

CRTKL

# DESTINATION CREATION



*A look at resort masterplanning and the key attributes that bring success.*

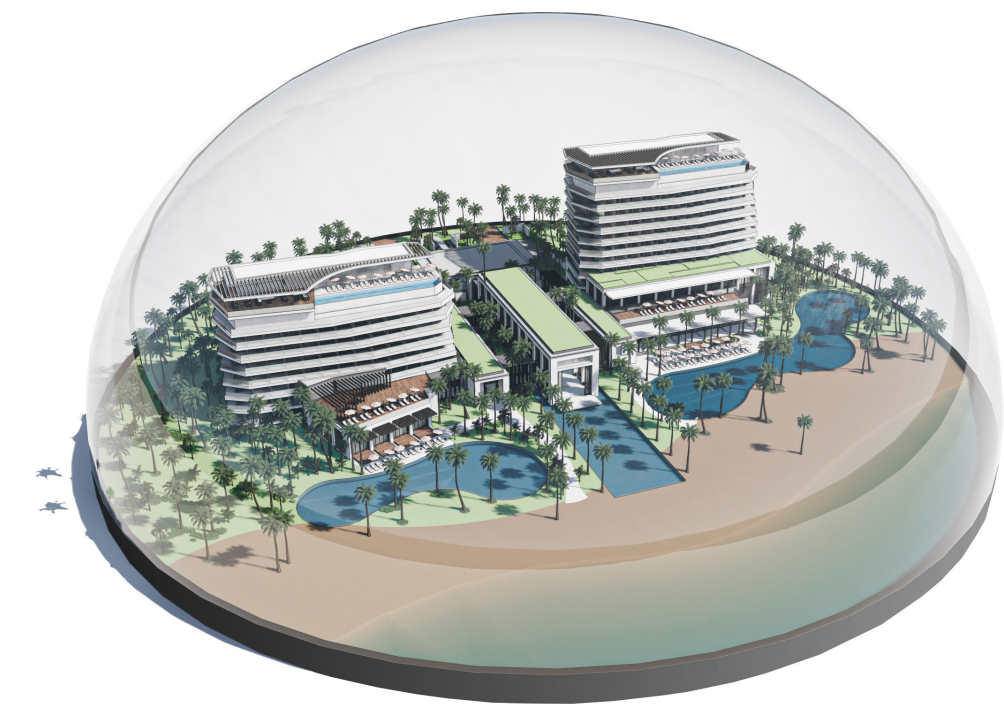
# ECOSYSTEM

An interconnected system where all parts work together

Removing any singular aspect has a chain reaction affecting all other aspects of the system.  
**An ecosystem thrives when everything is working together in harmony.**



**THE ISOLATION MENTALITY IS NOT A RECIPE FOR SUCCESS**



A resort is more than just an isolated hotel in a beautiful setting. It is a destination that brings together key attributes that regenerate the soul, enhance a region and provide an authentic experience.

# AN INTERCONNECTED SYSTEM

While each is independently significant, combining and evaluating the key attributes will yield a more successful project and one that is uniquely tied to its specific destination.



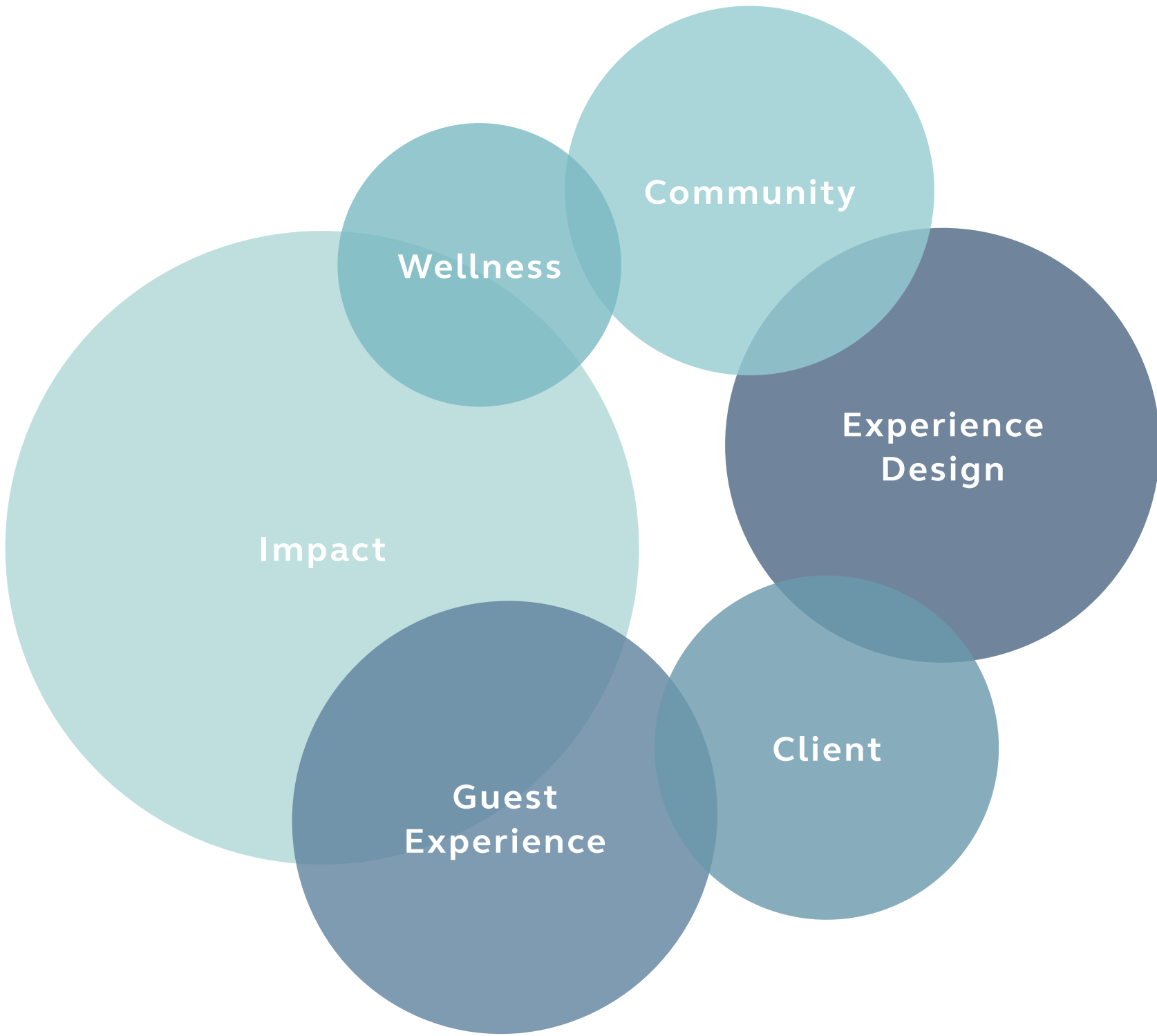
## INDEPENDENTLY IMPORTANT

Each attribute is substantial enough to be viewed on its own.



## SHARED IMPORTANCE

Understanding how the attributes are able to compliment each other will yield a better result.




## VARIED LEVEL OF SHARED IMPORTANCE

Fully understanding a projects needs will provide varied levels of importance and subsequently the best project.

# THE KEY ATTRIBUTES

Each of the six attributes plays a vital role in resort development and understanding how they work together is the key to success.

*LET'S EXPLORE THESE TOGETHER!*




**Experience Design**

What is the story to be told?




**Guest Experience**

What is the ultimate impression to make?



**Client**

What is the honest goal of the development?




**Wellness**

How is wellness woven into the experience?



**Community**

What are the benefits of community engagement?



**Impact**

What are the development's ESG goals?

**Creating a true destination requires understanding all contributing factors and how to get them to work together to really create something memorable.**

From waterfront resorts in the Caribbean and the Middle East to ski resorts in Europe, the CRTKL hospitality studio designs for the ultimate guest experience, while remembering that staff and community require equal design considerations to achieve success. The wellness considerations within our design extends holistically to create a comfortable environment for the entire community, while our in-depth research provides the information we use to craft both the story and the design of the spaces we create.

We dig deep into what makes communities tick and explore guest insights, staying ahead of new trends and being able to forecast the changes in the market. Crafting and telling stories is how we create meaningful designs that resonate with all walks of life which establish lasting memories that guests desire and clients want to provide.

**Want to know more about us?**



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