

PARADISE

PARADISE

A CATEGORY-DEFINING DESTINATION DESIGNED
AROUND DISCOVERY, CONNECTION AND HUMAN EMOTION



WHO ARE YOU

TODAY?

Every destination
asks you to choose
one holiday.

PARADISE LETS YOU
CHOOSE HOW
YOU WANT TO FEEL.

THE DESTINATION DOESN'T CHANGE. *YOU DO.*



THE WORLD HAS ALREADY CHANGED.

HYPE!
ENTERTAINMENT

People no longer travel for rooms.
They travel for meaning.

THE MARKET HAS SPOKEN.

EXPERIENCE ECONOMY

£6.1
TRILLION

and growing 2x faster
than the global economy.

Source: Deloitte, 2024
Experience Economy Outlook

WELLNESS TOURISM

£830
BILLION

global market in 2024
expected to reach £1.4
trillion by 2032.

Source: Global Wellness Institute, 2024
Global Wellness Tourism Report

ADVENTURE TRAVEL

£525
BILLION

market in 2024
growing at 14.3% CAGR
through 2030.

Source: Grand View Research, 2024
Adventure Tourism Market Report

EXPERIENTIAL DINING

£1.1
TRILLION

projected market size
by 2030.

Source: Allied Market Research, 2024
Experiential Dining Market Report

DIGITAL DETOX TRAVEL

72%

of travellers want
destinations that
help them disconnect.

Source: Booking.com, 2024
Sustainable Travel Report

MULTI-DAY EXPERIENCES

67%

of travellers are willing
to spend more on
multi-day experiences.

Source: American Express, 2024
Global Travel Trends Report

THERE IS **NO** CATEGORY.

TRADITIONAL HOSPITALITY
asks where people
want to stay.

PARADISE

begins somewhere else.
It starts with how people
want to feel.

ENERGY.
WONDER.
CONNECTION.
ESCAPE.
RENEWAL.

ONE DESTINATION.
ENDLESS **EMOTIONAL JOURNEYS.**

**HOTELS
COMPETE FOR
ROOMS.**

VS

**PARADISE
COMPETES FOR
MEMORIES.**

PARADISE ISN'T ENTERING A MARKET. **IT'S DEFINING ONE.**

WHY *PARADISE* WINS.

Most destinations
excel at one thing.

Paradise was never
designed to compete
on one thing.

It was designed to combine
discovery, entertainment,
wellness, connection
and escape into one
continuously evolving
destination.

The result isn't simply
a better holiday.

It's a destination guests
never fully finish
experiencing.

“ THE MOST VALUABLE GUEST
ISN'T THE ONE WHO VISITS.
IT'S THE ONE WHO
RETURNS. ”

OTHERS COMPETE WITH:

ROOMS.
RESTAURANTS.
POOLS.
SPAS.
ENTERTAINMENT.

PARADISE COMPETES WITH:

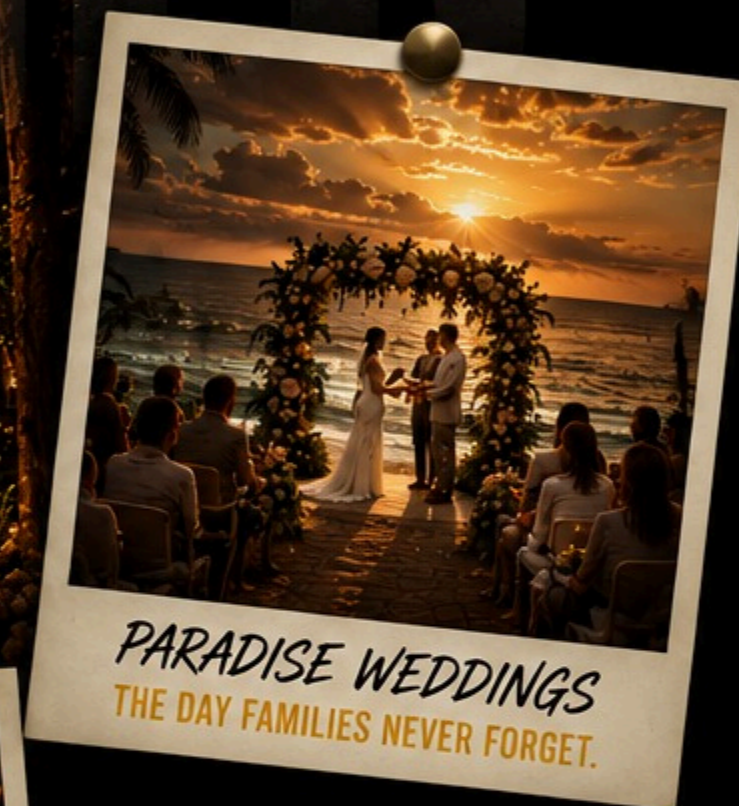
EMOTION.
CURIOSITY.
BELONGING.
WONDER.
MEMORY.

THEY DON'T COME BACK FOR A ROOM. THEY COME BACK FOR WHAT
THEY HAVEN'T EXPERIENCED YET.

STORIES

PEOPLE TAKE HOME.

ACROSS SIX DISTINCT WORLDS,
WE CREATE THE MOMENTS THAT
BECOME **THEIR STORIES.**



“
PEOPLE FORGET
WHERE THEY STAYED.
THEY NEVER FORGET
HOW THEY FELT.”

THE LIVING TREE

A PLACE TO
RECONNECT



BRUNCH *CLUB* AT CALYPSO





WONDER

ATLANTIS

NOT ALL DISCOVERIES
ARE ABOVE THE SEA

SANCTUARY

*THE WELLNESS
HEART OF PARADISE.*





AFTERGLOW

WHERE NIGHTS
BECOME STORIES.

EVERY JOURNEY. *GUIDED BY HYPE OS.*

HYPE!
OS



The Living Tree
lights in 18 minutes.



Horizon is currently
closed for exploration.



Live music has
just started nearby.



Based on your journey today,
we think you'll love Sanctuary.



Continue along Maya River
to discover something unexpected.

PARADISE DOESN'T BUILD EVERYTHING FROM SCRATCH.

IT'S POWERED BY
THE HYPE ECOSYSTEM.

We've built the infrastructure.
Paradise plugs in and scales
faster, smarter and stronger
because of it.

HYPE! AGENCY

-  TALENT ACQUISITION
-  TRAINING & DEVELOPMENT
-  STAFFING SOLUTIONS

HYPE! FLEET

-  GUEST TRANSPORT
-  STAFF & LOGISTICS
-  EQUIPMENT MOVEMENT

PARADISE RESORT



HYPE! ORIGINALS

-  DOCUMENTARY CONTENT
-  MARKETING ENGINE
-  BRAND AMPLIFICATION

THE DESTINATION
THAT BRINGS IT ALL TOGETHER.

HYPE! OS

-  GUEST INTELLIGENCE
-  OPERATIONS PLATFORM
-  PERSONALISATION ENGINE



ONE ECOSYSTEM.
CONNECTED. ALIGNED. SHARED.



SHARED INFRASTRUCTURE.
BUILT ONCE. POWERING EVERY DIVISION.



LOWER COST TO SCALE.
LEVERAGE. EFFICIENCY. COMPOUNDING ADVANTAGE.

BUILT TOGETHER. BUILT TO LEAD.

LET'S BUILD *PARADISE*

SEEKING ALIGNED PARTNERS TO HELP CREATE
A **CATEGORY-DEFINING DESTINATION**

WHO WE ARE SEEKING



Strategic Investors



Development Partners



Hospitality Operators



Technology Partners



Visionary Collaborators

THE NEXT GENERATION OF DESTINATIONS
WILL NOT BE BUILT BY ONE COMPANY.

IT WILL BE **BUILT BY PARTNERS**
WHO SHARE THE **SAME VISION.**



LET'S BUILD SOMETHING THE WORLD HAS *NEVER SEEN BEFORE.*

The most valuable guest is not a first-time visitor. **It is a guest who chooses to return.**