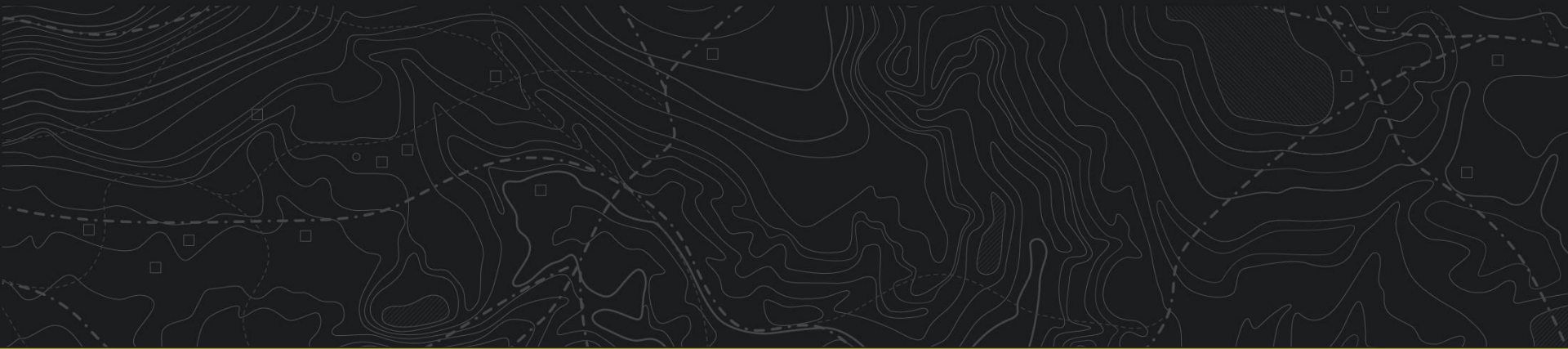




MARRIOTT
COSTA RICA
SAN JOSE

ENJOY AN
exotic
DESTINATION





SJO AIRPORT



MARRIOTT
COSTA RICA
SAN JOSE



MARRIOTT RESORT
LOS SUEÑOS



Poas VOLCANO

One hour



Canopy

One hour



Catamarán

One hour 30 minutes



Irazú

One hour 30 minutes



La Paz

One hour



Pacuare

One hour 50 minutes



City tour

30 minutes

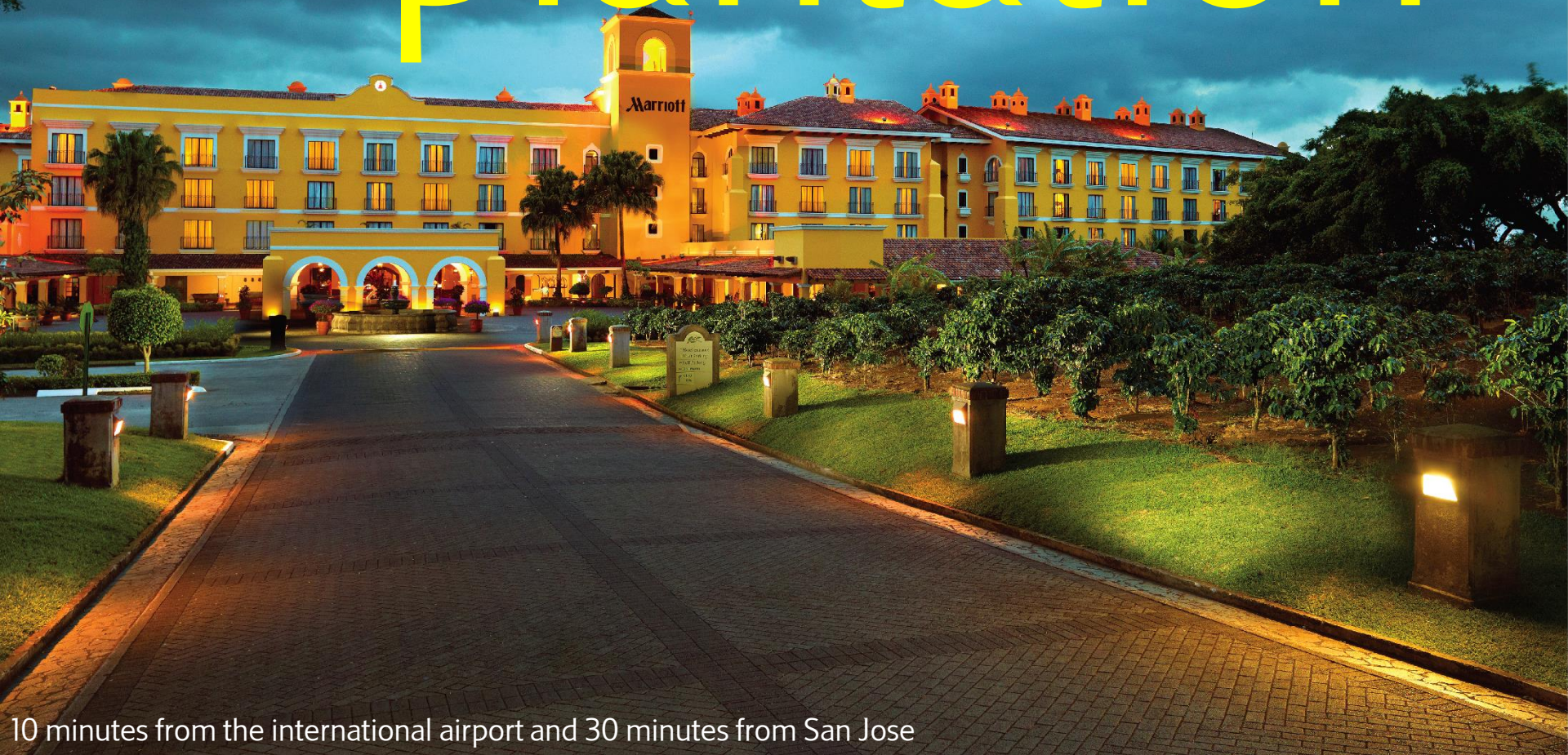


Coffee tours

45 minutes

MAJESTIC 5 STAR COLONIAL
HACIENDA WITHIN A 30 ACRE
COFFEE

plantation



10 minutes from the international airport and 30 minutes from San Jose



Charming

place in the
Heart of the city



A BEAUTIFUL
COLLECTION OF

Hacienda

ATTRIBUTES FROM COSTA RICA &
LATIN AMERICA



299 rooms: 9 master suites, 2 presidentials
168 King bedded rooms , 131 double bedded rooms



New renovated Executive Lounge

Hacienda Kitchen



Casa del Cafe



La Isabela

Bar La Castilla



Bar 10

KUÖ SPA

FILLED WITH

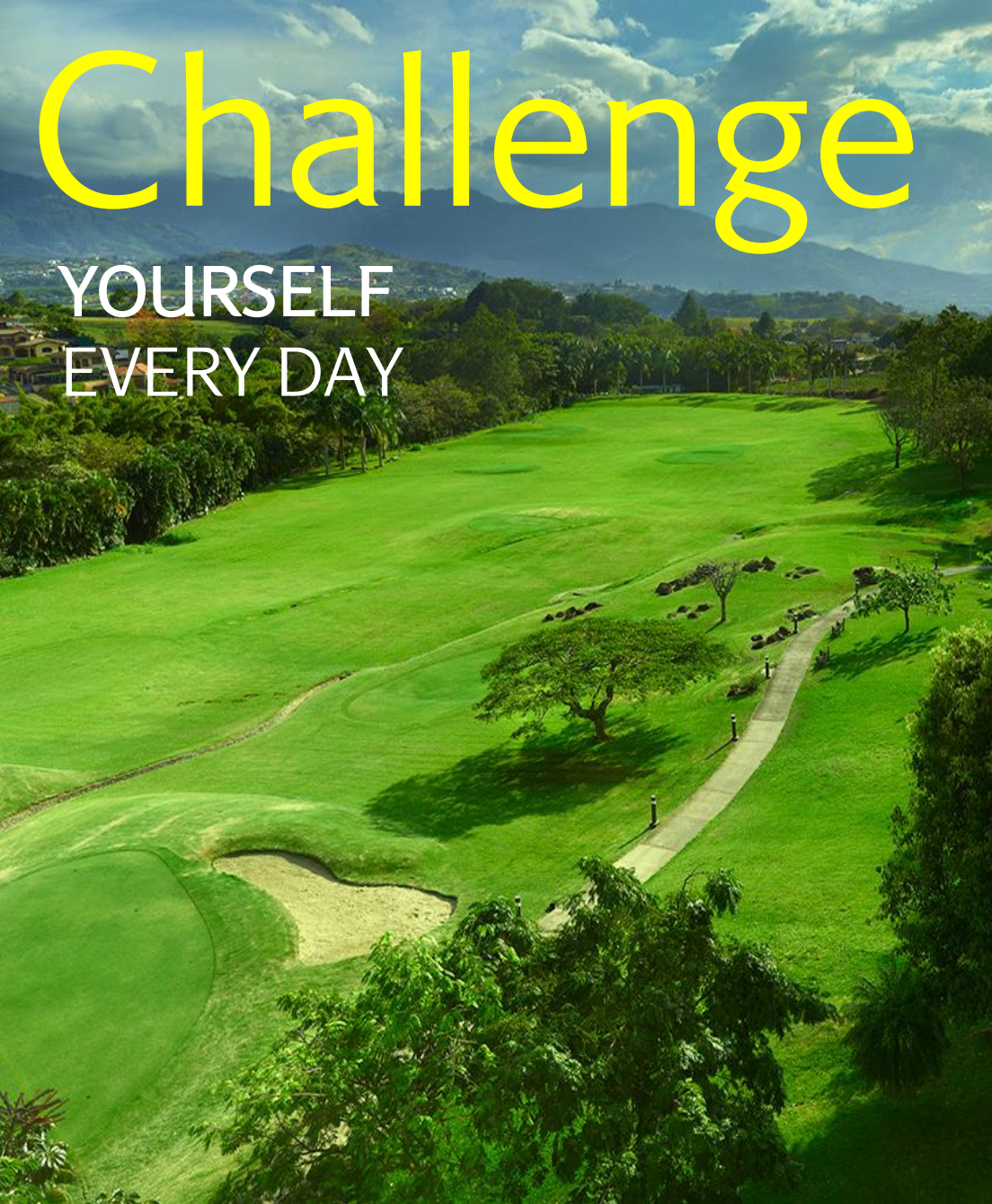
Harmony

INSPIRED BY THE INDIGENOUS
PEOPLE: CABECAR CULTURE



Challenge

YOURSELF
EVERY DAY





Enjoy

OVER 18,000 sq.ft.
OF FLEXIBLE EVENT SPACE



- **Positioning Statement / Target Accounts**

- **Seasonal hot dates:** June to December.
- **Seasonality and rate variance:** Peak: Jan 15 to May, Shoulder: Sept – Nov
Value month: Jun to Aug and Dec
- **Ideal group number peak months:** 80 rooms per night
- **Ideal group number shoulder months:** 120 rooms per night
- **Ideal group number value months:** 150 rooms per night
- **Largest room block peak months:** 150 rooms per night
- **Largest room block shoulder months:** 170 rooms per night
- **Largest room block value months:** 299 rooms (buyouts)
- **Renovation and expectations:** New remodeled Executive Lounge and Coffee Shop
- **Target Segments, Verticals (ex. Pharmaceutical, Association):** All
- **Target Accounts (no more than 10 total, separate by segment):** Corp, Tour & Travel, Association, Intermediary accounts, Incentives, Destination Wedding.

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SWOT for Hotel & Competitors

Strengths:

- * Closest five star city hotel to the International Airport with wide variety of amenities.

Weaknesses:

- * Distance from San José (30 min).

Opportunities:

- * Position as a great resort destination in the city for Europe and North America.

Threats:

- *Number of rooms.

Competitor #1
Intercontinental

Competitor #2
Double Tree

Competitor #3
Wyndham



MARRIOTT RESORT
LOS SUEÑOS

EXPERIENCE LIFE THROUGH **nature**



rainforest

SURROUNDED BY
1,100 ACRES
OF TROPICAL





Tortuga Island

70 minutes



PACIFIC RAINFOREST aerial TRAM

10 minutes

Explore

RIVERS
BEACHES
AND JUNGLE

SURFING
10 minutes



KAYAK
20 minutes





Manuel Antonio

NATIONAL PARK

50 minutes

Bird Watching



15 minutes





Sail Away

FOR THE DAY ON EXCITING
TOURS,
DIVING EXCURSIONS AND
FISHING EXPEDITIONS

FIVE STAR
COLONIAL
HACIENDA BY THE **sea**
70 minutes from the International Airport



RECOGNIZED AS ONE OF
THE MOST BEAUTIFUL AND

unique

FREE-FORM POOLS
OF CENTRAL AMERICA

Enjoy

Our new room Style



201 rooms: 9 master suites, 1 presidential
121 King bedded rooms, 80 double bedded rooms



13 NEW Swim Up Rooms with adult only pool



Hacienda Kitchen



Sushi Bar



Zoe



Bar 8



18 & Greene



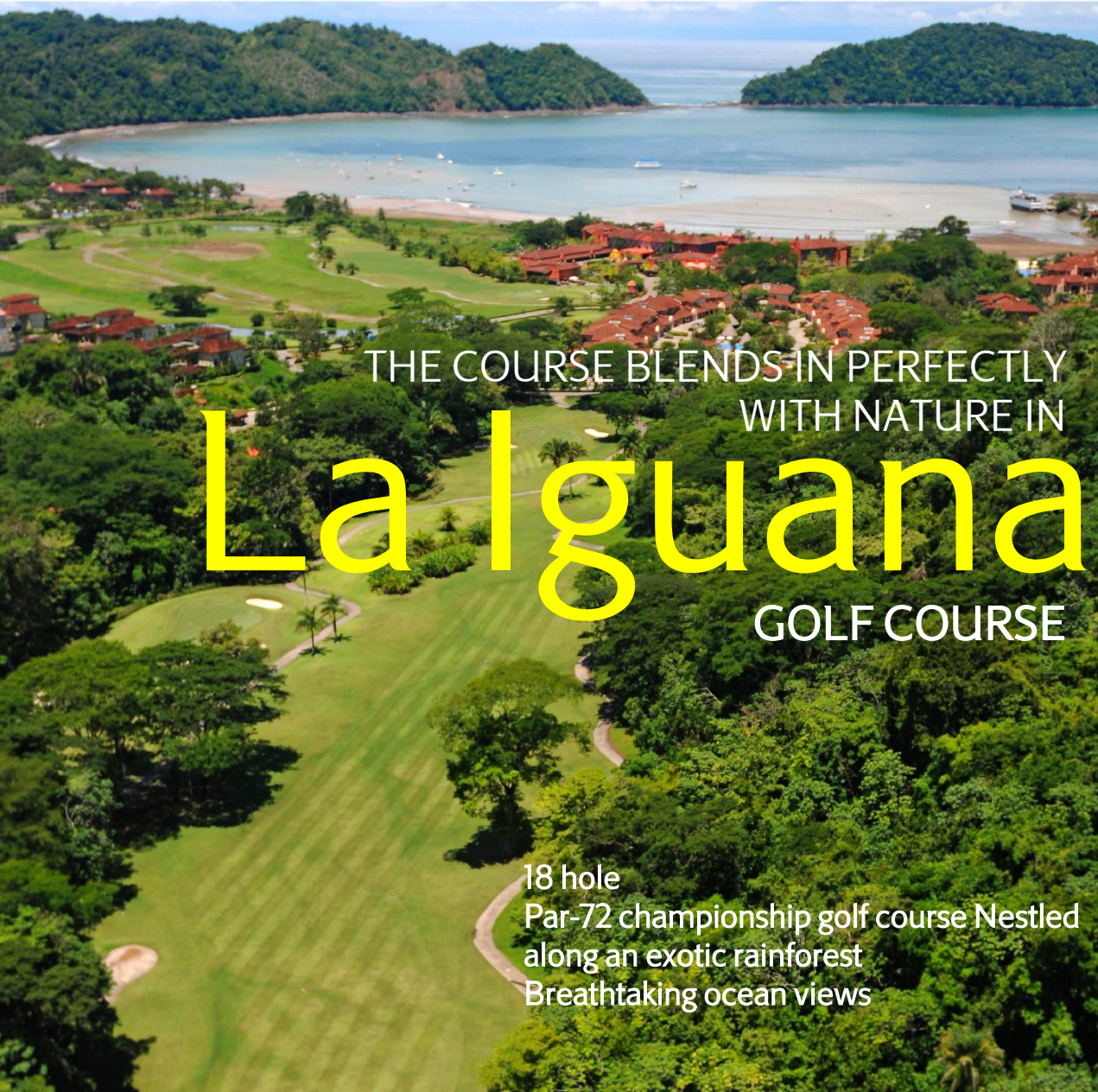
Casa del Café

SIBÖ SPA

Inspired

BY THE RAINFOREST

11 treatment rooms including a couples suite
and wet room with vichy shower
24 hour fitness center



THE COURSE BLENDS IN PERFECTLY
WITH NATURE IN

La Iguana

GOLF COURSE

18 hole
Par-72 championship golf course Nestled
along an exotic rainforest
Breathtaking ocean views



OVER 30,000 sq. ft.

Unique

INDOOR &
OUTDOOR EVENT SPACE

12 meeting rooms and flexible outdoor venues

Social

INICIATIVES

School supplies and social work for schools with limited resources.

Challenge Golf, classes for persons with disabilities.

Visits and donations to San José Hospice.

Activities and donations to San Vicente de Paul children's community kitchen of San José.

Parties and donations for "Alimentando Esperanzas" children's community kitchen in Santa Ana.

Green INICIATIVES

Obtained highest level Certification of Sustainable Tourism (CST) from ICT, whose purpose is to properly use our natural and cultural resources, and improve the quality of life of local communities.

Active participation in the beaches reforestation program with Costas Verdes.

LED lighting in all guest rooms for lower energy consumption.

Fumigation with environmentally friendly products.

Sustainable cleaning products for all hotel areas.

On property recycling program for paper, glass, plastic, aluminum, batteries and toners.

All products used on Spa treatments are ecofriendly.



Positioning Statement / Target Accounts

- **Seasonal hot dates:** May to November.
- **Seasonality and rate variance:** Peak: Dec 15 to April, Shoulder: May – Jul and Nov to Dec 14, Value month: August to Oct.
- **Ideal group number peak months:** 80 rooms per night.
- **Ideal group number shoulder months:** 110 rooms per night
- **Ideal group number value months:** 120 rooms per night
- **Largest room block peak months:** 100 rooms per night
- **Largest room block shoulder months:** 130 rooms per night
- **Largest room block value months:** 201 rooms (buyouts)
- **Renovation and expectations:** New remodeled rooms - swim up style
- **Target Segments, Verticals (ex. Pharmaceutical, Association):** All
- **Target Accounts :** Corp, Tour & Travel, Association, Intermediary accounts, Incentives, Destination Wedding.



SWOT for Hotel & Competitors

Strengths:

- * Closest five star beach resort to the capital and largest International Airport (SJO) with wide variety of amenities. Popular amongst incentive groups. 10- 20 minute drive to all major attractions.

Weaknesses:

- * This area of the country is not as well known in the USA.

Opportunities:

- * Position as the perfect resort destination in Europe and North America.

Threats:

- * Number of rooms for larger conventions (201)

Competitor #1

JW Marriott Guanacaste

Competitor #2

Dream Las Mareas

Competitor #3

Andaz Papagayo

Key Hotel Contacts For Both Hotels



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