



EXECUTIVE SUMMARY

The proposed Aman Resorts expansion, Amanake, is an ultra-luxury retreat located on the southeast bank of Lake Sarmiento, near Torres del Paine National Park in Patagonia. Designed to blend seamlessly with the Patagonian landscape, the resort will use natural materials such as stone, wood, and glass to create a low-density sanctuary that reflects Aman's philosophy of privacy, tranquility, and connection to nature. The development will feature 40 suites with panoramic views of Lake Sarmiento, accommodating up to 80 guests and supported by Aman's signature 4:1 staff-to-guest ratio. The property will offer locally inspired Chilean dining, an Aman Spa with treatments inspired by Patagonian elements, curated retail featuring Aman Essentials and artisan products, and personalized itineraries combining adventure, wellness, and cultural immersion with local communities. Total development cost is estimated at \$78.6 million, with a cost per key of \$1.9 million. Annual operating expenses are projected at \$38.5 million, with salary and benefits accounting for \$13.48 million (35%). Approximately 5% of revenue will be allocated to promotion across loyalty emails, social media storytelling, podcasts, and luxury print publications to drive early demand and global brand awareness. Amanake is expected to reach profitability around Year 6 as occupancy and revenue stabilize. Initial losses during the first three to four years reflect ramp-up demand and high fixed costs, supporting long-term brand equity and positioning the resort as a premier ultra-luxury sanctuary in Patagonia.

CHILE - PESTLE ANALYSIS

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| <p>P POLITICAL</p> <ul style="list-style-type: none"> Stable democratic system with predictable governance Policies focused on security, stability, and investment | <p>T TECHNOLOGICAL</p> <ul style="list-style-type: none"> Strong connectivity and improving digital infrastructure Remote regions gradually improving their infrastructure |
| <p>E ECONOMIC</p> <ul style="list-style-type: none"> Open, globally integrated economy Tourism rebounding strongly with record arrivals Competitive labor and construction costs | <p>L LEGAL</p> <ul style="list-style-type: none"> Clear framework for foreign investment and property ownership Strict but navigable environmental regulations |
| <p>S SOCIAL</p> <ul style="list-style-type: none"> Strong demand for nature and cultural tourism Mix of regional and international visitors Tourism widely supported as economic driver | <p>E ENVIRONMENTAL</p> <ul style="list-style-type: none"> Diverse landscapes Strong environmental protections Sustainability central to tourism development |



Located on the southeast bank of Lake Sarmiento, near the Torres del Paine National Park

PREFERRED LOT



The View, Lake Sarmiento

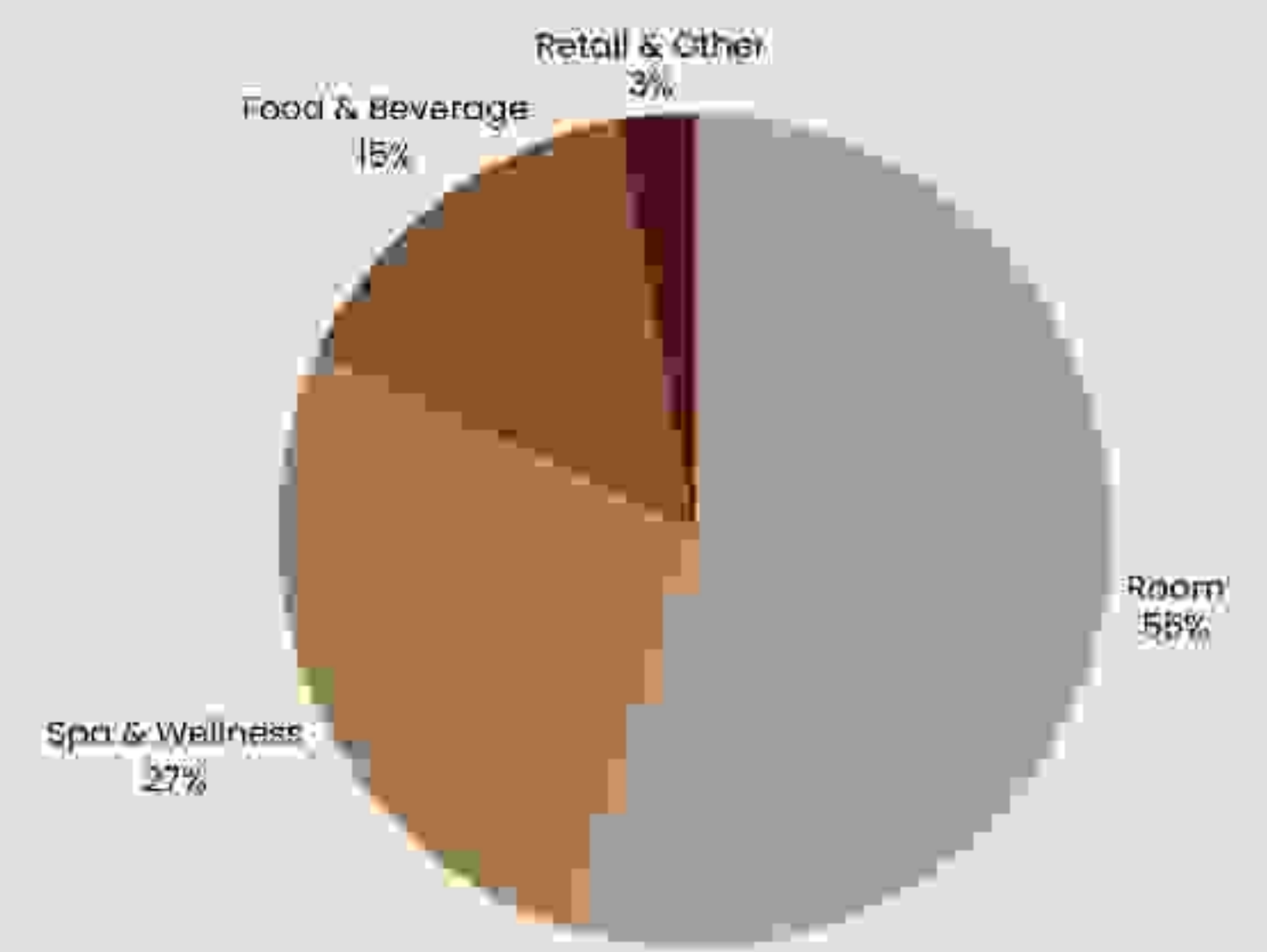
TARGET AUDIENCE



The primary target audience for Aman Resorts in Patagonia consists of ultra-high-net-worth individuals aged 35-65, including executives, tech leaders, and creative visionaries who are highly educated and globally mobile. Psychographically, these travelers embody the "suitcaseless traveler" mindset, seeking seamless journeys where every need is anticipated through the Japanese hospitality philosophy of Omotenashi. They value privacy, architecture, and wellness, and increasingly pursue destinations that enable disconnection from digital overstimulation, favoring silence and nature over constant connectivity. Behaviorally, many belong to the loyal "Amanjunkie" segment, following the brand to new destinations and booking through elite travel designers rather than traditional platforms. They are highly price-inelastic and willing to pay \$3,000+ per night for complete seclusion and Aman's signature 4:1 staff-to-guest ratio. A secondary audience includes high-end corporate groups, particularly C-suite retreats and founder-led strategy intensives, seeking private environments that enable focus, reflection, and strategic thinking.

PRICING STRUCTURE AND REVENUE BREAKDOWN

At the proposed Aman Resorts property in Patagonia, pricing will follow a seasonal ADR strategy aligned with tourism demand in Patagonia. Peak season (November-February) commands an average rate of \$4,500 per room per night, driven by ideal weather conditions for trekking and wildlife exploration, allowing resorts to charge premium prices amid strong demand. During the shoulder seasons (March-April and September-October), rates average around \$4,000 per night, as milder weather and fewer crowds attract travelers seeking a quieter experience. In the low season (May-August), colder temperatures and limited outdoor activities reduce tourist inflow, leading to an average rate of \$3,500 per night, with resorts often offering packages or incentives to maintain occupancy.



COST OF DEVELOPMENT

Cost of Development: **\$78.6M**
Cost Per Key: **\$1.97M**

INCOME STATEMENT

	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	-\$3.5 M	-\$3.5 M	-\$1.1 M

Amanake 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.



PROMOTIONAL PLAN

The marketing strategy for Aman Patagonia focuses on targeted, high-impact channels that align with the brand's exclusive positioning. A loyalty pre-sell email campaign will provide early booking access, priority inventory windows, and personalized outreach based on guest travel behavior. Social media efforts will center on Instagram for organic awareness and YouTube for visually rich storytelling that highlights the landscape and sense of escape, avoiding aggressive calls to action. Print placements in publications such as Condé Nast Traveler, Travel + Leisure, and Elite Traveler will feature minimal copy emphasizing Aman's philosophy of sanctuary and digital detox. Podcast advertising on shows like Luxury Travel Insider, Behind the Money, and The Luxury Travel Edit will target high-income listeners interested in travel, wellness, and lifestyle content. Key performance indicators include pre-sell booking conversion rates, landing page traffic, social media engagement, earned media placements, ad completion rates on platforms such as Spotify and Pandora, and impressions within ultra-high-net-worth audiences.

