

COMP SET

PROFORMA EXPECTATIONS

NUMBERS & GOALS

Expected to get 22% group vs. 78% transient and ultimately growing group to 24% by 2022.

In order to capture and grow the overall group business from 22% to 25% we'll need to ensure our amenities and offerings appeal to a corporate group guest.

With 77% and the majority of the guest make up being transient it will be important for this hotel branding to exceed what is currently being offered in the market by other wineries and resorts. Branding will need to be better than expected and offer an experience along with a great sleeping experience.

The Truax
WHITE SPACE OPPORTUNITIES



WHITE SPACE OPPORTUNITIES
BUSINESS & LEISURE APPEAL

1

City centered business and leisure hotel in the local Temecula area.
There is clear opportunity for a full-service lifestyle hotel in immediate area.
Resort-like hotels and wineries are abundant, as well as select serve branded hotel.

COMPETITORS:
TEMECULA CREEK INN

WHITE SPACE OPPORTUNITIES

LOCAL HISTORIC BRANDING

#2

Branding around Temecula history and roots was a clear opportunity.

Although Ponte and South Coast Winery had a bit of mission-style in their branding the pull through beyond building décor and landscaping was not seen. Inn at Rancho Santa Fe was the only potential competitor in this space with the equestrian history throughout the hotel.

COMPETITORS:

INN AT RANCHO SANTA FE

WHITE SPACE OPPORTUNITIES
COMMUNITY FOCUSED

#3

Community centric hotel was lacking within the comp set.

Each of the Temecula hotels and wineries felt disconnected from the Temecula community, we feel there is a clear opportunity to hold the space.

COMPETITORS :
NONE

WHITE SPACE OPPORTUNITIES

STYLISH FULL-SERVICE HOTEL

#4

No full-service Marriott or Hilton product or Hyatt in the area,

great opportunity to attract these rewards guests, potential meetings and business accounts from the area.

Only competition from brands is within the select service space.

COMPETITORS:

HAMPTON INN / SPRINGHILL / FAIRFIELD INN

WHITE SPACE OPPORTUNITIES

ROOFTOP LOUNGE WITH VIBRANT F&B

#5

Activated rooftop lounge activation or city center bar or happy hour location is missing in all of the competitive set and within the proximity of the hotel, we didn't even feel this vibe within old town.

COMPETITORS:
GAMBLING COWBOY

WHITE SPACE OPPORTUNITIES

REFINED RANCHING CULTURE

#6

Ranching culture and history of Temecula is missing within the market.

No one is doing an elevated ranch style or focusing on actual local history and roots
(not contrived mission style, etc.)

COMPETITORS:

NONE