



DESIRE



CLIENT
PROFILE



OCTOBER 2016

ABOUT US & OUR CONCEPT

Desire

We are an All-Inclusive Resort for heterosexual couples (over 21) that are looking for an exclusive, erotic, sensual, clothing-optional ambiance, full of freedom and respect for their lifestyle. We offer an adult-oriented entertainment program with a sensual and provocative vibe. It is the perfect place to rekindle the flame or simply enjoy our sexually uninhibited atmosphere.

KEY WORDS

- COUPLES ONLY
- CLOTHING OPTIONAL
- EXCLUSIVE SERVICES
- SENSUAL EXPERIENCES

POWER WORDS

PLAYFUL
INTIMACY
ALLURE
AROUSE
ECSTASY
SINFUL
PROVOCATIVE
TANTALIZE
EXCLUSIVE
FANTASY
SENSUAL
NEW
ENCOUNTERS

KINKY
AFFAIR
TEASE
COUPLE
CLASSY
LUSTFUL
FLESHLY
INDULGE
EXQUISITE
EROTIC
PROVOCATIVE
PASSION
ENTICING

CLIENT PROFILE

Our couples are from the **USA, Europe, Canada, South America and Mexico** with a medium-to-high or high socioeconomic level. Our clients must be over 21 years old, however, the ideal **age range is 35 to 50 years old** (age isn't a limitation). The HHI of our clients' ranges from: **\$120K to \$190K** (yearly average income).

Our target is mainly people with an open mind, that enjoy their sexuality, with refined taste, without taboos, that love the beach and nature, and that expect High Quality service food and beverages.

Current Market:

SWINGERS

NUDISTS

VAINILLAS & NEWBIES

WHAT THEY BUY

AUTHENTICITY

EROTIC EXPERIENCES

ADULT ENTERTAINMENT

UNINHIBITED ENVIRONMENT

UNCONVENTIONALITY

CURRENT MARKET

SWINGERS

From the "Soft Swinger" to the "Full Swap Swinger" (most sexually open).

Psychographic data

- Open Minded
- Tolerant
- Adventurous
- Well-informed/Cultivated/Trendy
- Enjoy their sexuality
- With experience in the lifestyle
- They look for sensual ambiances
- Enthusiastic about sexual topics (Workshops, classes, books, blogs, etc.)
- Enjoy an exclusive lifestyle
- No inhibitions
- They have high social skills
- Usually have an important presence in private social media and private communities
- They tend to be "Gourmand"

NUDISTS

People who enjoy "au-natural" sunbathing, and are typically nature lovers. They do not tend to be as sexually open, and come to our resort to relax and enjoy their couple romantically. However, they are not the orthodox or traditional nudists (the ones who don't get along with the swingers). This is a lower target market.

Psychographic data

- Open Minded
- Tolerant
- Connected to nature
- "They embrace themselves the way they are, without any tag"
- A little reserved or "low profile"
- Enjoy rest and relaxation

VAINILLAS & NEWBIES

The **Vanilla** Couple is a heterosexual couple with a conventional marriage, "by the book" and tend to follow the "rules" of society. These couples do not know us yet but they are looking and interested in different types of vacation experiences. They are looking to rekindle the flame, fall in love all over again or to simply having an unforgettable couples vacation (without children).

The **Newbies** are the ones who are taking the first step into the nudism or swinger lifestyle. (Traditional couples that are changing)

Psychographic data

- Open Minded
- Tolerant
- Adventurous
- Curious, willing to try new things
- Well-informed/Cultivated/Trendy
- They enjoy their sexuality AS A COUPLE
- They strongly relate to the world of Fitness and Wellness
- They tend to be Gourmand
- They are fully connected to the Internet
- Have presence in traditional Social Media
- They enjoy nightlife
- Some of these couples are DINK (Double Income No Kids)