

LIFESTYLE OF A SOPHISTICATED TRAVELER



HUDSON

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LIFESTYLE & TRAVEL

Life and travel has never been more cumbersome with delays, interruptions, overcrowding, and boring experiences.



DEPARTURES			
FLIGHT	TIME	DESTINATION	
1027	20:45	TOKYO	5 DELAYED
4360	20:47	DUBLIN	9 CANCELLED
8217	20:52	BERLIN	10 CANCELLED
3450	20:55	MADRID	3 CANCELLED
9521	20:58	DUBAI	14 DELAYED
435	21:00	LOS ANGELES	7 CANCELLED



STACKED SERVICES

There are disconnected services available in the market including exclusive concierge clubs, airport lounges, premium travel reward credit cards, traditional travel agencies, personal assistants, and online travel agencies.



HUDSON RESORTS™

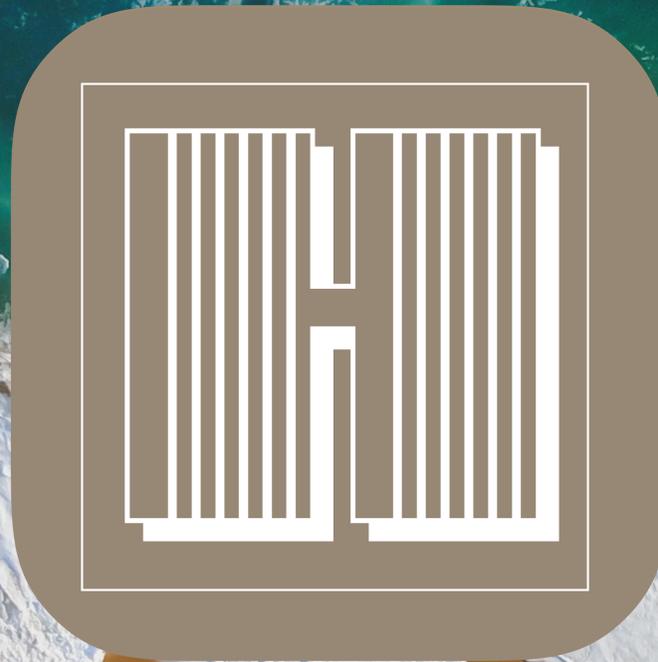
1680 MICHIGAN AVE, 700
MIAMI BEACH, FL, 33139



YOU ARE INVITED

LIFESTYLE OF A SOPHISTICATED TRAVELER

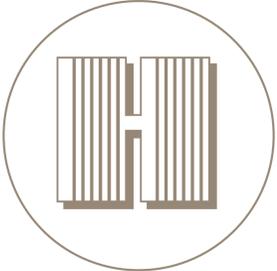
CONCIERGE | ACCESS | LOYALTY | LIFESTYLE



HUDSON

LIFESTYLE OF A SOPHISTICATED TRAVELER

Experiential / Lifestyle



Loyalty

Private

AIRLINE LOYALTY

MEMBERS CLUBS

5*HOTEL UPGRADES

CONCIERGE CLUB

PERSONAL ASSISTANT

TRAVEL AGENT



Traditional



CENTURION
AMERICAN EXPRESS



**VELOCITY
BLACK**



BENEFITS

\$\$\$\$

\$\$

\$\$\$\$\$

\$

-

INVITE

Initiation Fee

Private

Exclusive

Concierge

Boutique Luxury

Private Transport

Airline Club Lounges

Dedicated Assistants

Lifestyle Benefits

Health & Wellness

Global Members Club Access

Privileged Loyalty Status

Unique Experiences

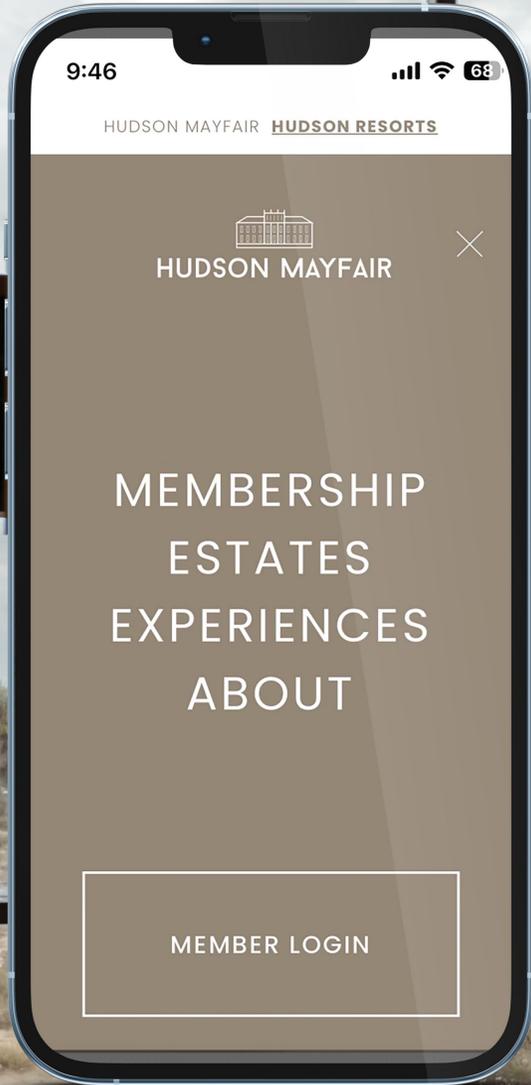
Bespoke Properties

Seamless Travel

New Member Acceptance

Financial Benefits





DEDICATED LIFESTYLE ASSISTANTS

24/7

APP . PHONE . SMS . WHATSAPP . FRONT DESK



WE CREATE MEMORABLE EXPERIENCES



CULINARY . GOLF . WELLNESS . ADVENTURE . CELEBRITY . MAJOR EVENTS . ARTS & THEATRE . YACHTING



HOW IT WORKS

- I) Apply
- II) Membership Approval*
- III) Download the Membership APP
- IV) Meet Your Dedicated Assistants
- V) Personalization
- VI) Activate Subscriptions
- VII) Access Clubs, Hotels, Transport
- VIII) Book an Experience
- IX) Curate an Art or Car Collection...



PLATFORM

LIFESTYLE

- SERVICES
- BUTLER
- FLORAL
- SHOPPER
- FASHION & TAILOR
- HAIR & MAKEUP
- WEDDINGS
- EVENTS/CHARITIES
- WELLNESS



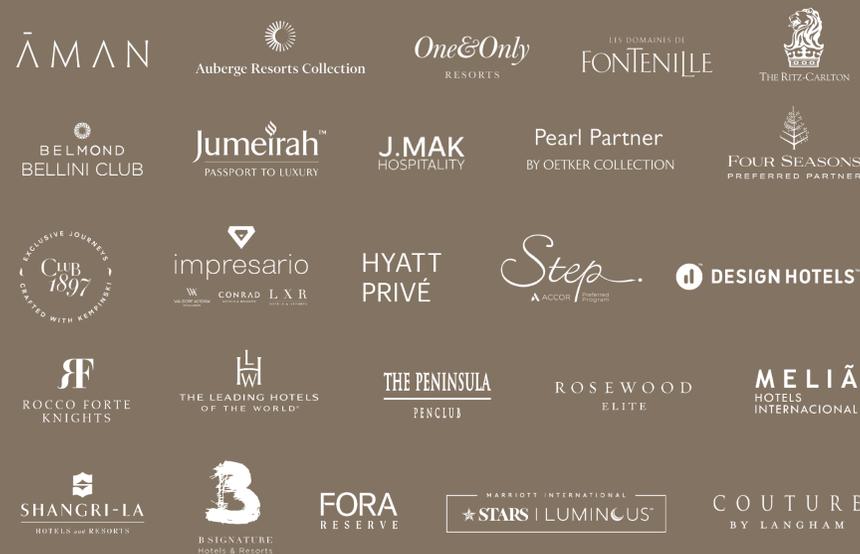
PRIVATE

- MANAGEMENT
- LOYALTY PROGRAMS
- SUBSCRIPTIONS
- WEALTH & FINANCIAL
- SECURITY/IT/AV
- ASSET
- PRESS
- COLLECTING
- Art . Wine . Cars

FLIGHTS / LOUNGES*



PRIVILEGED & ELITE HOTEL STATUS



PRIVATE CLUBS & EXPERIENCES



WHO IS A HUDSON MEMBER?

- Spends \$30,000+ p/y in Travel
- Values Privacy (*Invite Only*)
- Champions Our Club Culture

+

- Founders, Innovators
 - Artists, Creatives
- Bucket Lister, Adventurers
 - Unique Experience-ers
- Seeking Wellness in Life and Health
 - Values Time and Experiences
 - Loves Food and Sustainability!



FOUNDING 50



*Hudson's **Founding 50 Club** began in 2018 as a grass roots "like minded" creative members club that empowers professionals from 50 different creative industries through events, socials and retreats. The club has since been grandfathered into our brand ambassador club and will be joined by many new global influencers and celebrities that align with the house culture.*

CULTURE



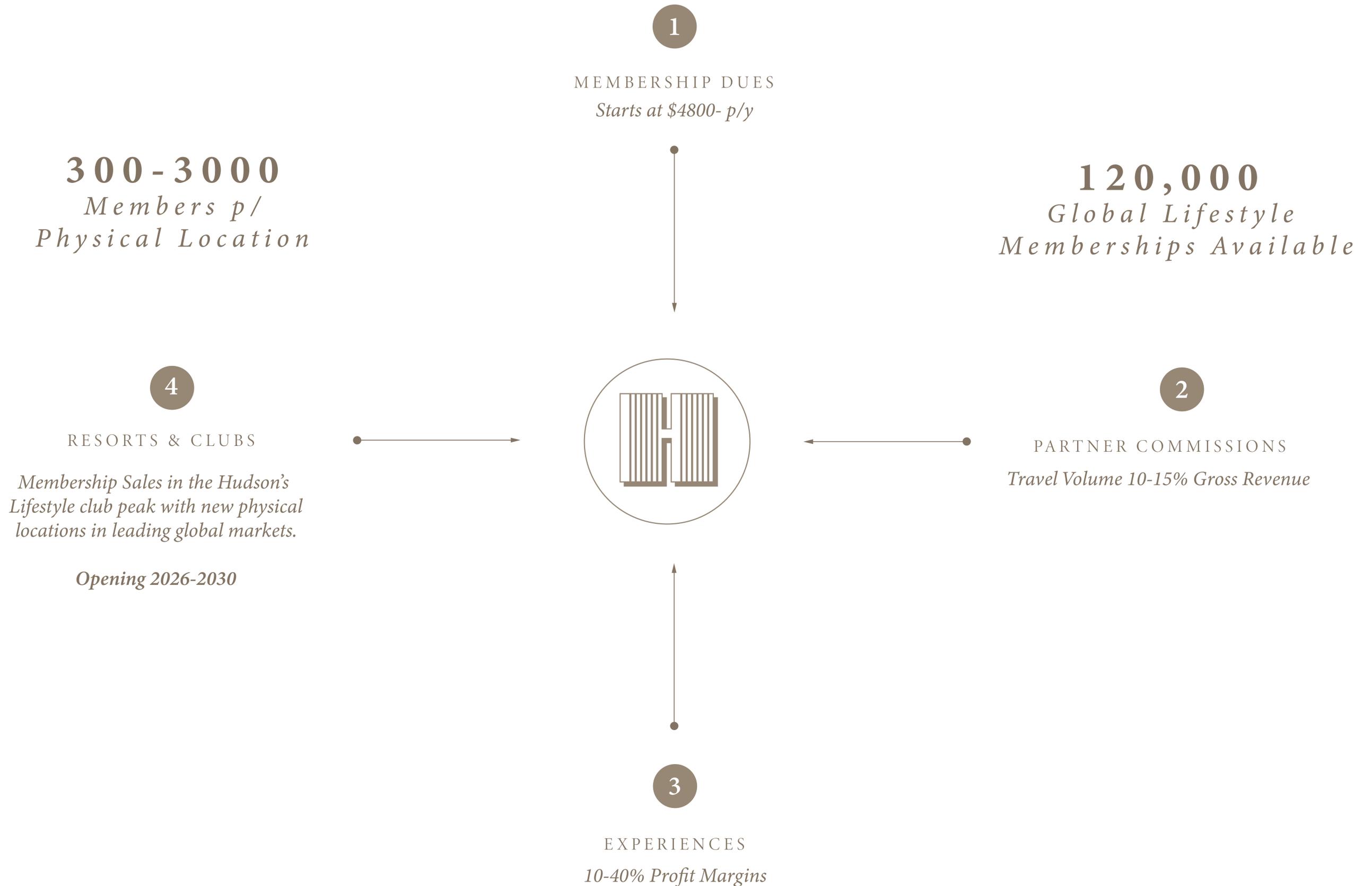
Hudson's culture begins with its team and ends with the guest or member. Our culture strives to empower all our employees with above standard wages, benefits, along with access to programs for education and skill development. We invest and educate within our communities with the help of our partners.



plasticpollutioncoalition



REVENUE MODEL



LONDON

2026

NEW YORK

2027

PALM DESERT

2028

MIAMI

2029

LOS ANGELES

2030

TRACTION

CAC
\$480
P/Member (10%)

YEAR 0
100
Brand Ambassadors

NOI
11.8%
YoY Average (10 Years)

EBITDA
14.8%
YoY Average (10 Years)

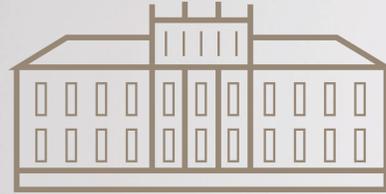
YEAR 1
3000
New Members

10-15%
Commissions
Travel & Lodging

FINE PRINT

- I) DUES START AT \$4800 P/YEAR WITH A MINIMUM PROGRAM SPEND OF \$10,000 ANNUALLY.
- II) DUES ARE BASED ON PROGRAM BENEFITS CAREFULLY SELECTED AT INITIATION OR ADDED AT A LATER DATE.
- III) HUDSON USES ITS EXTENSIVE LIFESTYLE AND TRAVEL KNOWLEDGE & TECHNOLOGIES TO EXTRACT PARTNER BENEFITS.
- IV) SOME LOYALTY PROGRAMS REQUIRE A HIGHER MIN SPEND DIRECTLY WITH A PREFERRED AIRLINES, CLUBS OR HOTELS.
- V) FINANCIAL AND WEALTH MANAGEMENT SERVICES ARE PROVIDED DIRECTLY TO MEMBERS BY A TRUSTED THIRD PARTY AFFILIATE.
- VI) HUDSON'S TRAVEL PARTNER NETWORK IS POWERED BY FORA TRAVEL AND THROUGH DIRECT PARTNERSHIPS
- VII) NO INITIATION FEES..

300 MEMBERS / CLUB & OFFICE



HUDSON MAYFAIR



GO TO MARKET

Brand Ambassadors



FRETTE
1860

**JAMES
BEARD
FOUNDATION**

Influencer / Press


BEVERLY BOND
PUBLIC RELATIONS & CREATIVE AGENCY

**TRAVEL+
LEISURE**

 **MICHELIN** GUIDE

Forbes ★★★
TRAVEL GUIDE

NEWSWIRE **CONDÉ NAST**

Media / Advertising

 **interaction studio**


Google Ads



Our Partners

 **PEOPLEVINE**

Travel Outlook



FORA ONDA

Experiences

Maash Labs
BROOKLYN, NY


Experiences

AEG
PRESENTS

Jimmy Connor's
TENNIS EXPERIENCE

RAY ZAHAB
ADVENTURE TREK


JOHN PAUL

Estates/Clubs Technology

DuVe **MEWS**

 **Mitel** **SEVENROOMS**

ASSA ABLOY 



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