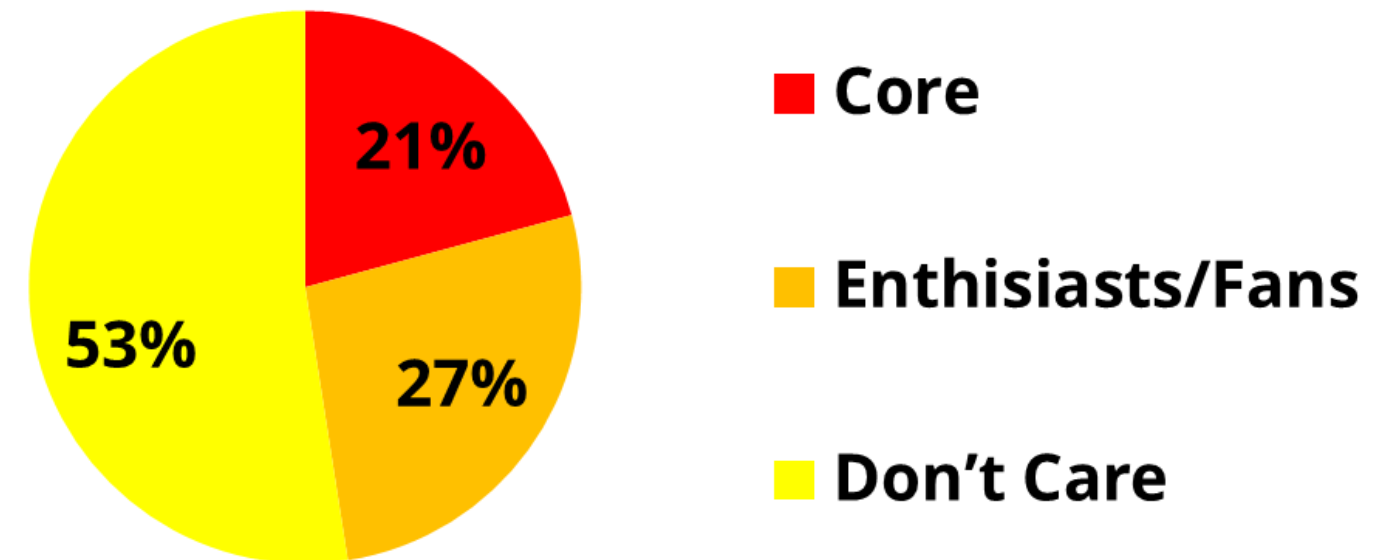




# ACTION SPORTS GUEST:



Millennial the U.S. - FEMALE





# Opportunities:

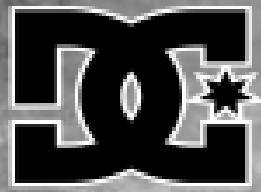
- AUTHENTICITY OF THE BRAND
- DEVELOP RELATIONSHIP WITH QUIKSILVER
- CREDIBILITY IN THE INDUSTRY
- SO MUCH MORE THAN JUST A HOTEL
- CELEBRITY ATHELETES ENAGED ON-SITE
- INDUSTRY & CORPORATE EVENTS
- COMPETITIONS & LIVE PERFORMANCES
- INVITES FASHION, ENTERTAINMENT, FILM & ART

# Challenges:

- PARKING ALL THE CARS
- KEEPING PEOPLE SAFE
- KEEPING TECHNOLOGY WORKING
- KNOWING THE ACTION SPORT WORLD
- CHANGING WITH THE TIMES
- ENVIRONMENTAL SENSITIVITY
- STAYING ON TOP OF INDUSTRY TRENDS







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**QUIKSILVER**



**Come Hang Out...**