

CLIENT PROFILE



TEMPTATION
CANCUN RESORT®

THE
PLAYGROUND FOR
GROWN-UPS

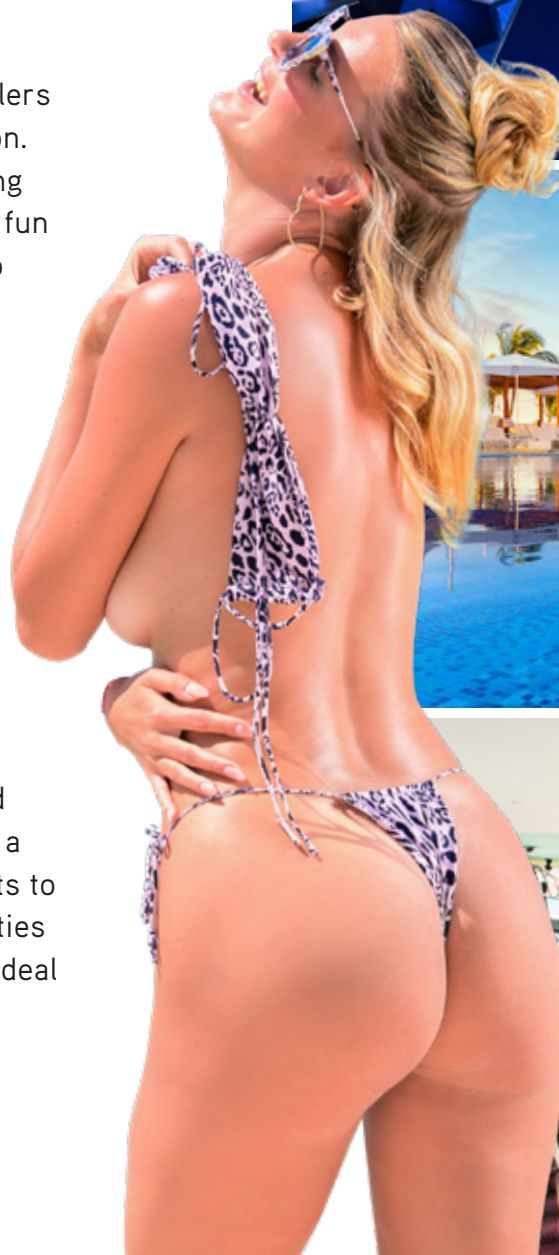


WHO ARE WE?

We are the perfect brand for free-spirited travelers (21+) seeking an authentic, adult-centric vacation. Our trendy playgrounds for grown-Ups, including designated topless-optional areas, offer a sexy, fun concept for the open minded, allowing guests to feel free and uninhibited.

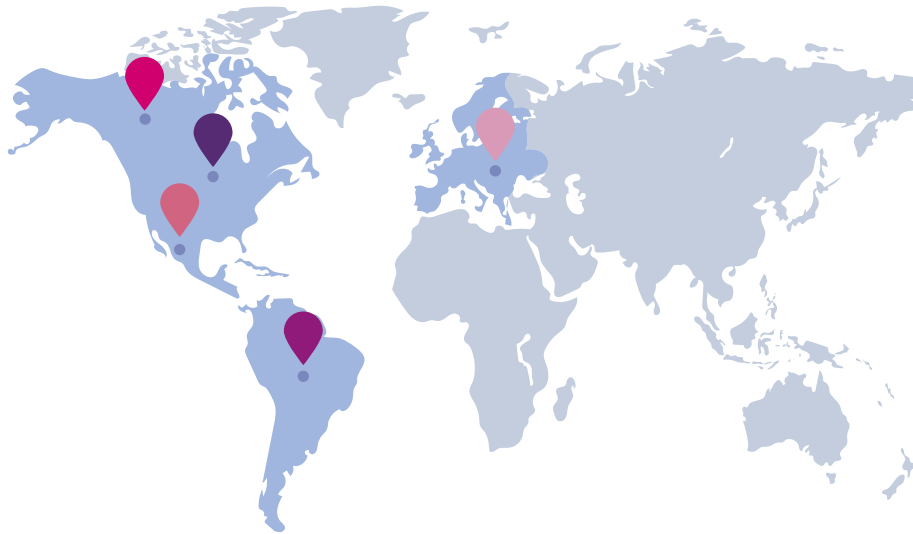
WHAT MAKES US DIFFERENT?

What makes us different is our unique party and personalized touch. Day and night, we generate a fun and sexy atmosphere that encourages guests to make friends. By providing fun, signature activities and theme nights, Temptation Resorts sets the ideal scene for guests to feel free, enabling them to enjoy an unforgettable vacation experience.



CLIENT PROFILE

Visitors from the United States, Canada, South America, Europe and Mexico, with a medium to medium-high socioeconomic level.



The client's household income is in the range of \$65,000 to \$ 130,000 USD.



We allow people over 21 years old; however, our main market is between 38 and 50 year-olds (not limited).



WHAT DO THEY BUY?

- Authenticity
- Experiences
- Personality extensions
- Time - Entertainment
- Great packaging- uniqueness
- The latest technology



PSYCHOGRAPHICS

They:

- tend to explore new ways to get out of the routine and live new experiences.
- look for variety in everything.
- enjoy nightlife and spare time.
- look for musical tendencies as a central theme that makes them feel in constant contact with others.
- have high social skills.
- are extroverted, dynamic and expressive.
- look for trending products and services.
- dress with style.
- are very active in their social networks.
- are concerned about the environment and have high expectations about the service and facilities.
- love beach destinations.
- are confident, curious and sophisticated.
- have a broad civic culture.
- want to feel that they are in control.
- like to lead others.
- have a global perspective.
- are sensitive.
- are energetic and could present resistance to authority.
- want to be surprised.
- do not like waiting too long for anything.
- they buy things for status and self-expression (attitude “this is me” / “this defines me”).
- feel that almost everything is about them.
- are visually oriented.





THEY'RE OUTGOING, DYNAMIC & EXPRESSIVE

THEY LOOK FORWARD TO LIVING NEW EXPERIENCES | THEY LOOK FOR VARIETY IN EVERYTHING | THEY WANT TO BE SURPRISED | THEY ENJOY NIGHTLIFE & SPARE TIME | THEY LOOK FOR TRENDY PRODUCTS & SERVICES | THEY DRESS WITH STYLE | THEY ARE VERY ACTIVE IN THEIR SOCIAL NETWORKS | THEY LOVE BEACH DESTINATIONS | THEY ARE CONFIDENT, CURIOUS & SOPHISTICATED | THEY ARE LEADERS