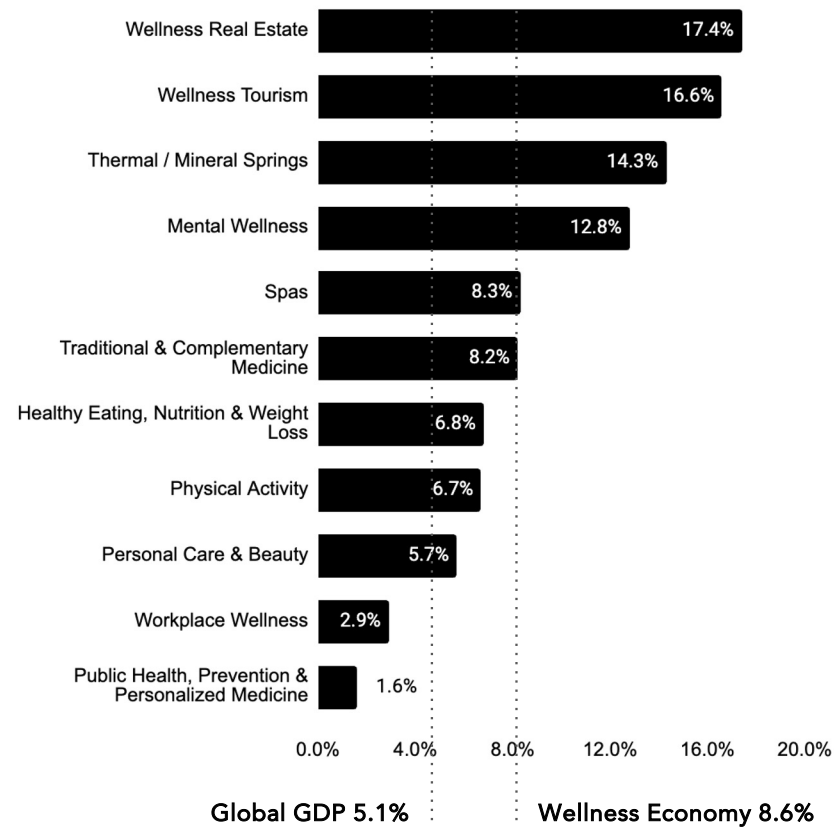


CloudCollective

Outdoor Lodging in perspective
What are the **key drivers** ?

The importance of *wellness*

PROJECTED AVERAGE ANNUAL GROWTH RATE (2022-2027)



The importance of *Culture*

Cultural tourism is on the rise

- Cultural tourism was a USD 6 billion market as of 2023
- The market is expected to grow at a CAGR of 14% between 2023 and 2033 to reach USD 23 billion by 2033
- 40% of international tourists are 'cultural tourists', and 28% of travellers want to experience a unique cultural event
- 72% were hoping to support local communities through their travel

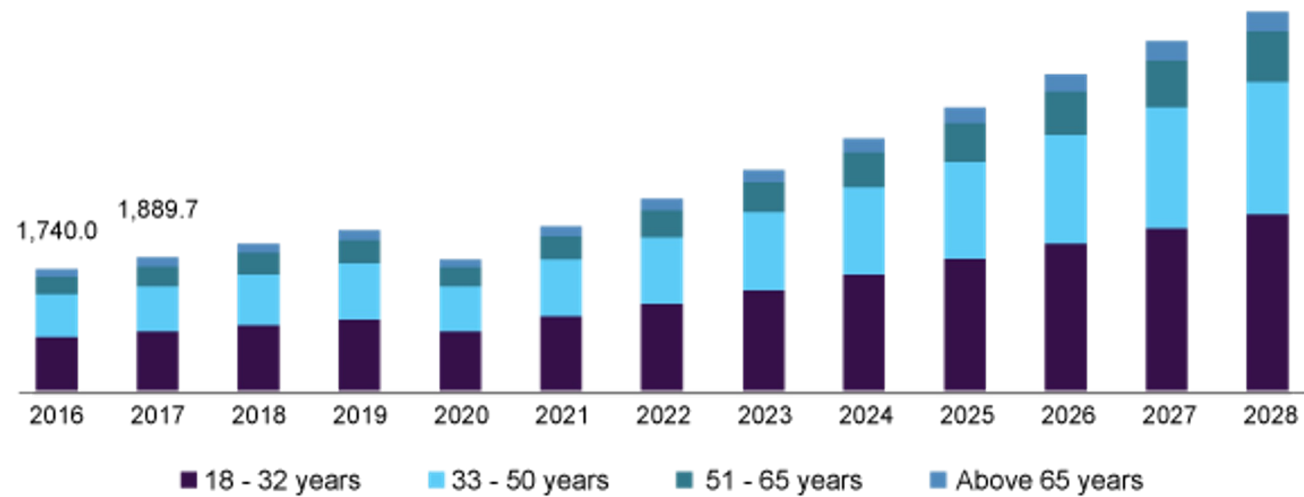
The importance of *Sustainability*

If you're not *sustainable*, you're not future-proofing yourself

- Sustainable tourism was a USD 1 trillion dollar market as of 2022
- The market is expected to grow at a CAGR of 23% between 2022 and 2032 to reach USD 8.4 trillion by 2032
- The market is dominated by the 26 to 35 year old demographic, the growing segment of tomorrow's travellers
- **Luxury eco-tourism is growing 20 - 34% annually**
- 81% believe sustainable travel is vital (up from 61% in 2016) (Expedia)
- 80% of luxury travelers want to travel more responsibly
- 75% are willing to pay more to do so if there is transparency on how their money is used

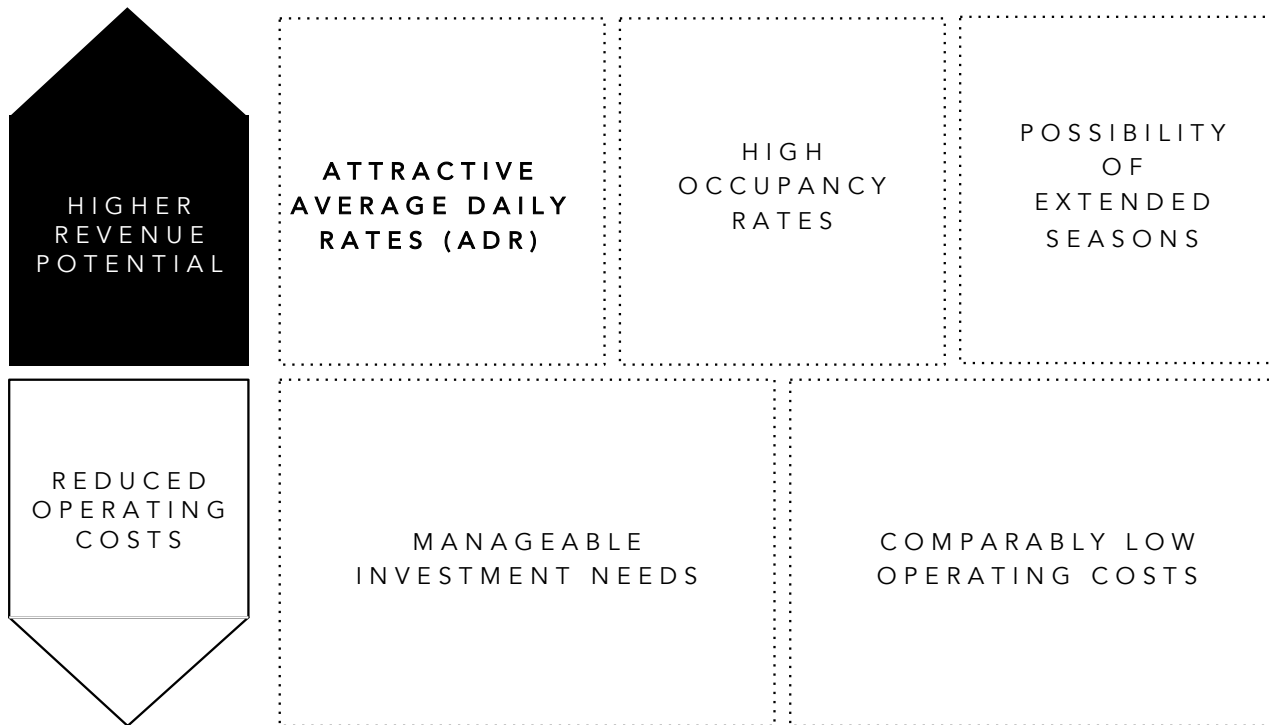
Glamping is where the opportunity lies

Global glamping market size, by age group, 2016 - 2028 (USD Million)



Source: www.grandviewresearch.com

Luxury tented accommodation is now part of the *mainstream hospitality industry*



Hotel brand *participation* in luxury tented accommodation

Alila
HOTELS AND RESORTS


AMANGIRI
UTAH


ANANTARA
GOLDEN TRIANGLE
ELEPHANT CAMP & RESORT

BAILLIE
LODGES

AUSTRALIAN LUXURY DEFINED


El Questro
THE HEART OF THE KIMBERLEY


FOUR SEASONS
HOTELS AND RESORTS


Natra Bintan
—
TRIBUTE PORTFOLIO


Oberoi
HOTELS & RESORTS

ROSEWOOD
—
A SENSE of PLACE™

Who are *Cloud Collective* ?



We build *destinations* for
the modern world.

www.cloudcollective.co

Setting a *new standard* in luxury hospitality.

TURNKEY SOLUTIONS

We deliver end-to-end hospitality solutions seamlessly integrating design, supply, development and operations into a single, cohesive offering. We do all the heavy lifting—so you don't have to.

THE COLLECTIVE

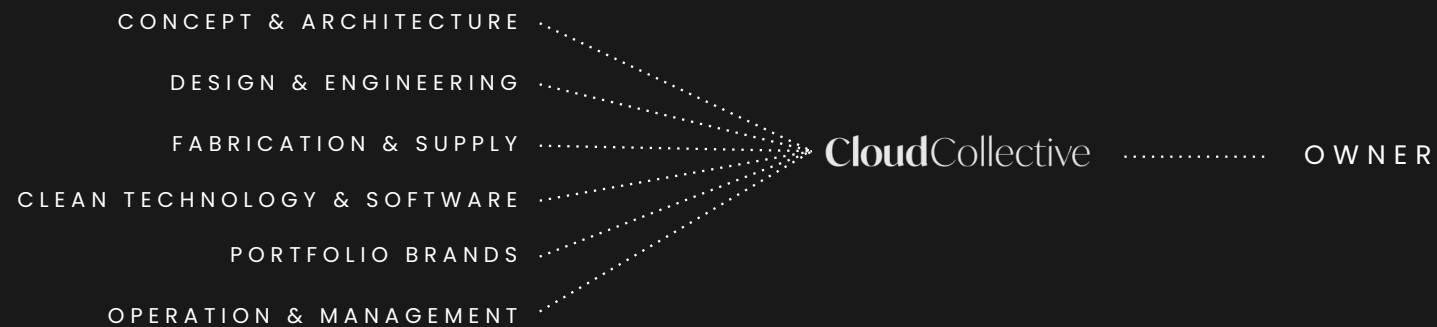
We are a global collective of expertise and innovation representing a rare collection of the best in the business. We hand-pick and assemble unique teams to meet the bespoke needs of each of our projects.

EXPERIENTIAL BRANDS

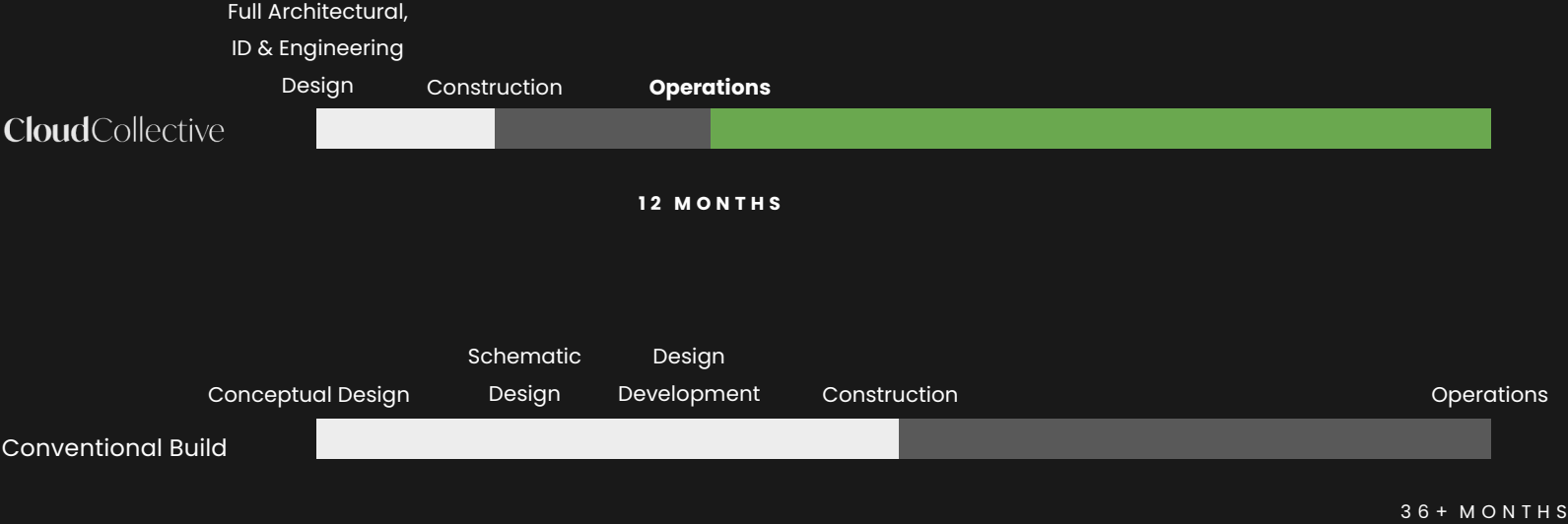
We believe that story is at the root of exceptional hospitality. We are passionate about finding authenticity in our work by finding the soul in each of our projects.

An *all-in-one* solution

Our integrated model eliminates the complexities of managing multiple stakeholders, offering owners a singular, streamlined point of contact—us. The result? Authentic, one-of-a-kind guest and owner experiences, driven by strong returns



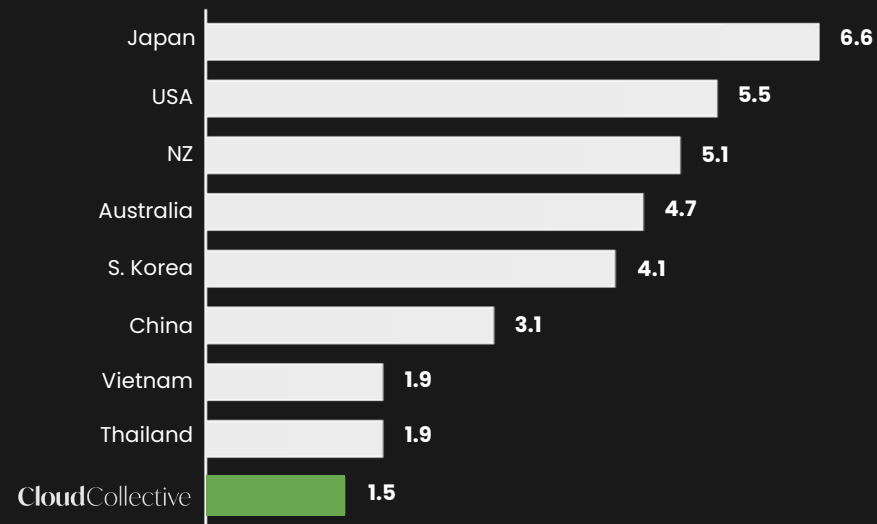
Three times the speed. Unmatched efficiency.



Note: Site and project dependant

We understand Owners. We deliver *quality* without the *cost*.

Luxury (5*) Hotel Construction Costs (USD 1,000 per sqm)



Source: Whitebridge: Asia Pacific Hotel Monitor, November 2023; figures do not include O&M, land, fees and taxes; Statista 2022
Note: Subject to product and design

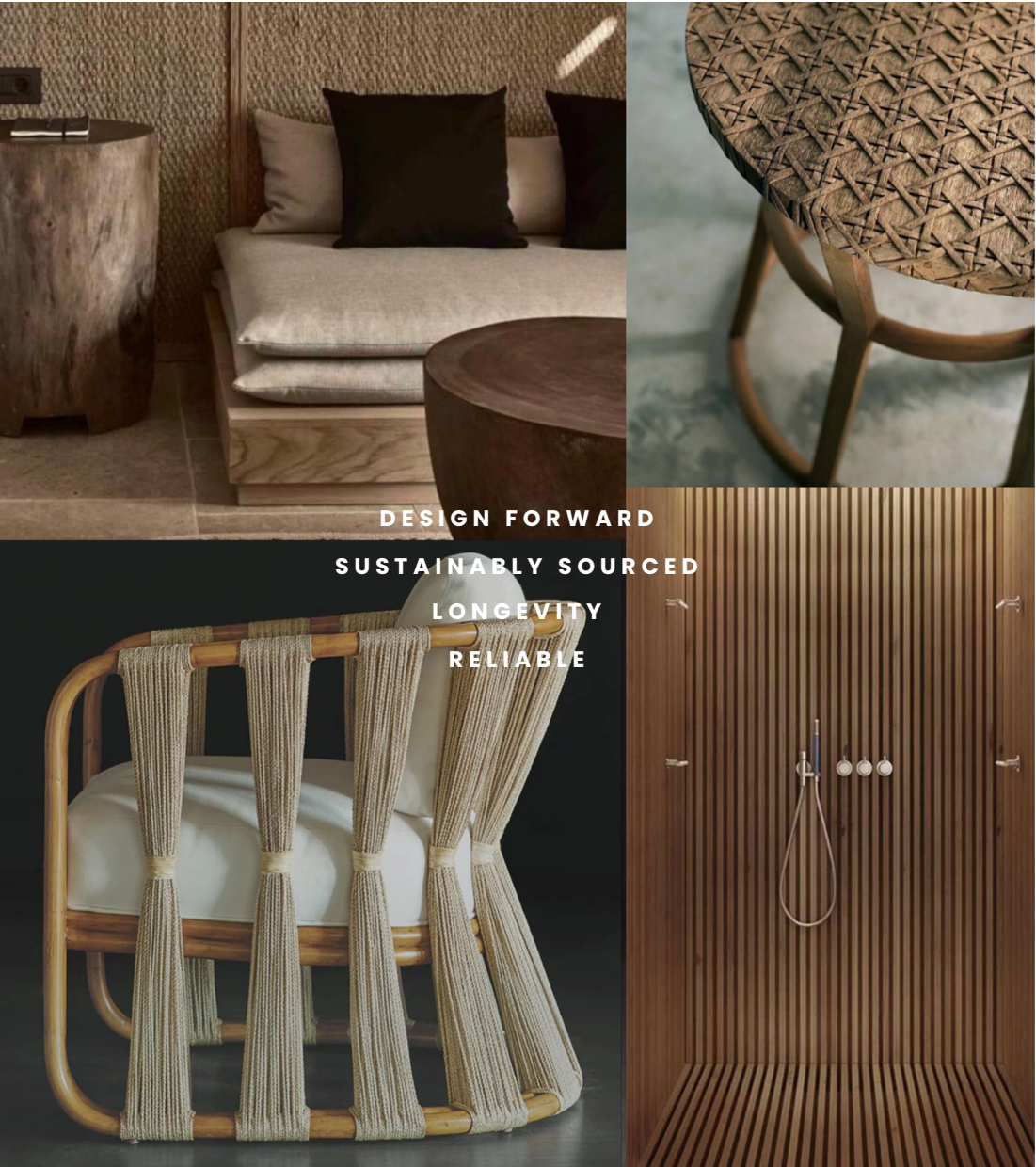
We work with *prefabrication* and *off-site manufacturing*

With an agile prefabrication approach, we tailor a range of configurations to the local landscape and climate, and work to establish the most lucrative opportunity.

Our modular construction approach allows for control in quality, accuracy to design, compressed timelines, and minimal on-site labour requirements.

Our main product lines include tented structures (both soft & hard shell), and cabins.





We are *design-forward* and *quality* conscious

Our interior design studio curates designs inspired by natural surroundings, using sustainable, localized materials that are carefully sourced and supplied.

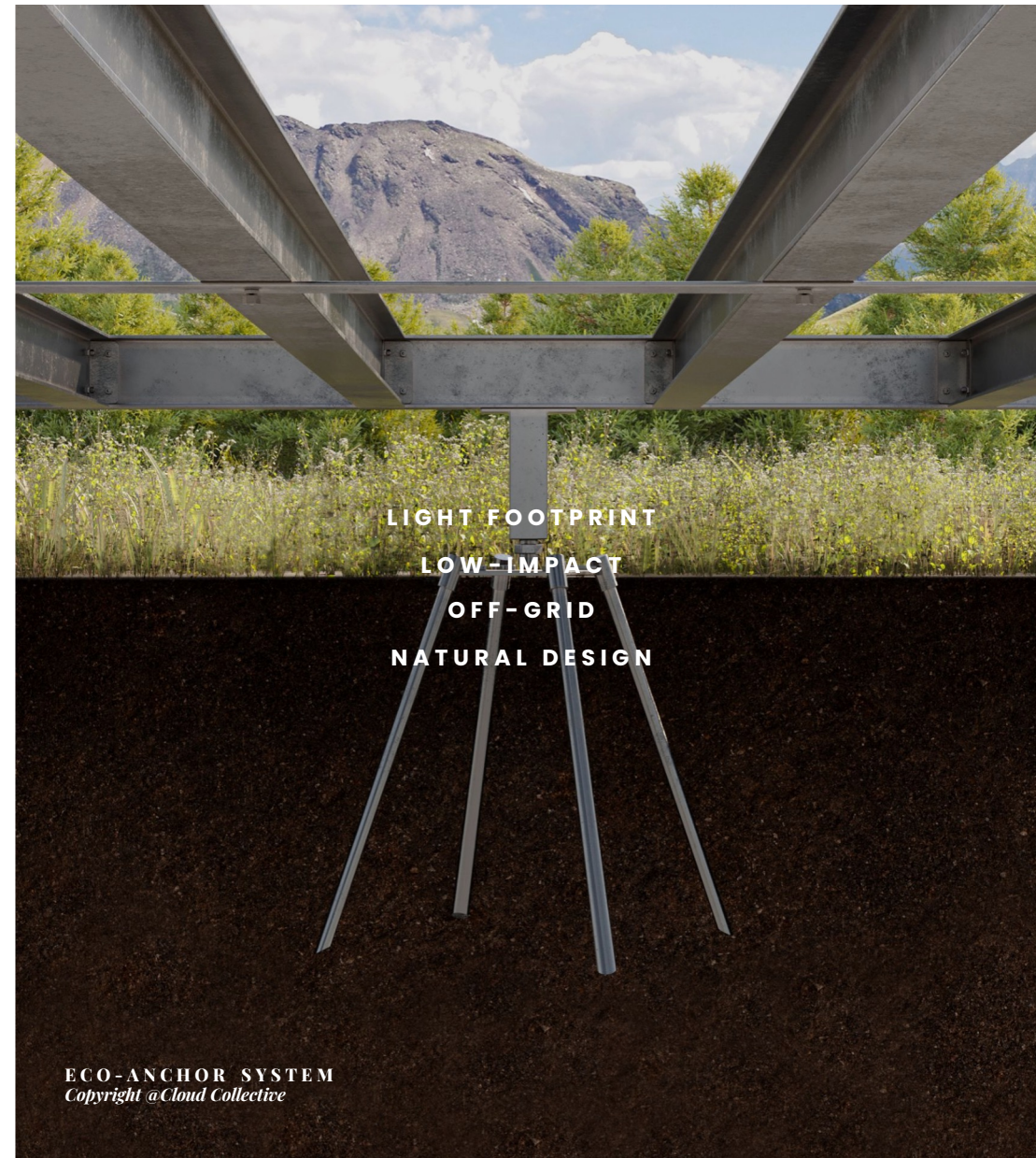
All of our units come fully equipped with furniture, fixtures, and all necessary operating equipment.

**We're *100% sustainability* and
impact focused**

Sustainability isn't what we do, it's who we are.

Impact is embedded into our business model and DNA. We believe that business value is driven by a focus on shared social and environmental values, and that through bridging these comes a profit for purpose ethos that caters to the wants and needs of today's owners & travelers.

Our structures stand as a testament to a greener and more thoughtful approach to hospitality development.





How to undertake Site Selection for a *Luxury Glamping Project*

Discover the critical steps to selecting the ideal location for an exclusive glamping project, blending natural beauty and sustainability with guest comfort.

Why Site Selection can make or break your *Glamping Project*

Location Defines Experience

The site dictates the balance between nature immersion and comfort, shaping every guest interaction.



Accessibility vs. Exclusivity

Striking the perfect balance between ease of access and a secluded, luxurious retreat vibe.



Market & Profitability

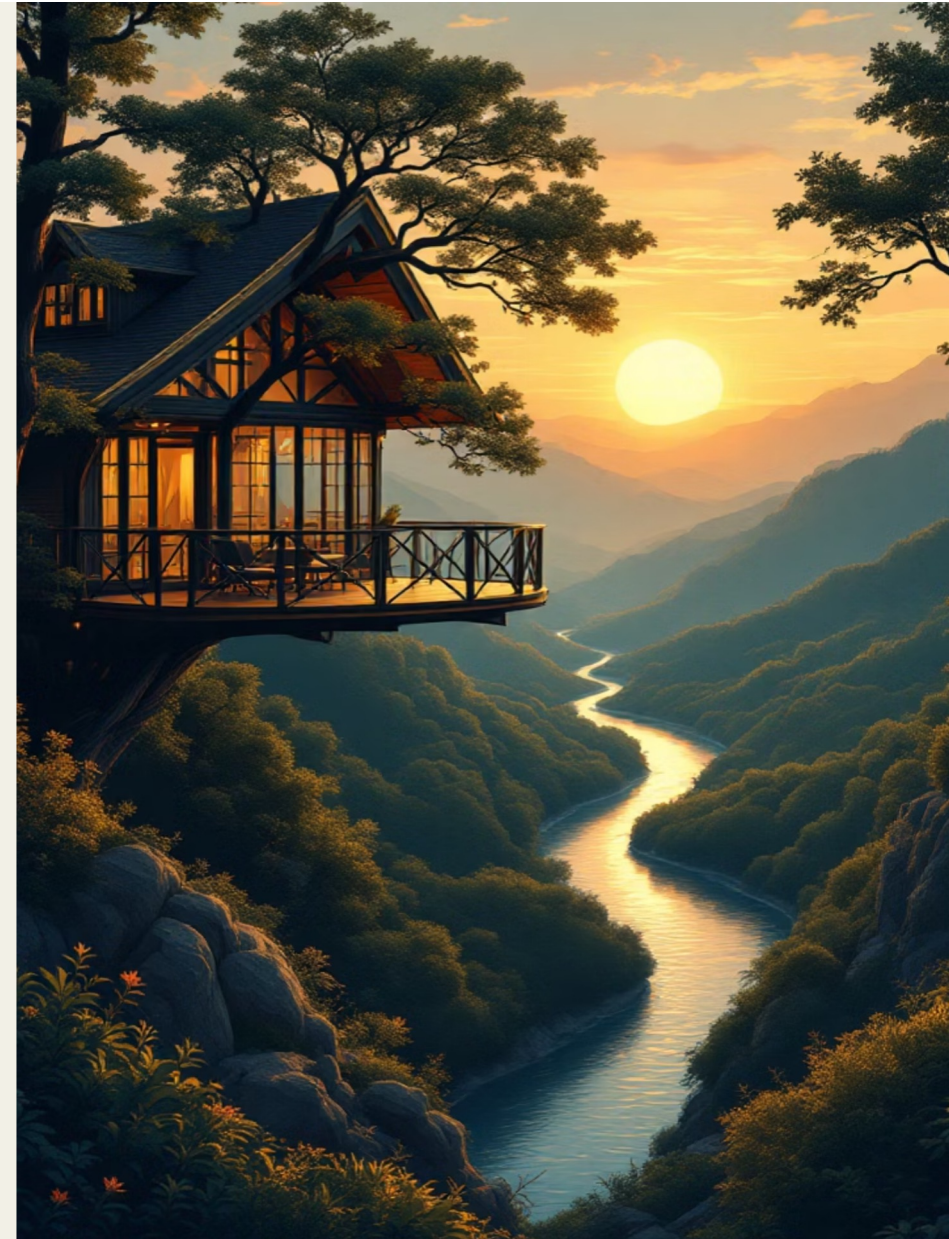
Site choice directly impacts market demand, competitive positioning, and ultimately, profitability.

Step 1: Identify Ideal Natural Environment & Scenic Appeal

Luxury Glamping Retreats thrive on unique natural beauty.

Seek out sites with breathtaking mountains, serene rivers, dense forests, or captivating coastal views. These environments are not just backdrops; **they are integral to the guest experience.**

Luxury guests expect a setting that truly justifies a premium. The more unique and pristine the landscape, the higher the perceived value.



Step 2 : Evaluate Accessibility & Infrastructure

1

Proximity

Consider the site's distance from major cities or airports to ensure convenient guest arrival. Easy access enhances the luxury experience.

2

Transport Options

Assess road quality and potential transport solutions, such as golf carts, shuttles, or even unique access like seaplanes for truly remote luxury (e.g., Clayoquot Wilderness Lodge, Canada).

3

Utilities

Verify the availability of essential utilities like power, water, and sewage systems. These are critical for providing high-end amenities without compromising operational efficiency.



Step 3 : Assess Land Size, Topography & Zoning Regulations

- **Sufficient Acreage** : Ensure enough land for privacy between units, additional guest facilities, and potential expansion. For example, The Woods in Michigan spans 45 wooded acres.
- **Suitable Terrain** : Evaluate the topography for ideal placement of glamping tents, cabins, or treehouses without requiring excessive earthworks, which can be costly and environmentally disruptive.
- **Zoning Compliance** : Thoroughly research local zoning laws, building codes, and environmental protection regulations to ensure full compliance and long-term sustainability.

Step 4: Plan for Luxury Amenities & Guest Comfort

Beyond basic shelter, luxury glamping guests expect hotel-level comforts and exclusive features.

Outdoor Rain showers

An enclosed outdoor rain shower enhances the closeness to Nature



Climate Control

Heaters, air conditioning, and proper insulation for year-round comfort.



Outdoor Features

Private decks, hot tubs, fire pits, and unique scenic bathing options to enhance the natural setting.



All infrastructure must support these amenities seamlessly without compromising the natural aesthetics of the site.

LUXURY TOURISM

7% MARKET VALUE CHART

339%
Ankle Mapping

ECO-TOURISM

The market of eco-tourism, which is for people for an extended time, also in nature, in the city, in a natural area, luxury tourism is 600% can be seen on the line in the road for a while in the area of the landscape and the area of the city, and the area of the city is the area of the city.

600%
OF CAMPING

GLAMPING

500%
OF CAMPING

This is the first time in the history of the world that the market of luxury tourism is 600% can be seen on the line in the road for a while in the area of the landscape and the area of the city, and the area of the city is the area of the city.

Step 5 : Analyze Market & Competitive Landscape

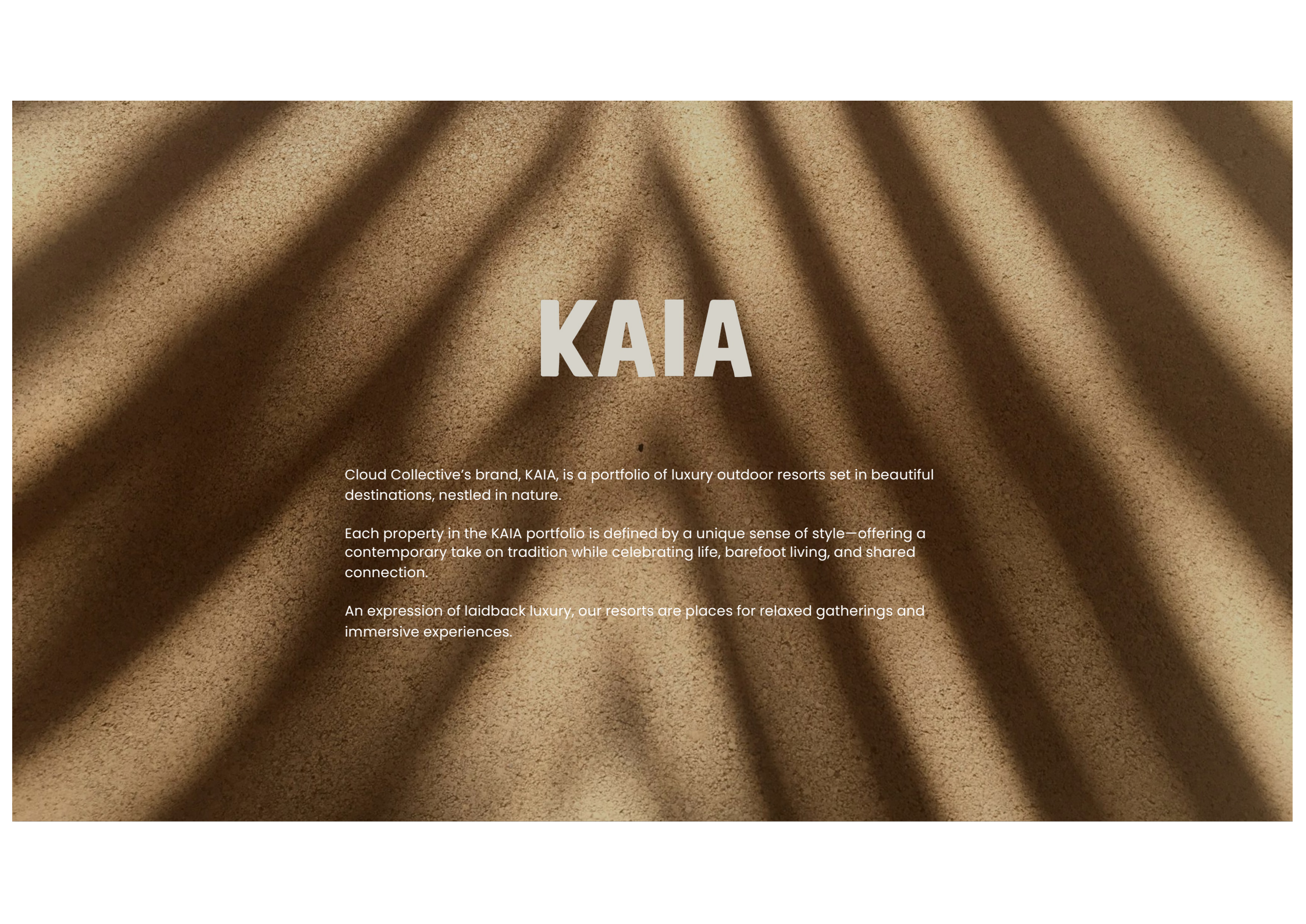
- **Competitor Research** : Study existing luxury glamping sites, such as Under Canvas locations near US national parks, to understand their offerings and target demographic.
- **Underserved Regions** : Identify areas with rising demand for eco-tourism or luxury travel but limited high - end glamping options.
- **Strategic Partnerships** : Explore collaborations with local wineries, breweries, or unique attractions to create exclusive guest experiences and draw more visitors.

Step 6: Sustainability & Environmental Impact



Eco-friendly design and operational practices are crucial for attracting the growing segment of conscious luxury travelers. Incorporating green building materials, renewable energy, and waste reduction strategies enhances the brand's appeal.

Ensure minimal disruption to local wildlife and natural resources during construction and operation to maintain the site's pristine appeal and comply with environmental regulations.

The background of the entire page is a close-up photograph of a textured, light brown surface, possibly sand or a coarse fabric. Overlaid on this background are several broad, diagonal shadows in a darker brown tone, creating a sense of depth and texture. The word "KAIA" is centered in the upper half of the image.

KAIA

Cloud Collective's brand, KAIA, is a portfolio of luxury outdoor resorts set in beautiful destinations, nestled in nature.

Each property in the KAIA portfolio is defined by a unique sense of style—offering a contemporary take on tradition while celebrating life, barefoot living, and shared connection.

An expression of laidback luxury, our resorts are places for relaxed gatherings and immersive experiences.



PROJECT KPN
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PROJECT CLUBHOUSE
Copyright Cloud Collective



PROJECT BAR & LOUNGE
Copyright Cloud Collective



PROJECT BAR & LOUNGE
Copyright Cloud Collective





PROJECT OASIS POOL
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PROJECT OASIS POOL
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PROJECT OASIS POOL
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PROJECT 2BR
Copyright Cloud Collective





PROJECT VILLA
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Conclusion: The Perfect Site can be the foundation for a Luxury Glamping Project's Success

Strategic Balance

Successfully blend nature's beauty with guest convenience and operational feasibility for a thriving venture.

Premium & Sustainable

Invest in guest comfort and committed sustainable practices to stand out in an increasingly competitive market.

Unforgettable Escapes

Thoughtful site selection elevates glamping from a simple camping trip to a unique and unparalleled luxury experience.

Ready to *find your perfect glamping site* ?
Let's start the journey!

www.cloudcollective.co