



Oceana x Yurbban Hospitality

International operating group with a comprehensive management model

YURBBAN
HOSPITALITY GROUP



1. Presentation: Operator
2. Owners club benefits
3. Commercial Strategy, Revenue & Management

Who We Are: Yurbban Hospitality Group

“A professional **operating model with exclusive benefits** and an integrated hotel management strategy, designed for real estate owners seeking to **maximize return on investment** through an experienced and trusted operator in key international markets.”



We work with **passion and care**

Since 2012, we have been committed to excellence in the management, development, and concept creation of hospitality and living projects.

Attention to detail is part of our DNA. We carefully design each space and maintain an open mindset toward innovation.

Each project is given a unique identity, and every asset is managed as if it were one of a kind—always aiming for maximum profitability while maintaining a global perspective that never loses sight of local value.

We are an **international operating group** with
a comprehensive management model.

PRIMARY ACTIVITY

Hospitality Management

We make things simple and profitable. We rely on a team of professionals whose priority is ensuring maximum performance across all our properties.

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PRIOR TO MANAGEMENT

Conceptualization and Development

We support projects from their inception. We analyze feasibility and market fit to create unique concepts and develop spaces designed to deliver the best guest experience

Pre-opening and Market Launch

From handover the property to defining operational structures and training staff, we prepare the project for successful market entry. We coordinate all stakeholders to ensure an efficient and high-quality launch.

A Portfolio of **Lifestyle Brands**
Adapted to **Market Trends**

ASSETS IN OPERATION		ROOMS IN OPERATION		DESTINY	PIPELINED PROPERTIES	
24		1514		7	4	
HOSPITALITY					LIVING	
YURBBAN HOTELS	uma house by YURBBAN	uma SUITES	SPOTTY hotels	CŎLECTIA	THE SPOT	C A N D O SENIOR LIVING
PREMIUM	UP & MIDSCALE	MIDSCALE	BUDGET	UP, MIDSCALE & ESSENTIAL	UP & MIDSCALE	LUXURY
HOTELS	HOTELS	APARTMENTS AND BOUTIQUE HOTELS	HOTELS	HOTELS & GUESTHOUSES	COLIVING	SENIOR COLIVING
Design, location, urban, local, authentic, on trend	Modern, approachable, memorable, connected	Open, welcoming, comfortable, high quality	Attractive, fresh, social, sense of community	Versatility, movement, surroundings, practical, services	Natural, cool, design, high quality, proximity, safety	Longevity, community, celebrating life, embracing luxury
WE MANAGE THIRD-PARTY BRANDS						



what makes us different?



- Lifestyle asset design and concept development
- Operational training + integrated software (PMS, CRM, Revenue Management, QMS)
- Quality standards: premium beds, sustainable amenities, housekeeping + preventive maintenance programs
- Ongoing operational and quality audits

We currently **operate 24 strategic assets in prime locations** across Europe and the U.S., consistently ranking among the best-rated properties in each market. Our portfolio demonstrates our ability to create exceptional experiences that translate into higher rankings, positive reviews, and sustained profitability for owners.

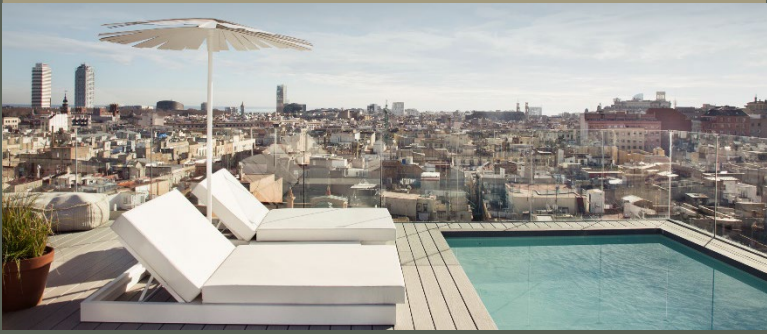
Yurbban Passage Hotel & Spa
Barcelona

A unique 4S-star hotel, classified as a Monument Hotel, ranked among the Top 15 on TripAdvisor out of more than 500 hotels in Barcelona. Its curated design and exceptional service drive a high rate of returning guests, reflecting sustained loyalty and a well-established operating model.



Yurbban Trafalgar Hotel
Barcelona

Boutique hotel in the center of Barcelona, featuring avant-garde design and personalized service. It is especially known for its outstanding 360° views over the city. As one of the first lifestyle hotels in the city more than 10 years ago, it consistently maintains scores above 9/10 across digital platforms.



Uma House South Beach
Miami Beach

Ranked #10 out of more than 200 hotels in Miami Beach on TripAdvisor. Its prime location on the second line from the beach and just a 3-minute walk from the Convention Center, combined with strong operational performance, makes it one of the best value-for-money options in the city.



Experience operating POOL models

Our proven experience managing unit-pool structures is a key differentiator. This shared-revenue model under unified management reduces operational complexity and maximizes asset performance.

Why the Pool Model Works?

In multi-owner projects, **the pool model prevents internal competition between units and fragmented guest experiences.** Under Yurbban management, all units operate as a single hotel with an integrated revenue strategy.

Owners receive net income proportional to their investment, with reduced volatility and more predictable financial planning—ideal for condo-hotels and mixed-use developments.



OCEANA Project render

Advantages of the Pool Model



1. Excellent Profitability

We optimize revenue and minimize costs, delivering stronger financial results for owners.



2. Maximized Occupancy

Revenue Management specialists drive performance and optimize demand.



3. Prestigious Operator

Yurbban Hospitality Group specializes in hospitality management.



4. International Brand

A multi-brand operator with strong positioning in the lifestyle segment.



5. Maintenance and Upkeep

Impeccable maintenance and ongoing upgrades to facilities and furnishings.



6. Administrative Simplicity

Centralized, transparent accounting and reporting.



7. Economies of Scale

Operational costs are shared across the pool, reducing expenses compared to individual management.



8. Worry-Free Ownership

We handle all daily operational processes.



9. Use and Enjoyment

Owners receive up to 90 days per year for personal use of their apartment.



10. Exclusive Offers

As a member of the Owner's Club, enjoy a 20% discount and VIP treatment at any property across the group.

(*) Further details on the conditions and benefits for pool owners can be found in the owners' specifications and terms of use document.

Added value for owners

With an average personal use of 15 nights per year (USD 180/night), the 20% discount represents **USD 540 in savings.**

The use of the 30 pool-benefit nights represents **USD 5,400 in value.**

Including free amenity access and upgrades, the total added value can exceed **USD 6,600–6,900 per year.**



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What is the Owners Club?

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The **Yurbban Owners Club** is activated automatically when your investment is formalized. It acknowledges your trust in our model.

From the moment of deed registration, you receive **preferred services, discounts, and VIP treatment** at your property and across the global Yurbban Hospitality network.

The Club elevates your investment into a premium hospitality experience, aligned with our Honest philosophy and the value we extend to every owner as an essential part of the Yurbban family.

Owners club benefits



90 Days of Exclusive Use of the Apartment

Enjoy 90 days per year for personal use, at no additional cost and subject to availability—designed for you to experience Yurbban firsthand.



20% Discount on Stays Worldwide

Applicable to public rates at any Yurbban hotel worldwide, year-round, subject to availability.



Exclusive Service Channel

Direct line to the owner-relations team, priority responses, financial reports, and periodic briefings to ensure total transparency.



VIP Preferential Treatment

Early check-in / late check-out (subject to availability), special upgrades, preferred room or floor assignment, and dedicated concierge service.



Access to Amenities, Events, and Exclusive Experiences

Unlimited access to hotel facilities (gym, pool, coworking, social areas) and preferential invitations to tastings, art exhibitions, and cultural events. Includes basic housekeeping and reception support.



Extended Access for Direct Family Members

Benefits extend to spouse, children, and parents.

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Commercial Strategy

Revenue & Management



What we aim to achieve

We will work with **an international brand**, aiming to strengthen the project's positioning. Based on the **Marketing & Sales Yurbban Way**, we develop a comprehensive, multichannel strategy to position Oceana as a leading lifestyle reference in the Caribbean.

Our approach integrates **intelligent digital distribution, strong platform presence, and aspirational content** that connects emotionally with the modern traveler.

Our Core Pillars

- Strategic Presence on OTAs
- Metasearch + Direct Booking Optimization
- Specialized SEO/GEO & SEM
- Lifestyle Content on Social Media
- Remarketing & Email Marketing



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Digital Distribution

Strategic OTA Presence

We implement a robust **online distribution strategy** across the most relevant platforms in the market, ensuring maximum visibility and conversion:

- Booking.com: Profile optimization, review management, and the Genius program to drive guest loyalty.
- Expedia Group: Presence across Expedia, Hotels.com, and Vrbo to achieve global reach.
- Despegar & Pricetravel: Management of flight + accommodation packages.

Specialized SEO/GEO & SEM

We develop an **organic and paid positioning strategy** focused on capturing high-value searches, helping grow the direct channel.



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Distribution channels and digital visibility

Metasearch & Direct Booking Capture

- Google Hotel Ads: CPC-optimized campaigns targeting high-intent users
- TripAdvisor: Active reputation management and sponsored campaigns
- Trivago & Kayak: Complementary presence for broader reach

Lifestyle Content on Social Media

We build an aspirational digital presence aligned with Caribbean lifestyle positioning through:

- Reels and thematic series showcasing the destination and property (Life at Oceana, Behind the Scenes, Guest Stories)
- Integration of digital trends to expand organic reach and resonate with global audiences

Remarketing & Email Marketing

- Advanced segmentation based on user behavior (searches, website visits, cart abandonment)
- Dynamic remarketing ads presenting tailored rates, experiences, and benefits
- Automated email journeys (welcome flows, booking reminders, exclusive offers, pre-stay communications)
- Seasonal and loyalty campaigns to boost direct bookings
- Data-driven personalization to increase conversion rates



Thank you
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