



HOSPITALITY

TRANSFORMED  
TRANSFORMED  
TRANSFORMED  
TRANSFORMED







# WHO IS AIDEN?

- 01 | A personality crafted **boldly** ... by you
- 02 | No two hotels alike ... each is an **adventure**
- 03 | Every Aiden is **locally** inspired

BOLD  
BOLD  
BOLD  
BOLD  
BOLD





# CRAFT YOUR NEXT STORY.







# THE AIDEN EXPERIENCE

---

01 | SOCIAL HANGOUT

02 | REMOTE WORK AMENITIES

03 | WELLNESS OFFERINGS







AIDEN IS

**BOUTIQUE**  
UPSCALE  
CHIC  
OFFBEAT

# WHY AIDEN?

- 01 | Boutique segment & RevPar forecast strong & growing; continued premium.
- 02 | Global Distribution 4700+ hotels
- 03 | \$5 Billion in Global Revenue Delivery
- 04 | 50 million Rewards members
- 05 | 100 Countries, 4 Continents
- 06 | World-Class Marketing & OP's Team





SEOUL, SOUTH KOREA



LORIENT, FRANCE



CASTIGLIONE DELLE STIVIERE, ITALY



SYDNEY, AUSTRALIA

# AIDEN'S GLOBAL PRESENCE

30+  
Locations

- Austin, TX
- Biberach, Germany
- Clermont-Ferrand, France
- Genova, Italy
- Los Angeles, CA
- Madrid, Spain
- Orlando, FL
- Runcorn, UK
- Scottsdale, AZ
- Sydney, Australia





# MEETING YOU WHEREVER YOU ARE

Whether you have an independent **boutique** hotel, want to **reposition** your current asset type or **transform** an unsuspecting location into an unforgettable hotel experience, Aiden's **turnkey solutions** make it possible to breathe **new life** into your property.







# REVITALIZING HOTELS & CONNECTIONS

BEFORE



AFTER



AUSTIN, TX



BIBERACH, GERMANY



WARM SPRINGS, GA





# MODERN. MEMORABLE. CHARISMATIC.







# BOUTIQUE MARKETPLACE

---

## PLAYERS

- Moxy by Marriott
- Curio by Hilton
- Ace Hotels
- Graduate Hotels
- Voco
- Palihouse
- Caption by Hyatt





# BUILDING BOUTIQUE IS BETTER

---

## 01 | ECLECTIC DEVELOPERS

A new generation of progressive developers seeking boutique opportunities.

## 02 | BOUTIQUE DEMAND

Boutique segment performance index YTD 2022 up 144% over 2019.

## 03 | LOCALIZED

Hospitality's mega trend is infusing local cuisine and flair inside the hotel.

## 04 | REMOTE WORK

By 2025, the remote workforce will grow to 35 million.

## 05 | SOCIAL SPACES

Younger travelers desire a lively, connected lobby, hip bar and other social spaces.

## 06 | GEN Y & Z

Gen Z demand for experience will be 61 million — larger than both Generation X and millennials.



CLASSY. CULTURED. CHIC.







# WE BRING YOUR VISION TO LIFE

---

## TEAM SUPPORT

- Pre-Opening
- Architectural & Design
- Food & Beverage
- On-going Operations
- Revenue Management



VISION  
VISION  
VISION  
VISION  
VISION



# CONNECT WITH US

---



**Scan the QR Code** to learn  
more about developing an  
Aiden property