

INSPIRATO

Press Kit

AUGUST 2020



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.

In the beginning, it was all about creating a better way for big families to vacation together. Today, there's so much more. With a growing portfolio of curated residences worth hundreds of millions of dollars, a global collection of hotel and resort partners, an impressive roster of Inspirato Only experiences, and custom Bespoke travel itineraries, Inspirato is changing the way families and friends experience the world.



Inspirato 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.

In 2019, Inspirato launched the world's first luxury travel subscription: Inspirato Pass. Pass subscribers enjoy endless travel without paying nightly rates, taxes, or fees. This revolutionary way to travel allows passholders to see more of the world while making lifelong memories.

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, 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 has curated a hand-picked portfolio of stunning vacation homes, a global collection of hotel and resort partners, an impressive roster of Inspirato Only experiences, and custom Bespoke travel itineraries. We manage, staff, and maintain all of our homes so our members can rest assured they will have the same high-quality experience on every vacation. No matter where or how members travel with us, they're sure to have a consistently luxurious experience.

CARE

Inspirato members and passholders receive the highest level of service throughout the year from a dedicated Care team. Each vacation includes expert planning, on-site concierge service, and daily housekeeping.

VALUE

Inspirato members enjoy unmatched value with access to the Inspirato Collection of luxury homes, hotels, experiences, and so much more.



Inspirato by the numbers

18K+

MEMBERS

1200+

VACATION OPTIONS

81%

ANNUAL RENEWAL RATE

436

HOMES

17

EXPERIENCES

395

DESTINATIONS

480+

INSPIRATO EMPLOYEES

292

COLLECTION HOTELS

The Inspirato Collection

HOMES

Our homes, located in the U.S., Caribbean, Europe, and beyond, offer luxurious accommodations for family and friends to spend quality time together.



EXPERIENCES

Our members-only experiences include cruises, tours, safaris, and iconic sporting and cultural events, all paired with luxurious accommodations.



HOTELS & RESORTS

Our hotel partnerships offer Inspirato travelers excellent accommodations in locations all around the world, selected to meet our members' high standards.



CUSTOM TRAVEL

Our Bespoke travel designers work with members to craft custom itineraries and bring dream trips to life, anywhere in the world.



Inspirato Collection

- HOMES
- HOTELS & RESORTS
- EXPERIENCES

INSPIRATO *Only*

These members-only experiences include cruises, safaris, expeditions, weekend getaways, and access to high-profile sporting and cultural events, all with premium accommodations and itineraries carefully designed by our team of travel experts.

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

- + Fall Harvest in Wine Country 2020
- + The Masters 2020
- + Spring Caribbean Cruise 2021
- + The Masters 2021
- + Kentucky Derby 2021
- + East African Wildlife Safari 2021
- + Family Safari & Victoria Falls 2021
- + Iceland Expedition 2021
- + African Safari and Winelands 2021
- + Wimbledon 2021
- + Rhine River Cruise 2021
- + Dalmatian Coast Yacht Cruise 2021
- + Christmas Markets River Cruise 2021
- + Antarctica Expedition 2022



INSPIRATO

BESPOKE

Inspirato's Bespoke travel designers help members craft personalized itineraries for the trips of their dreams. With Bespoke, members can experience five-star service anywhere in the world with vacations that are tailor-made just for them.

Cherry blossoms, street food tours, and hot springs in Japan. Dinner with locals, a dip in the Dead Sea, and Tel Aviv sightseeing in Israel. Cycling, spa treatments, and exquisite cuisine in Italy. These are just a few examples of trips Inspirato members dreamed up and the Bespoke team brought to life.



Two ways to subscribe

THE INSPIRATO — CLUB —

- Access to booking privileges within our luxury collection of exclusive vacation homes, resort and hotel partners, and unique travel experiences
- Personalized service from a dedicated Care team that provides expert travel planning and on-site concierge service in our homes to assist with any needs
- Members-only events
- Travel as much or as little as you like, paying nightly rates as you go
- Cancel at any time

PRICING

MONTHLY SUBSCRIPTION FEE

\$600/month

Enrollment fee: \$600

Amount due at signing: \$1,200

INSPIRATO | PASS

- Access to luxury vacation accommodations around the world with no nightly rates, taxes, or fees. It's as simple as Look. Book. Stay. Repeat.
- Simply choose a trip from a list of 150k+ options with check-in dates from two to 365 days away.
- Enjoy your vacation and book your next trip the day you check out (seven days between each trip is required).
- Receive a complimentary Inspirato Club membership for additional booking privileges.
- Cancel at any time.

PRICING

MONTHLY SUBSCRIPTION FEE

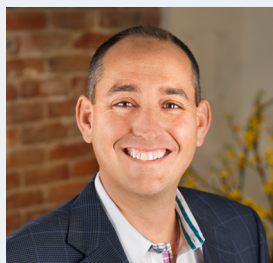
\$2,500/month

Enrollment fee: \$2,500

Amount due at signing: \$5,000



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.

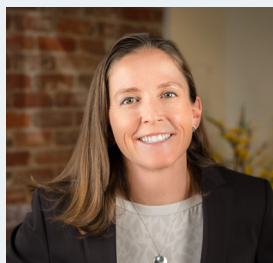


DAVID KALLERY

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.

Leadership team



MICHELE DELMAN

Executive Vice President, 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 its 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.



JEFF HARTMAN

Executive Vice President, Marketing



Jeff is responsible for all aspects of Inspirato's marketing and communications strategy, including brand, new member acquisition, and member marketing initiatives. Before joining Inspirato, he served in a variety of leadership roles with Exclusive Resorts, including Senior Vice President, Marketing and Communications as well as Vice President, Legal. Prior to working in luxury hospitality, Jeff was a corporate lawyer at a large Silicon Valley-based law firm. He began his career as a speechwriter with a trade group in Washington, D.C. and in the Office of the President at the University of Pennsylvania. Jeff holds a bachelor's degree from the College of William and Mary and a juris doctorate from the University of Virginia School of Law.

Contact us

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