

INSPIRATO

MEDIA KIT

APRIL 2018





THE INSPIRATO STORY

Every great company begins
with an inspired moment.

More than a decade ago, Brent and Brad Handler took a much-anticipated vacation with their families to Hawaii. While the Maui sunsets were as breathtaking as they'd hoped, when the brothers returned home they weren't completely satisfied with the experience.

Why? They spent the entire week wishing they had more space to spread out, more bedrooms to accommodate extended family and friends, a kitchen to prepare snacks and meals for the kids, and more personalized local insights about the best things to see and do on the island.

Ultimately, the brothers created a private club that combined the luxury, space, and character of private vacation homes with warm, personalized service and a host of rich resort amenities.

Today, the club offers the hand-selected Inspirato Collection, featuring an expanding portfolio of luxury homes worth hundreds of millions of dollars, a global selection of top hotels and resorts, and an impressive roster of custom travel experiences available nowhere else.





Club overview

Launched in 2011, Inspirato is a leading luxury hospitality company that provides its members access to hundreds of hand-selected vacation options, delivered through an innovative club model to ensure the service and certainty that affluent customers demand.

The Inspirato Collection includes private vacation homes available exclusively to members and guests, villas and homes at world-class resorts, hotel rooms and suites at members-only value, and remarkable adventures in faraway lands and at world-renowned events.

Inspirato is funded by a prestigious group of venture capital partners known for investing in innovative companies poised to become market leaders, including Kleiner Perkins Caufield & Byers, Institutional Venture Partners, CrunchFund, and Revolution LLC.



OUR MISSION

Inspirato's mission is to inspire lasting memories and relationships by changing the way families and friends experience the world together.



The Inspirato difference

CERTAINTY

Inspirato manages, staffs, and maintains all of our homes so our members can rest assured they will have the same high-quality experience on every vacation. We offer a carefully crafted experience that delivers the certainty and peace of mind you get from a five-star hotel with all the comforts of a spacious home.



CARE

Inspirato members receive personalized attention from a dedicated team of Care specialists who proactively assist with all trip planning and an on-site concierge who takes care of all the details.

VALUE

Inspirato provides unmatched value through members-only privileges like local events and partner benefits; competitive pricing on the full Inspirato Collection including members-only access to Jaunt, our weekly getaway discount program; and custom travel experiences beyond our collection.





The Inspirato Collection

HOMES

Inspirato homes offer a carefully crafted experience that delivers the certainty of a five-star hotel with all the comforts of a spacious home. Unlike typical online vacation rental agents that broker third-party homes, Inspirato manages, staffs, and maintains each home 365 days a year, investing thousands of dollars in furnishings, high-end electronics, and other upgrades to meet our exacting standards. Each home includes daily housekeeping and an on-site Destination Concierge to handle all of the details.

- + Abaco, Bahamas
- + Aspen, Colorado
- + Austin/Lake Travis, Texas
- + Bahia Beach, Puerto Rico
- + Beaver Creek, Colorado
- + Big Sky, Montana
- + Bordeaux, France
- + Breckenridge, Colorado
- + Cabo Marqués, Acapulco, Mexico
- + Cacique Peninsula, Costa Rica
- + Cape Cod, Massachusetts
- + Casa de Campo, Dominican Republic
- + Chamonix, France
- + Chicago, Illinois
- + Dalmatian Coast, Croatia
- + Deer Valley/Park City Area, Utah
- + Dorado Beach, Puerto Rico
- + Florence, Italy
- + Fort Lauderdale, Florida
- + Grand Cayman, Cayman Islands
- + Hilton Head Island, South Carolina
- + Isle of Palms, South Carolina
- + Jackson Hole, Wyoming
- + Jupiter, Florida
- + Kapalua, Maui, Hawaii
- + Kiawah Island, South Carolina
- + Kohala Coast, Big Island, Hawaii
- + La Paz, Mexico
- + Lake Como, Italy
- + Lake Michigan/Harbor Country, Michigan
- + Las Vegas, Nevada
- + London, England
- + Los Cabos, Mexico
- + Mallorca, Spain ↪





The Inspirato Collection

HOMES

- + Marbella/Costa del Sol, Spain
- + Mont-Tremblant, Quebec
- + Montego Bay, Jamaica
- + Mougins, French Riviera, France
- + Nantucket, Massachusetts
- + Newport Coast, California
- + Northstar, Lake Tahoe, California
- + Ojai Valley, California
- + Orlando, Florida
- + Palm Springs/Coachella Valley, California
- + Palmetto Bluff, South Carolina
- + Paris, France
- + Peninsula Papagayo, Costa Rica
- + Positano, Amalfi Coast, Italy
- + Provence, France
- + Puglia, Italy
- + Punta Cana, Dominican Republic
- + Punta de Mita, Mexico
- + Rancho Palos Verdes, California
- + Real del Mar, Mexico
- + Riviera Maya, Mexico
- + Rosemary Beach/WaterColor, Florida
- + San Diego, California
- + San Francisco Bay Area, California
- + Scottsdale, Arizona
- + Sea Island, Georgia
- + Snowmass Village, Colorado
- + Sonoma County, California
- + Squaw Valley, Lake Tahoe, California
- + St. Barts, French West Indies
- + St. Croix, U.S. Virgin Islands
- + St. Kitts and Nevis, West Indies
- + St. Lucia, West Indies
- + St. Martin, French West Indies
- + St. Michaels, Maryland
- + Steamboat Springs, Colorado
- + Stowe, Vermont
- + Sun Valley, Idaho
- + Sydney, Australia
- + Telluride, Colorado
- + Tortola, British Virgin Islands
- + Turks and Caicos, British West Indies
- + Tuscany, Italy
- + Vail, Colorado
- + Valle de Bravo, Mexico
- + Wailea, Maui, Hawaii
- + Watch Hill, Rhode Island
- + Whistler, British Columbia





The Inspirato Collection

HOTELS

Inspirato partners with select iconic hotel and resort brands to expand the portfolio into major metropolitan areas and award-winning resorts around the world, delivering luxurious accommodations and premier services with an Inspirato touch.

- + Amsterdam, The Netherlands
- + Antigua and Barbuda, West Indies
- + Arenal, Costa Rica
- + Aspen, Colorado
- + Austin/Lake Travis, Texas
- + Barbados, West Indies
- + Barcelona, Spain
- + Beaver Creek, Colorado
- + Berlin, Germany
- + Big Sur, California
- + Boca Raton, Florida
- + Boston, Massachusetts
- + Buenos Aires, Argentina
- + Canyon Point, Utah
- + Cape Cod, Massachusetts
- + Carmel Valley, California
- + Cartagena, Colombia
- + Charleston, South Carolina
- + Chicago, Illinois
- + Coastal Maine
- + Colorado Springs, Colorado
- + Con Dao, Vietnam
- + Cusco Valley, Peru
- + Deer Valley/Park City, Utah
- + Denver, Colorado
- + Douro Valley, Portugal
- + Dunton Hot Springs, Colorado
- + Emerald Coast, Nicaragua
- + Florence, Italy
- + Gateway, Colorado
- + Geneva, Switzerland
- + Grenada, West Indies
- + Gstaad, Switzerland
- + Hamilton Parish, Bermuda
- + Hilton Head Island, South Carolina
- + Hong Kong, China
- + Iguassu Falls, Brazil
- + Ixtapa, Mexico ↪





The Inspirato Collection

HOTELS

- + Jackson Hole, Wyoming
- + Kiawah Island, South Carolina
- + Koh Samui, Thailand
- + Koh Yao Noi, Thailand
- + Kohala Coast, Big Island, Hawaii
- + Koloa, Kauai, Hawaii
- + Laamu, Maldives
- + Lake Como, Italy
- + Las Vegas, Nevada
- + Lima, Peru
- + London, England
- + Los Angeles County, California
- + Los Cabos, Mexico
- + Madrid, Spain
- + Marbella/Costa del Sol, Spain
- + Mérida, Mexico
- + Miami/South Beach, Florida
- + Milan, Italy
- + Montego Bay, Jamaica
- + Mougins, French Riviera, France
- + Napa Valley, California
- + Nashville, Tennessee
- + New Orleans, Louisiana
- + New York, New York
- + Newport Coast, California
- + Ninh Van Bay, Vietnam
- + Orlando, Florida
- + Palm Beach, Florida
- + Paris, France
- + Peninsula Papagayo, Costa Rica
- + Pérez Zeledón, Costa Rica
- + Playa Grande, Dominican Republic
- + Portland, Oregon
- + Prague, Czech Republic
- + Provence, France
- + Puglia, Italy
- + Punta Ala, Tuscan Coast, Italy
- + Punta Cana, Dominican Republic
- + Qing Cheng, China
- + Rio de Janeiro, Brazil
- + Riviera Maya, Mexico
- + Roatán, Honduras
- + Rome, Italy
- + San Diego, California
- + San Francisco Bay Area, California
- + San Miguel de Allende, Mexico
- + Santa Barbara, California
- + Santa Fe, New Mexico
- + Santorini, Greece
- + São Paulo, Brazil ↪





The Inspirato Collection

HOTELS

- + Seattle, Washington
- + Seville, Spain
- + Seychelles
- + Shanghai, China
- + Siem Reap, Cambodia
- + Sonoma County, California
- + Squaw Valley, Lake Tahoe, California
- + St. Barts, French West Indies
- + St. Kitts and Nevis, West Indies
- + St. Lucia, West Indies
- + St. Michaels, Maryland
- + St. Paul de Vence, French Riviera, France
- + Sun Valley, Idaho
- + Sunny Isles Beach, Florida
- + Sveti Stefan, Montenegro
- + Sydney, Australia
- + The Hamptons, New York
- + Tierra del Fuego, Argentina
- + Toronto, Ontario, Canada
- + Turks and Caicos, British West Indies
- + Tuscany, Italy
- + Vail, Colorado
- + Vancouver, British Columbia
- + Venice, Italy
- + Victoria, British Columbia
- + Vienna, Austria
- + Wailea, Maui, Hawaii
- + Washington, D.C.
- + Whistler, British Columbia
- + Zermatt, Switzerland
- + Zighy Bay, Oman





Inspirato Experiences

Embark on members-only adventures in far-reaching lands, enjoy VIP access to world-renowned events, and attend some of the most extraordinary happenings all over the globe.

- + Alaska Cruise 2019
- + Antarctica Expedition 2020
- + Arctic Expedition 2018
- + Douro River Valley Cruise 2018
- + Final Four 2018
- + Greek Isles Cruise 2019
- + Italy Experience 2019
- + Kentucky Derby 2018
- + Masters 2018
- + Monte Carlo to Barcelona Cruise 2018
- + New Year's Eve Caribbean Cruise 2018-2019
- + Ryder Cup 2018
- + Seine River Cruise 2019
- + South Africa 2018
- + Tanzania Luxury Safari 2019
- + U.S. Open Golf 2018
- + UK Golf Experience 2019
- + US Open Tennis 2018
- + Wimbledon 2018

PARTNER EXPERIENCES

We've hand-selected partners we know and trust to deliver unforgettable journeys and the unmatched level of service our members expect.

- + African Safari, Kenya
- + Backroads Biking in Europe
- + Belmond Afloat In France
- + Belmond Luxury Trains
- + C Lazy U Ranch
- + Canyon Ranch, Lenox
- + Canyon Ranch, Tucson
- + Galapagos Expedition
- + Himalayan Journey
- + Machu Picchu, Peru
- + Yellowstone Glamping





Custom travel

Bespoke custom travel empowers you to experience five-star service and travel expertise anywhere around the world through our custom vacation services, tailor-made for you. That means you can experience the amazing quality and first-class service of our members-only experiences on your own schedule and customized to exactly where you'd like to visit.

Inspirato's team of leading travel designers, who work exclusively for the club, have partnered with Virtuoso as an affiliate of Tafari Travel, to bring to life any adventure, journey, or dream vacation on all seven continents, 365 days of the year. Any adventure or journey you can imagine—wildlife safaris, historical tours, culinary trips, milestone celebrations, group gatherings, and so much more—can be a reality. We work closely with you to create a made-to-order vacation of a lifetime.





Two ways to travel

Guest travel is best for travelers who want the flexibility of booking a single vacation home and prefer to pay a higher nightly rate rather than membership fees and dues.

Membership is best for travelers who want to make vacations a bigger part of their life. Enjoy full access to The Inspirato Collection along with discounted member rates and valuable members-only benefits.

MEMBERSHIP OPTIONS

Key

————— \$10,000 —————

ONE-TIME INITIATION FEE*

—————
+\$3,500 annual dues
—————

- + Enjoy our luxury vacation homes, resorts, hotels, experiences, and members-only events
- + Discounted member rates
- + Savings on top luxury hotels
- + Pre-trip planning, on-site concierge service, and daily housekeeping on every trip

Family

————— \$20,000 —————

ONE-TIME INITIATION FEE*

—————
+\$3,500 annual dues
—————

- + 1 complimentary Premium Trip**
- + All the benefits of Key Membership
- + Early access to new vacation options and Jaunt
- + Complimentary memberships for parents and adult children

Executive

————— \$35,000 —————

ONE-TIME INITIATION FEE*

—————
+\$3,500 annual dues
—————

- + 2 complimentary Premium Trips**
- + All the benefits of Family Membership
- + Invite three friends to join Inspirato for just annual dues
- + Send your partners, clients, and employees on their own vacations





Leadership team



BRENT HANDLER

Founder and Chief Executive Officer

Brent is an entrepreneur and pioneer of the destination club industry. In 2002, Brent and his brother Brad founded Exclusive Resorts. Brent served as the company's president from 2002 to 2009, during which time Exclusive Resorts amassed more than \$1 billion in real estate assets, delivered tens of thousands of vacations to members worldwide, and set the standard for the burgeoning destination club industry. In January 2011, convinced he could improve on the model he helped establish, Brent, Brad and their partners launched Inspirato, providing luxury travelers access to a collection of exceptional vacation options combined with expert trip planning and personalized service but without the six-figure, upfront fees previously common in the industry. Brent graduated from the University of Colorado with a bachelor's degree in business.



BRAD HANDLER

Founder and Chairman

As one of Inspirato's founders, Brad focuses on corporate finance and strategic initiatives. For more than 20 years, Brad has worked at some of the world's most exciting and innovative companies. He started his career at Apple, and later served as eBay's first attorney during a time of tremendous growth in the online world. In 2002, he founded Exclusive Resorts with his brother Brent and served as the company's CEO and Chairman. Brad continues to bring his passion for entrepreneurship to a number of private companies. He is a lecturer at Stanford Law School and the University of Virginia School of Law. Brad earned a bachelor's degree from the University of Pennsylvania, a bachelor's degree from the Wharton School at the University of Pennsylvania, and a juris doctorate from the University of Virginia School of Law.



BRIAN CORBETT

Founder and Chief Experience Officer

Brian directs Inspirato's real estate, property operations, and hospitality functions, and he is also responsible for enhancing the overall Inspirato membership experience. As the head of Inspirato's real estate team, Brian determines which properties are accepted into Inspirato's real estate portfolio and visits the majority of the homes personally to ensure they meet Inspirato's exacting standards. Prior to founding Inspirato, Brian was Vice President of Product Development and Strategy for Exclusive Resorts, where he created the company's highly successful "Once in a Lifetime" experiential travel program. Brian also served as the company's first director of real estate. He began his career as an economic and management consultant in Washington, D.C. Brian earned a bachelor's degree from Boston University and an MBA from Harvard Business School.



Leadership team



DAVID KALLERY

President

David leads all operational aspects of Inspirato, with responsibility for the full life-cycle excellence of the membership experience. He specializes in helping service-intensive companies scale infrastructure and technology to drive rapid growth, while deepening the longevity and value of customer relationships. Prior to joining Inspirato, he served in a variety of senior executive roles with Exclusive Resorts, including Chief Operating Officer and Senior Vice President of Sales and Marketing. Earlier in his career he spent 15 years with UPS, where he developed broad operational and logistical expertise, before serving as Vice President for Product and Operations at Visa and in leadership positions with two venture-backed startups. Kallery is an expert on growing membership-based companies through successful team building and speaks to how customer service can be a defining competitive advantage for luxury brands like Inspirato.



MICHELE DELMAN

Senior Vice President of Member Care

Michele brings a unique blend of experience in the high-end service industry and brand marketing to her role at Inspirato. As Senior Vice President of Care, she designs and oversees the service provided by Inspirato's Care team. Prior to joining Inspirato, she operated a large, highly specialized technical, account, and service team for tw telecom (now Level3, NYSE: LVL3), supporting their Fortune 500 clientele's mission-critical phone, data, and Internet networks. Before transitioning into the high-touch service industry, Michele got her start in marketing, serving three years as the Director of Brand Marketing for Exclusive Resorts and seven years at what is now Century Link (NYSE: CTL) in a variety of marketing roles.



MICHELLE SHEWCHUK

Chief Financial Officer

Michelle is responsible for all of Inspirato's financial and administrative functions, including accounting operations, strategic financial planning, cash management, and capital planning. She has over 20 years of experience holding various finance and operational roles. Prior to joining Inspirato, Michelle was CFO of Envysion, Inc., a SAAS based video analytics company. She also spent over eight years in the hospitality industry, as SVP Finance and Corporate Controller of Exclusive Resorts. Prior to that, she ran finance and accounting for a subsidiary of a public company, Thermo Fisher Scientific. She has a background in private equity and investment banking. Michelle received a Bachelor of Commerce specializing in Finance from the University of Alberta and an MBA from Harvard Business School.



Contact us

MEDIA CONTACT

Melanie Taylor

Vice President, Brand Strategy

T 720.772.5873


E mtaylor@inspirato.com

SOCIAL

 facebook.com/inspirato

 @inspirato

 pinterest.com/inspirato

 @inspirato

 youtube.com/inspirato

CLUB CONTACT

Inspirato

1637 Wazee St, Denver, CO 80202

855.481.5405

membership@inspirato.com

inspirato.com

888.546.5008

INSPIRATO

INSPIRATO.COM

* Initiation Fee does not include your "first-year" Annual Membership Fee of \$3,500. The Annual Membership Fee will be automatically charged to your credit card. Joining requires first-year annual dues ("Annual Membership Fee") of \$3,500 in addition to one-time Initiation Fee. The Annual Membership Fee will be automatically charged to your credit card or other payment system on file with Inspirato annually on your renewal date in order for you to maintain your membership for the subsequent year. You may cancel your membership for the subsequent year by contacting Inspirato at 303-586-7771 to prior to your renewal date.

** COMPLIMENTARY PREMIUM TRIP TERMS. Premium trips are only granted upon purchase of a new Family Membership or Executive Membership. Eligible properties and dates are chosen in Inspirato's sole discretion. Individuals booking Premium Trip travel must accept terms and conditions and pay Initiation Fee and Annual Membership Fee or Monthly Membership Fee, as applicable, prior to travel. Eligible properties and dates are chosen in Inspirato's sole discretion. Each Premium Trip is valid for one reservation of up to 7 consecutive nights. Premium Trips include nightly rate only; incidentals and other taxes, fees and charges may apply and vary by destination. Premium Trips do not include airfare or transportation to/from destination or any other amenities (private chef, gratuity, cost of groceries, etc.). All reservations are subject to availability; blackout dates and other property restrictions may apply. Premium Trips are considered an Additional Opportunity, as defined in your Membership Agreements and additional terms and conditions apply (including application to cancelled travel) to the use of Premium Trips.

Inspirato® is a private travel membership club that requires a non-refundable Initiation Fee and either an Annual Membership Fee or Monthly Membership Fee, as applicable. Membership is subject to acceptance of terms and conditions and other eligibility requirements. Availability, benefits, and nightly rates and taxes may vary by accommodation, date and membership option selected. See website (www.inspirato.com) for complete details. Inspirato is owned by Inspirato LLC and operated by its subsidiary Best of 52, LLC, 1637 Wazee Street, Denver, CO 80202, info@inspirato.com, 303-586-7771. Operator is registered as Florida Seller of Travel Registration No. ST38403; Washington Seller of Travel Registration No. UBI 603086598; California Seller of Travel Registration No. CST 2107465. ©2018 Inspirato LLC.