



MARKET ENTRY STRATEGY

- SANJANA SAINATH RAO -

PROJECT OVERVIEW

For LXMT 776: Travel & Hospitality, we were tasked with either **expanding an existing hospitality brand into a new geographic market** or transforming a fashion brand into a hospitality concept. We chose the first approach and **developed a strategic market entry plan for Aman Resorts.**



ĀMAN

OUR CONCEPT

This project seeks to establish **Aman's first South American property in Chilean Patagonia** near Torres del Paine National Park through a comprehensive market entry strategy that **strengthens Aman's presence in the South American market** while upholding its core values of privacy, exclusivity, and harmony with nature.

INTRODUCING: **AMANAIKE**

A **place of peace**, where nature, mindfulness, and harmony come together.



POOL



AMAN SPA



A SUITE

WHY SHOULD AMAN EXPAND?



STRONG LEADERSHIP BACKING

Chairman and CEO Vladislav Doronin has publicly expressed his ambition to expand Aman Hospitality into new locations, reflecting the brand's clear commitment to global growth.

PROVEN BRAND CREDIBILITY

Multiple Michelin Stars, Michelin Keys, and leading global travel awards reinforce Aman's market recognition, credibility, and trusted position within the ultra-luxury hospitality sector.

GROWTH OPPORTUNITY

Expansion enables access to new markets, revenue streams, and long-term market share in the global travel and wellness economy.

WHY CHILE?

#4

IN THE AMERICAS TRAVEL
AND TOURISM INDEX

7.9 x

LEISURE TOURISM SPEND
FROM 2020 TO 2025

9.2 x

SPEND ON LODGING
FROM 2020 TO 2025

VALUE PROPOSITION



ACCESS TO UNTOUCHED WILDERNESS



RESTORATIVE LUXURY ROOTED IN NATURE



MEANINGFUL CULTURAL CONNECTION

MARKETING MIX: OBJECTIVES



**REWARD LOYALTY & SPARK
ORGANIC WOM**



**BUILD GLOBAL BRAND
AWARENESS**



**DRIVE EARLY, HIGH-
QUALITY DEMAND, AND
OCCUPANCY**

4P'S OF MARKETING



OUR PRODUCT: **AMANAIKE AND ITS SERVICES**



Ā M A N

LOCATION

Situated on the southeast bank of Lake Sarmiento, near Torres del Paine National Park in Patagonia, Chile.

DESIGN

Ultra-luxury retreat seamlessly blending into the Patagonian landscape using natural materials like stone, wood, and glass.

ACCOMODATION

Low-density layout with 40 rooms offering panoramic views of Lake Sarmiento. The low-density layout preserves exclusivity.



DINING

Emphasis on local Chilean ingredients, native herbs, and fjord-sourced seafood. Focus on local Chilean cuisine.

WELLNESS

Aman spa featuring signature global therapies and elemental treatments inspired by Patagonian wind, water, stone, and earth.

EXPERIENCES

Personalized itineraries combining adventure, nature immersion, and relaxation; collaboration with local communities for authenticity.



RETAIL

Curated selection of Aman Essentials, Aman Spa items, Aman apparel, accessories, and locally sourced artisan products.

POSITIONING

Exclusive ultra-luxury destination for high-net-worth guests seeking privacy, tranquility, and curated nature experiences.

DIFFERENTIATION

Leverages Aman's brand reputation and signature service and design to deliver an exclusive experience.

4P'S OF MARKETING



PLACE / PLACEMENT



**AMAN'S DIRECT
CHANNELS**

(Aman.com)



**ULTRA-LUXE TRAVEL
DESIGNERS**

(Live Luxe Travels)



**AMERICAN EXPRESS X
AMAN PARTNERSHIP**

(Amextravel.com)

4P'S OF MARKETING



ROOM PRICING

PEAK SEASON

SHOULDER SEASON

LOW SEASON



(Nov to Feb)

(Mar to Apr & Sept to Oct)

(May to Aug)

Average of **\$4500** per room per day

Average of **\$4000** per room per day

Average of **\$3500** per room per day

Best weather for trekking and wildlife; high demand allows resorts to charge premium rates.

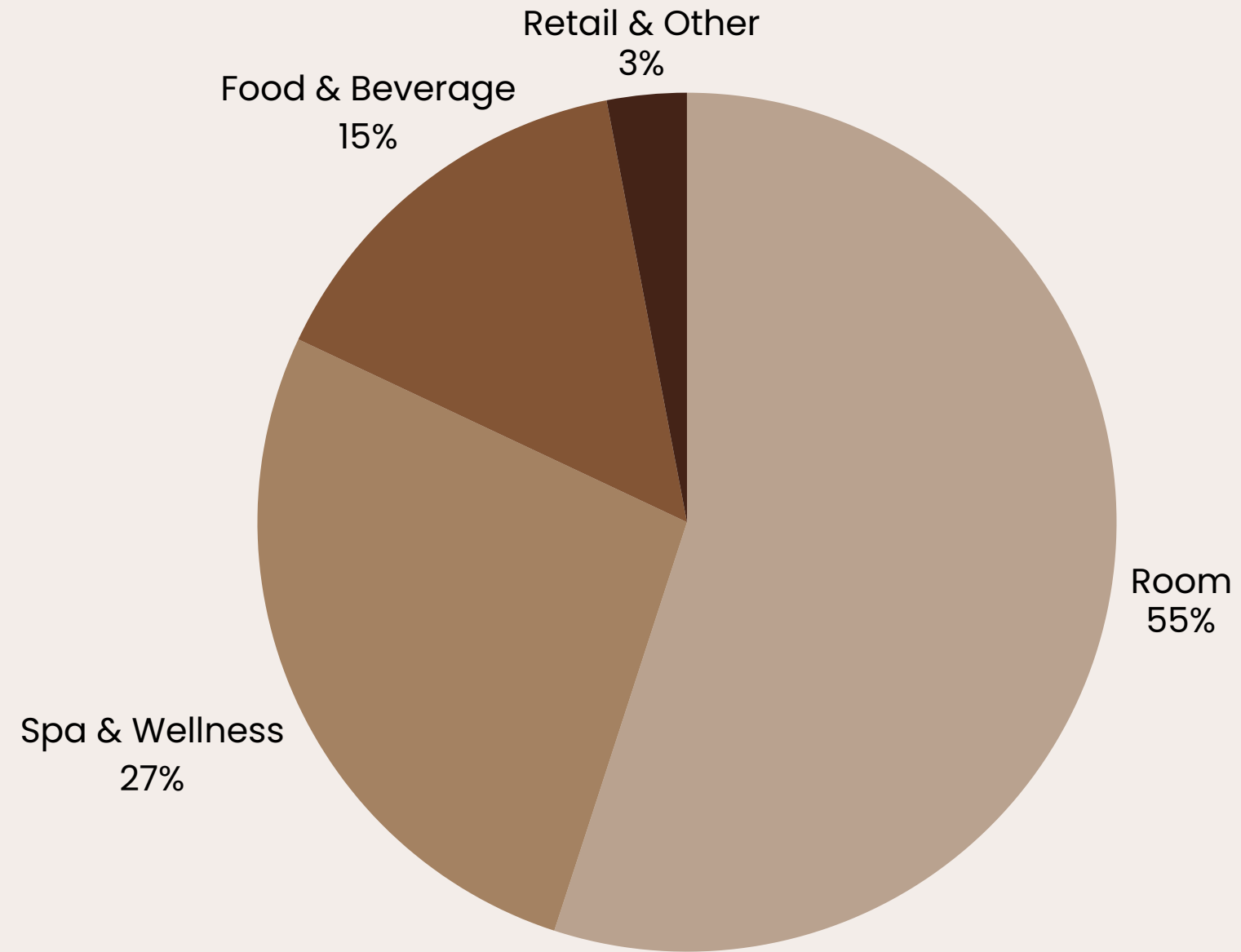
Milder weather and fewer crowds attract travelers seeking peace; moderate occupancy with slightly reduced rates.

Cold temperatures and limited outdoor activities lower tourist inflow; resorts offer discounts/packages to maintain bookings.

OCCUPANCY RATE

	Avg Occupancy Rate
Year 1: 2027	50%
Year 2: 2028	60%
Year 3: 2029	70%

REVENUE BREAKDOWN



COST OF DEVELOPMENT

	% of Revenue	Cost	Depreciation
Land	10.8%	\$ 8.3 M	
Building & Site	61.9%	\$ 48 M	\$1,199,649/ year
Soft Costs	12.7%	\$ 9.8 M	
FF&E	10%	\$ 7.7 M	\$774,016/ year
Preowning & Working Capital	1.9%	\$ 1.5 M	
Developer Fee	2.7%	\$ 2.1 M	
OS&E	1.5%	\$ 1.2 M	

Cost of Development: **\$78.6M**

Cost Per Key: **\$1.97M**

Amanaike is expected to reach profitability around Year 5 as occupancy and revenue stabilize following the initial ramp-up period. Losses in the first 3–4 years are driven by lower early occupancy, high fixed operating costs, and pre-opening investments. As demand strengthens, operating leverage improves and EBITDA turns positive. These initial losses are strategic, supporting long-term brand equity and reinforcing Aman’s positioning as a remote, nature-led sanctuary.

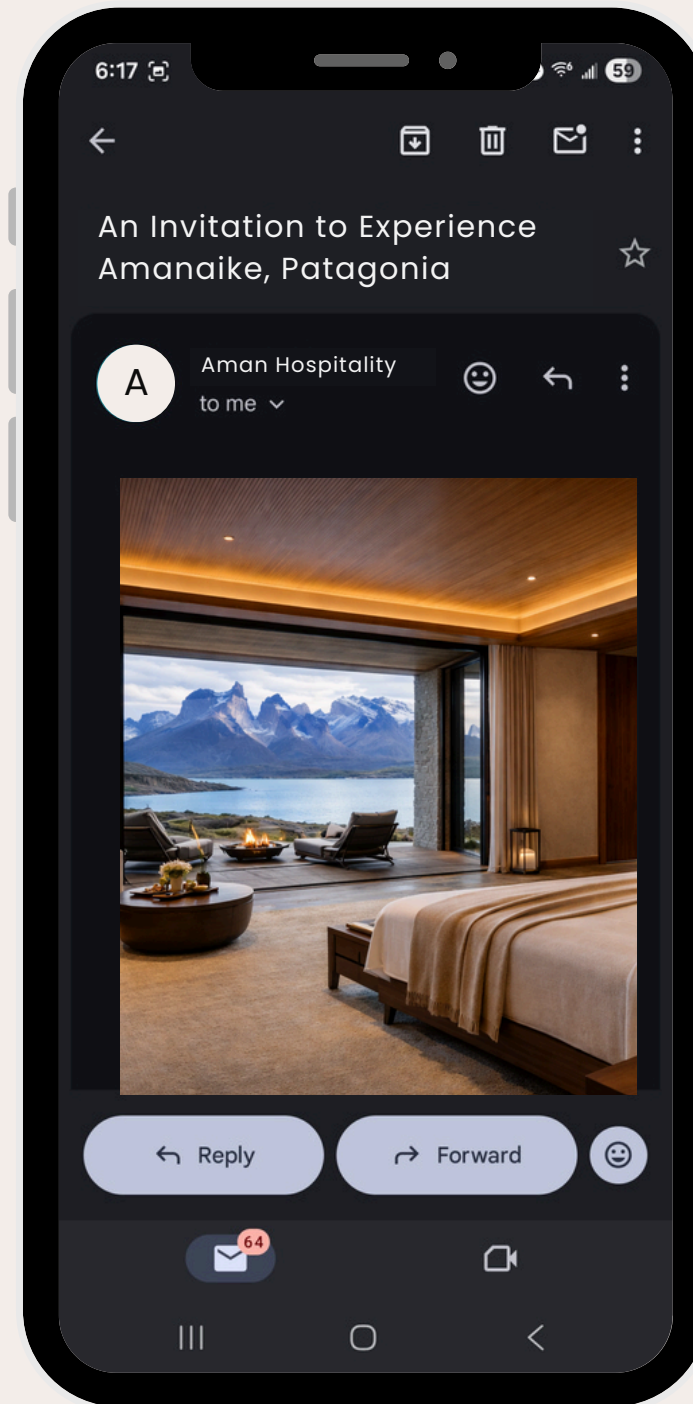
	Year 1	Year 2	Year 3
Revenue	\$ 53.8 M	\$ 64.7 M	\$ 75 M
Gross Profit	\$ 32.4 M	\$ 38.9 M	\$ 45.2 M
Operating Income	- \$ 6.1 M	- \$ 3.5 M	- \$ 1.5 M
Net Income	- \$ 4.5 M	- \$ 2.5 M	- \$ 1.1 M

4P'S OF MARKETING



PROMOTION - EMAILS

Includes a subtle call-to-action

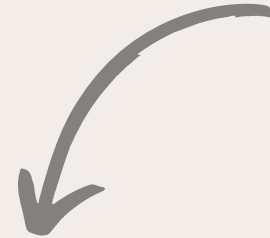


LOYALTY PRE-SELL

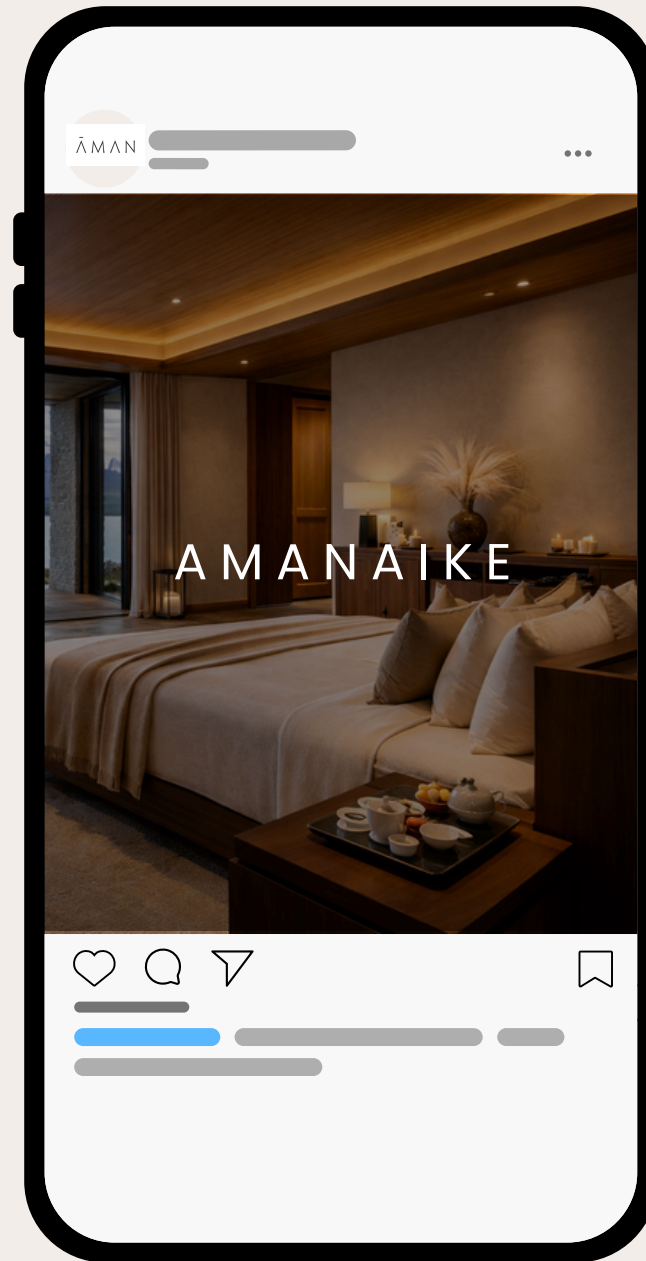
- Early booking access for loyal customers
- Priority inventory windows
- Personalized outreach tied to guest travel behavior

PROMOTION - SOCIAL MEDIA

Visually strong content,
showcasing the beauty of the
location



No aggressive call-to-actions like
"book now."



- Instagram for general awareness & organic growth (No influencer-led campaigns)
- YouTube for visual storytelling & location launch

PROMOTION - PRINT



PUBLICATIONS

- Condé Nast Traveler
- Travel & Leisure
- Elite Traveler

CREATIVE

- Minimal copy
- Focus on Aman's philosophy & the idea of sanctuary and digital detox

PROMOTION - RADIO



PODCASTS

- Luxury Travel Insider hosted by Sarah Groen
- Behind the Money hosted by Financial Times
- The Luxury Travel Edit hosted by John O’Ceallaigh

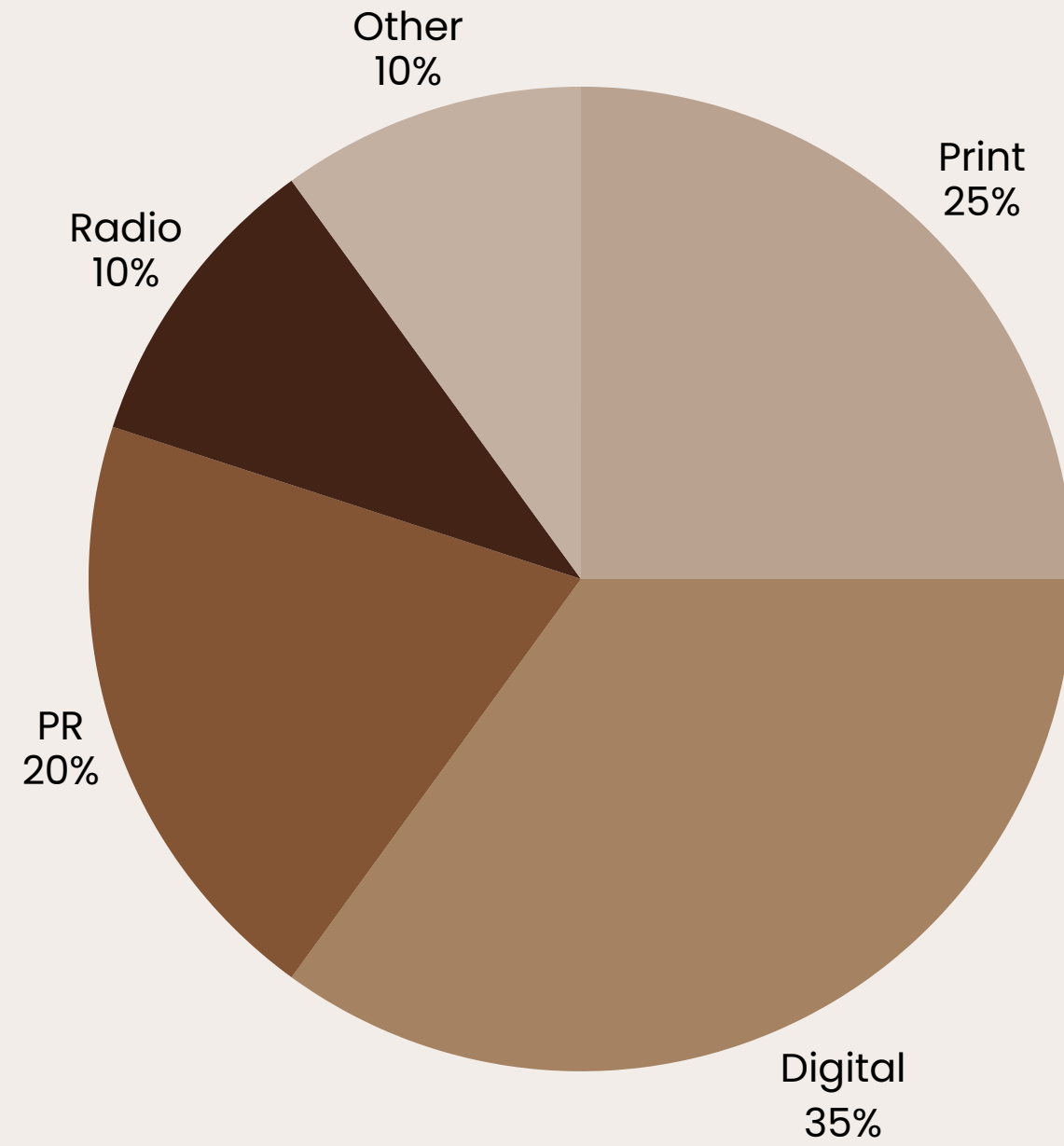
- Targeting high-income listeners and those who listen to wellness, focus, and travel playlists

PROMOTION - KPI'S



- Pre-sell booking conversion rate
- Website traffic to Aman Patagonia landing pages
- Social media likes, comments, and shares
- Number of earned media placements
- Ad completion rates on Spotify and Pandora
- Impressions within UHNW audiences

PROMOTION - BUDGET BREAKDOWN



ÄMÄN

SANJANA SAINATH RAO | ANUSHKA KHALE | MOLLY DAINES | TAYLOR BARCUS