



Ch'ulel Mendoza

A Vinotherapy-Inspired Resort Spa

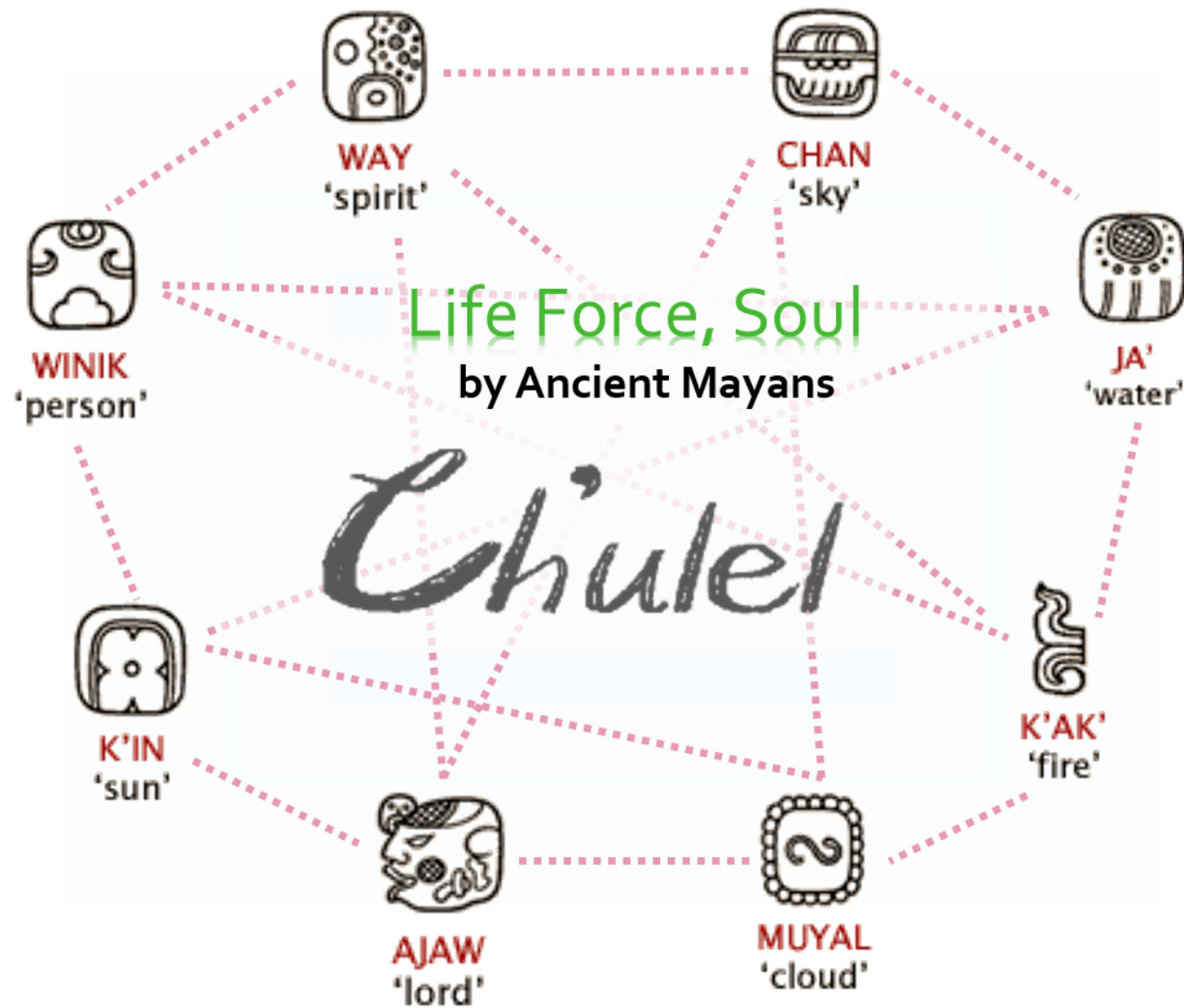
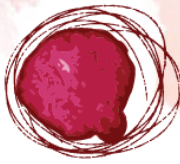
Gina Marano . I-Ju Lu . Courtney Marshall . Eun Joo Kim

Faculty Advisor: Dr. Tony L. Henthorne

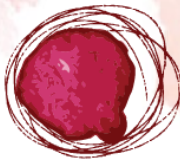
Architect: Luciano Mazza

U n i v e r s i t y o f N e v a d a , L a s V e g a s

Concept of Chiulel

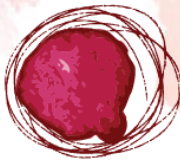


Vinotherapy



POLYPHENOLS <i>from grape seeds</i>	RESVERATROL <i>from grapevine stalks</i>	VINIFERINE <i>from grapevine sap</i>
		
ANTI-OXYDANT	ANTI-AGING & FIRMING	ANTI-DARK SPOT





Mendoza Argentina

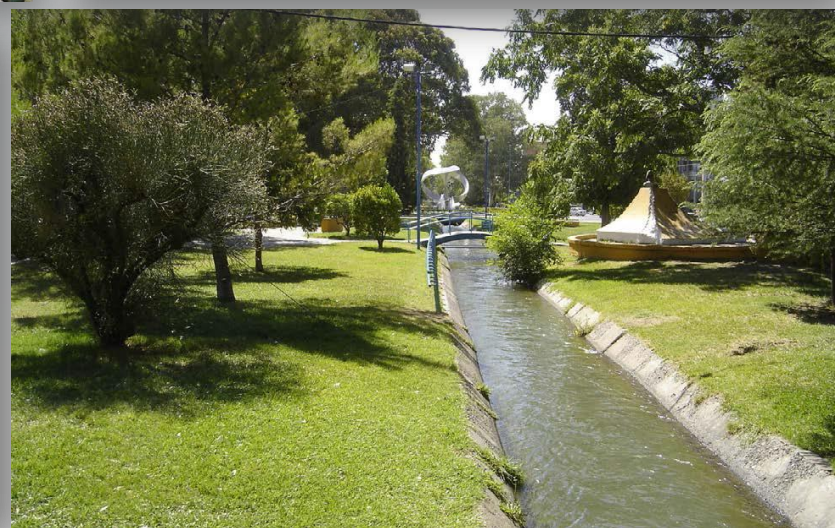
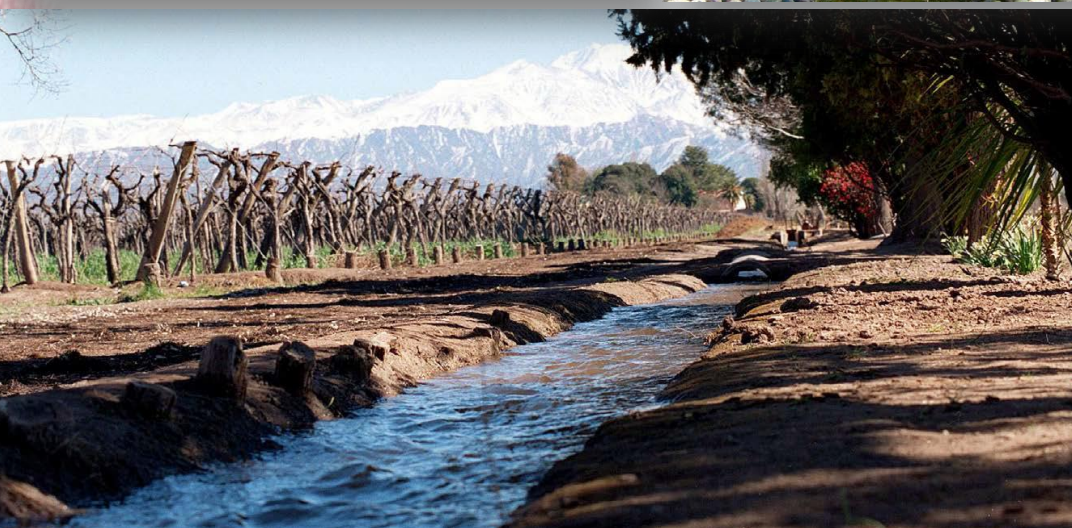
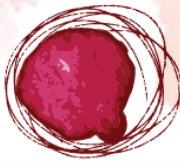


The Acequias
(Water Canal)

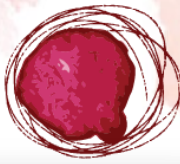


The Vineyards

Inspiration



Inspiration

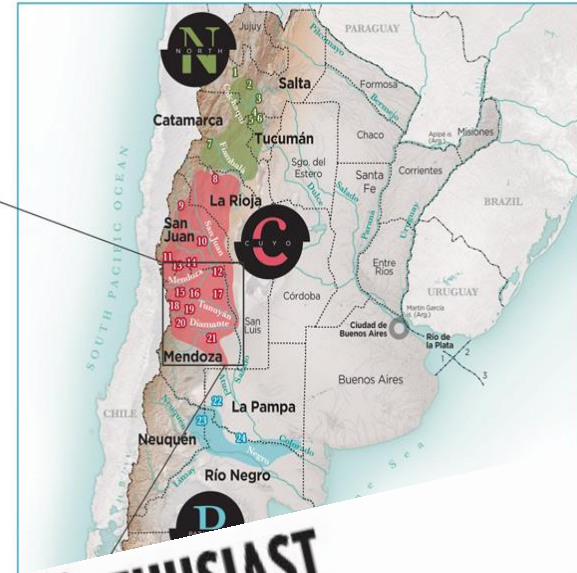


Location

Mendoza Argentina



GUIDE: Mendoza Wine Country



WINE ENTHUSIAST
THE WORLD IN YOUR GLASS

Topics Top Articles Shop

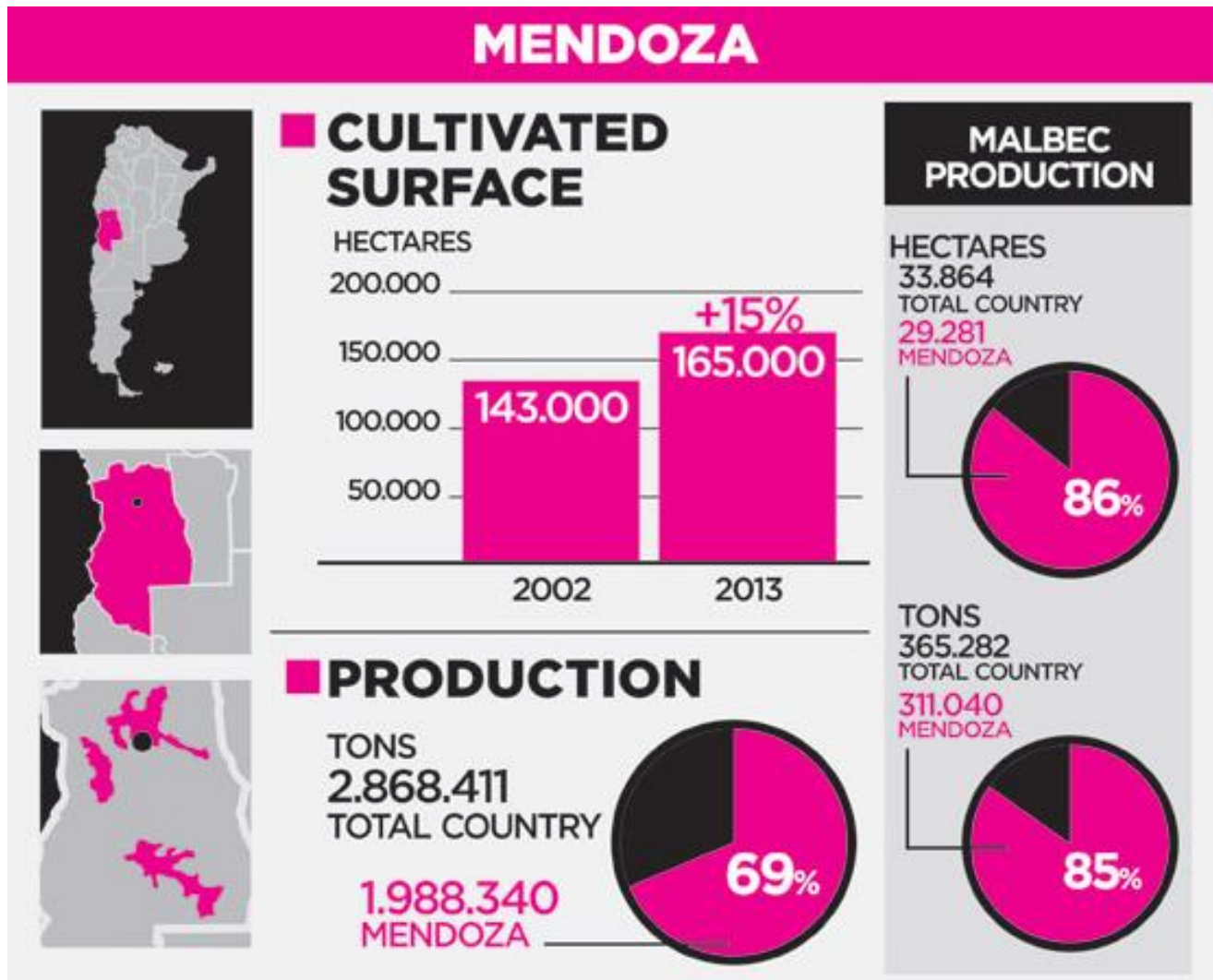
10 Best Wine Travel Destination 2014: Mendoza, Argentina

New hotels, impressive wineries and greatly improved
gastronomy prove this mountainous region boasts
more than just Malbec.

Maps provided by

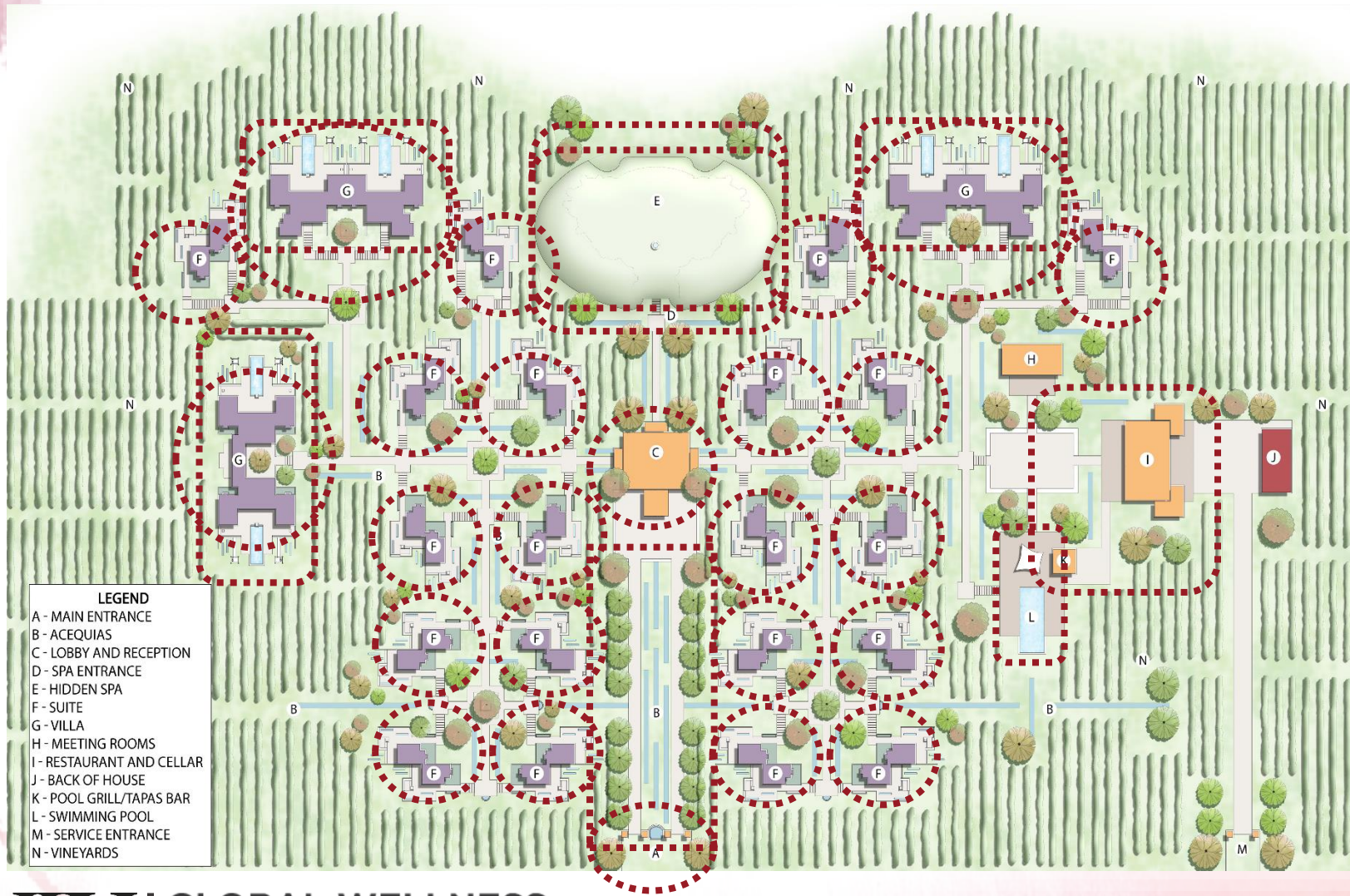


Market Environment

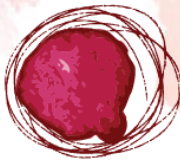


Source: Winesur

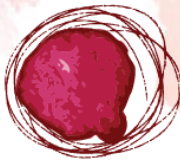
Master Plan



Suites and Villas

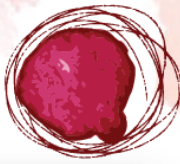


Suites and Villas

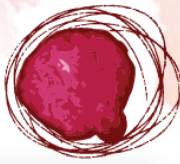


VILLA - PLAN

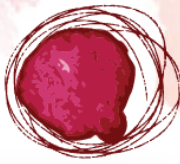
Exterior



Exterior



Exterior



Resort

Onsite Activities



**Cooking
Classes**

**Wine
Tastings**

**Custom
Wine
Blends &
Labels**

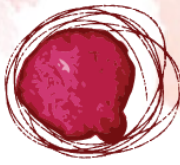
**Welcome
Parties**

**Horseback
Riding**

**Group
Fitness**



Gourmet Dining



Indoor /Out
door Tapas
bars

Super Food

Sommeliers

Main
Restaurant
with
Michelin
Chef

Property-
wide
Barbeque

Private
dinner in the
villas

Private
outdoor
dining

Superfood



CACAO POWDER



PINK HIMALAYAN SALT



GOJI BERRIES



CACAO NIBS



COCONUT PALM SUGAR



RAW CASHEWS



MACA POWDER



GOLDEN BERRIES



LUCUMA POWDER



CHIA SEEDS



ACAI POWDER



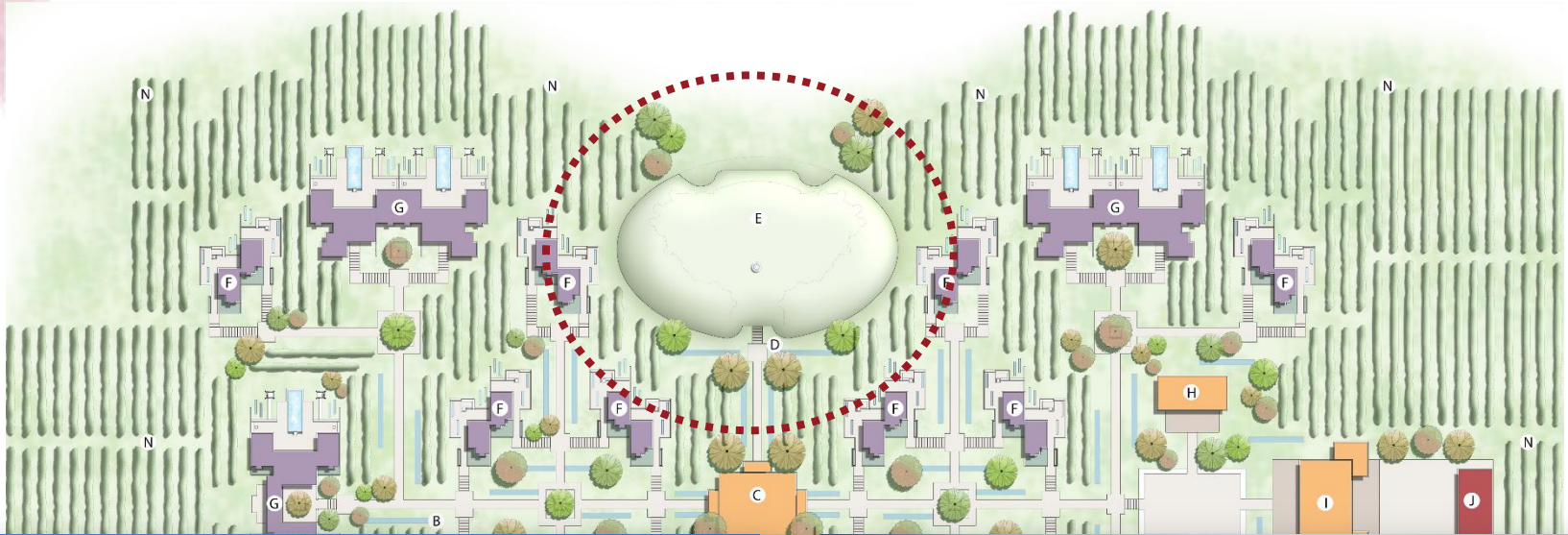
CHLORELLA TABLETS

Event and Conference

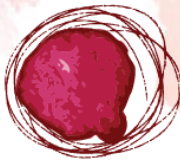


Spa Facilities

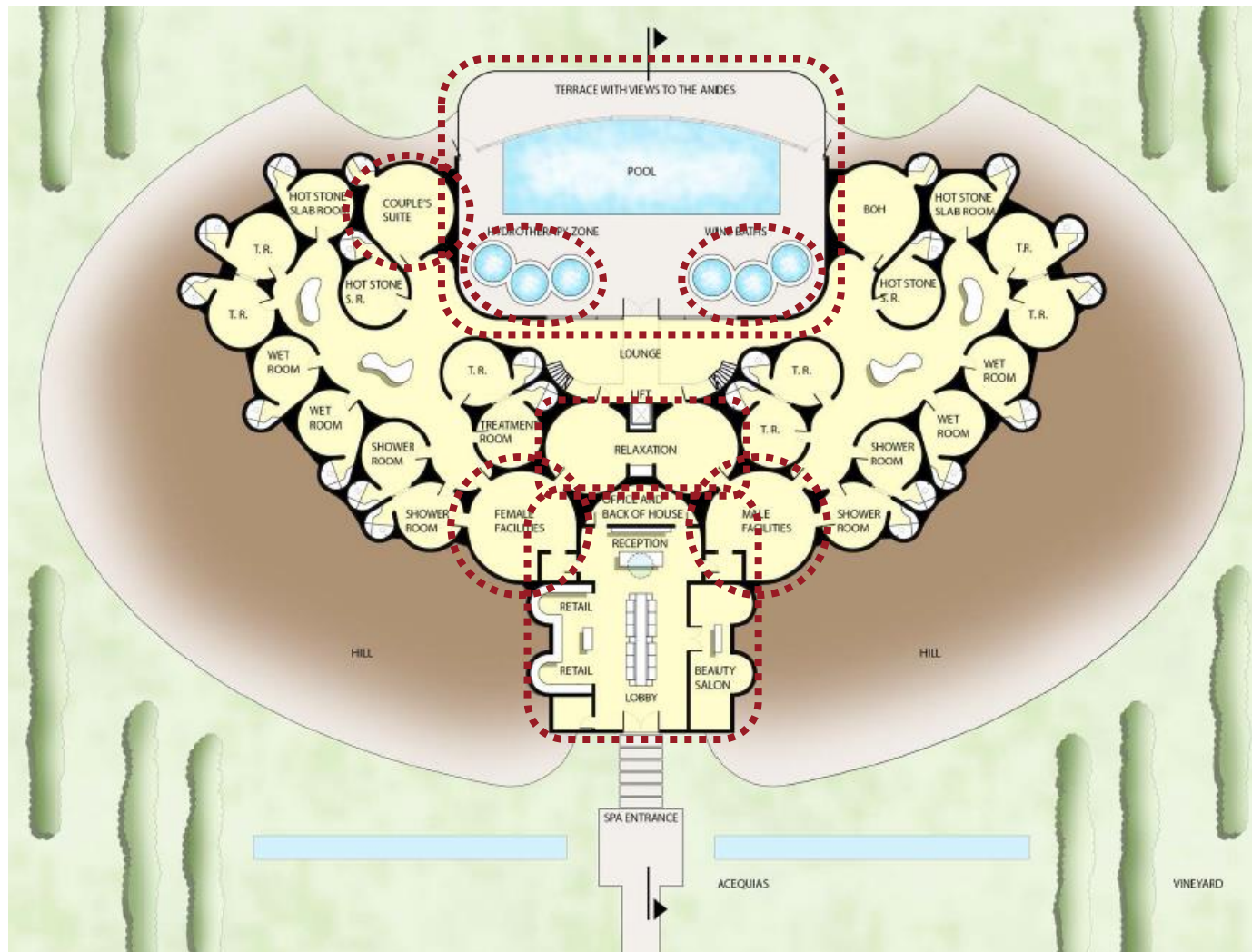
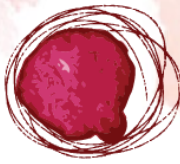
Hidden Spa Facilities



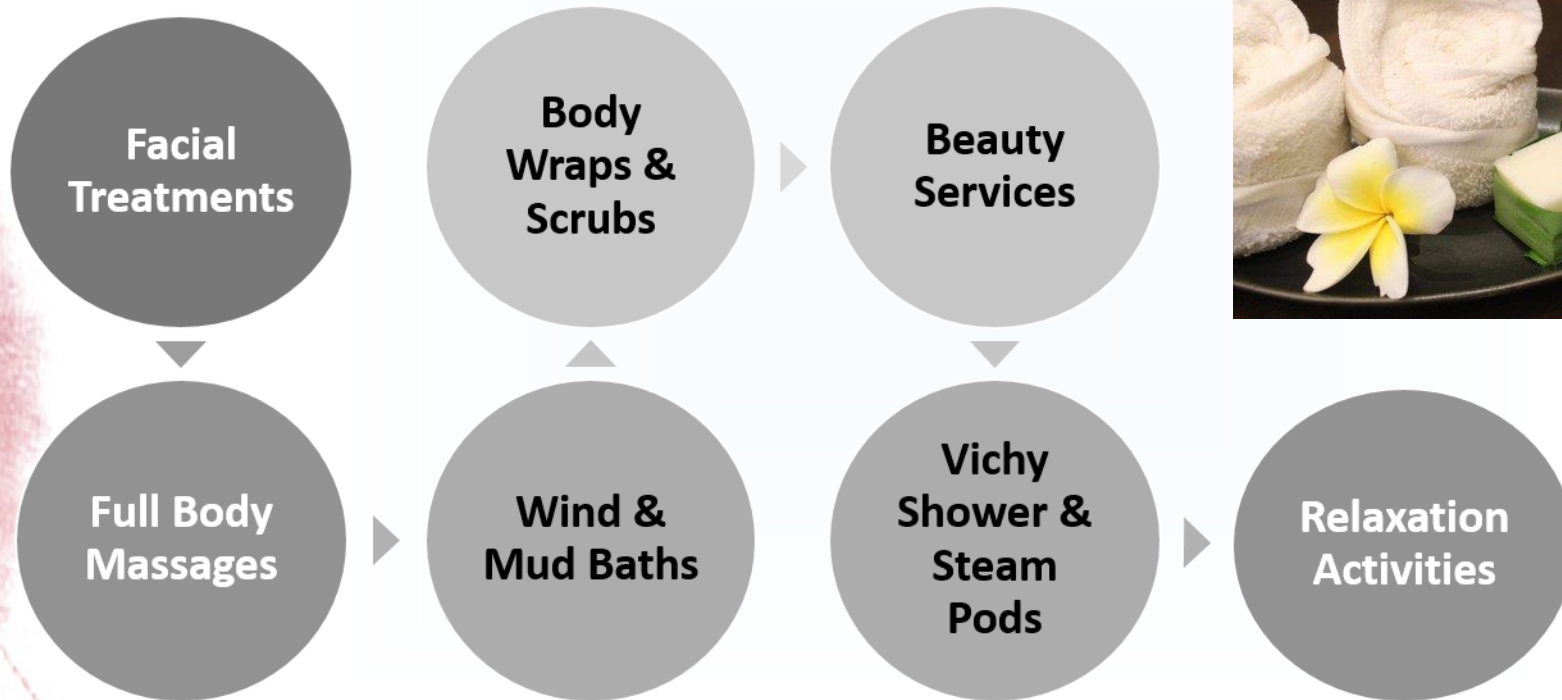
Spa Facilities



Spa Facilities



Spa Services



Spa Services



Facial Treatments

- Caudalie Grand
- Oxygen Therapy
- Antioxidant
- Anti-Aging
- Men

Body Treatments

- Turquoise Hot Stone
- Inca Massage
- Tuscany Massage
- Deep Tissue Massage

Relaxation Rituals

- Grapeseed Ritual
- Lavender Ritual
- Milk and Honey Ritual
- Volcanic Mud Ritual

Baths

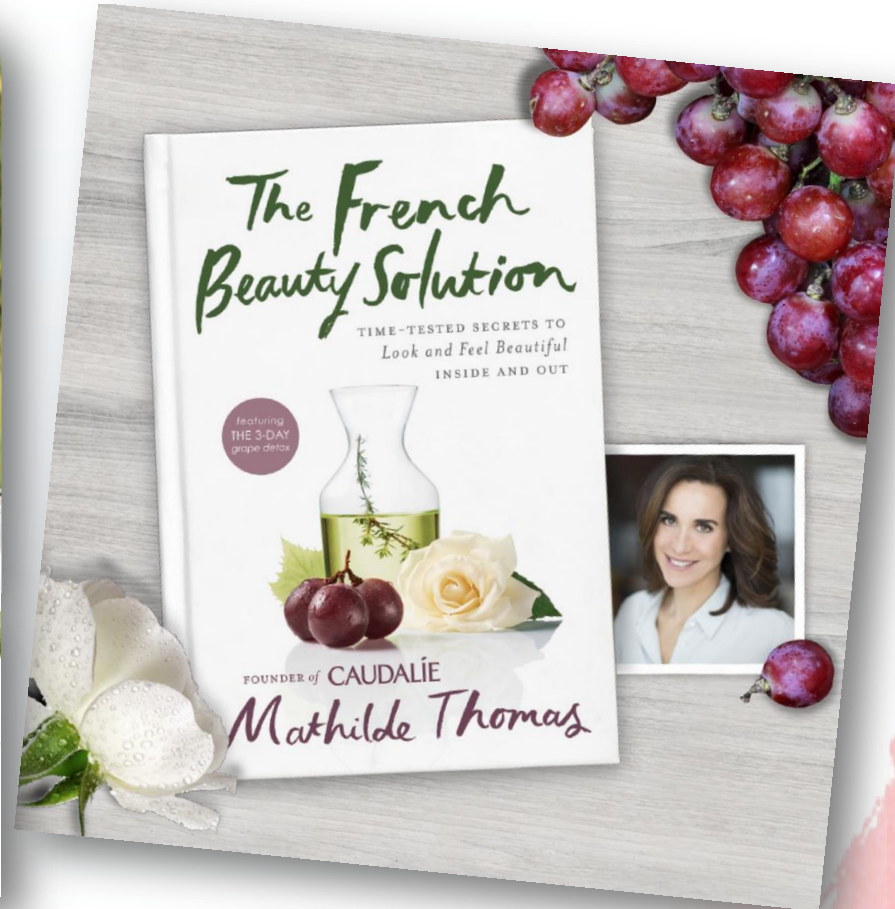
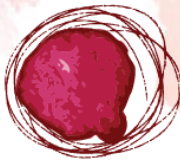
- Malbec Bath
- Chardonnay Bath
- Sparkling Bath
- Dead Sea Bath
- Volcanic Mud Bath
- BYOB Bath
- Thermal Spa

Body Wraps

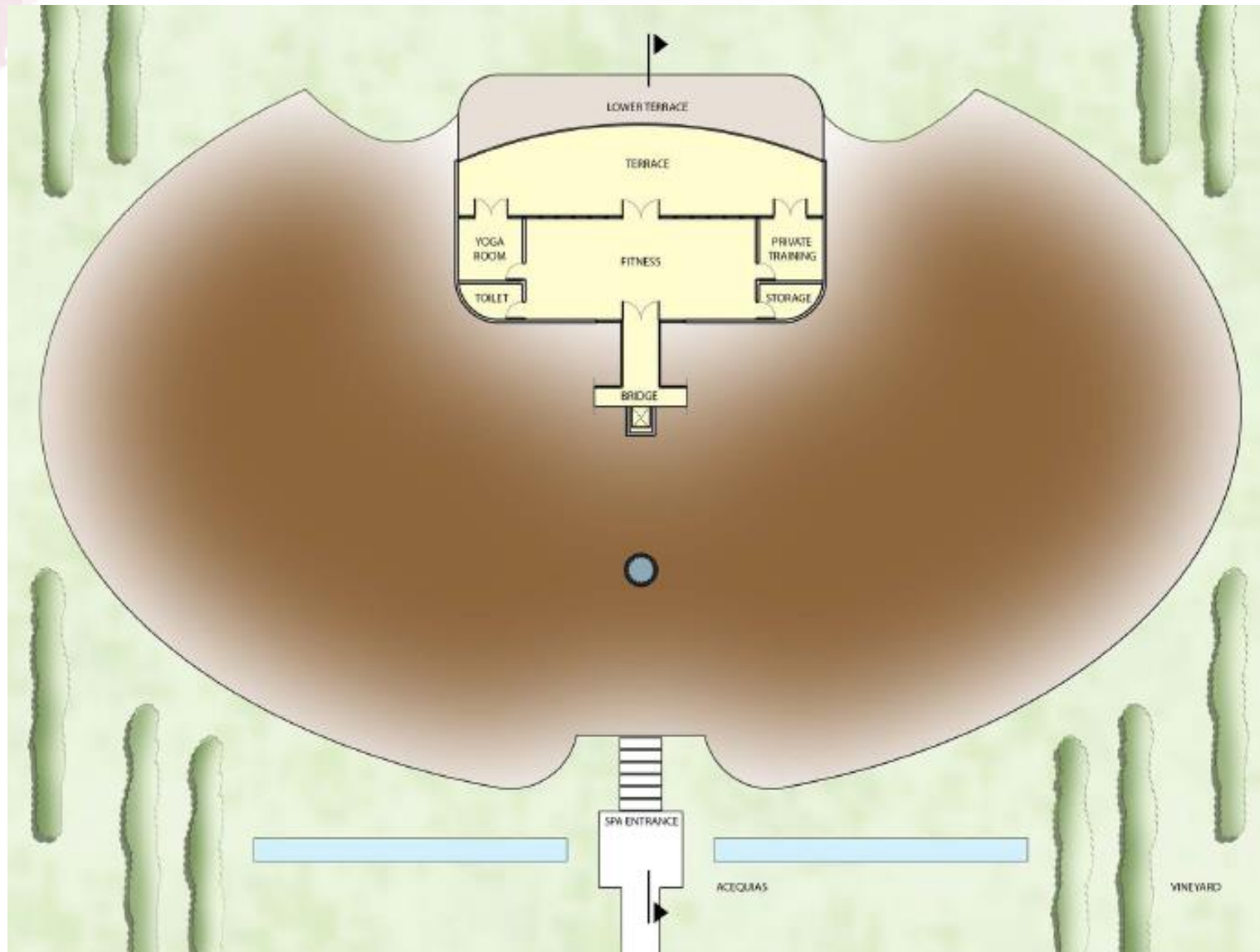
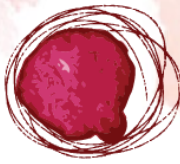
- Merlot Body Wrap
- Honey and Wine Wrap

Vichy Shower

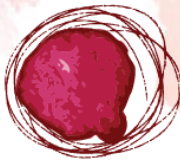
Spa Products



Fitness Facilities



Fitness Facilities



Fitness Equipment with FitLinxx

- Treadmills
- Elliptical Trainers
- Weight Benches/Free Weights
- Stair Steppers
- Stationary Bicycles
- Rowing Machines

Group Fitness Classes

- Yoga
- Pilates
- Zumba
- Suspension Training
- Hydrokinesiotherapy
- Water Aerobics



Marketing Analysis

SWOT Analysis

Strengths

- Wine-Focused theme
- World class accommodations, amenities and cuisine
- Premier wine-producing location
- Superior spa products and services
- State of the art meeting facilities
- Authentic Flavorful destination

Weaknesses

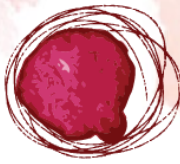
- Relatively high price
- Narrowly defined target market
- Location
- New market entrant
- Limited volume of property

Opportunities

- Favorable economic conditions
- Plentiful and affordable labor market
- Growth in medical tourism
- Enotourism and Popularity of Argentinian wines
- Favorable supply chain
- Opportunity for future expansion
- Only all-inclusive resort in S. America

Threats

- Unstable global economy
- Existing vinotherapy spa competitors
- Competitor expansion
- Environmental unsustainability
- Safety issue of the nation
- Lack of tour resources



Chulel Mendoza

A Vinotherapy-Inspired Resort Spa



Pricing Strategy

(USD) / per person	1 Bedroom Villa (40)	2 Bedroom Villa (6)
Low Season (Jun 1 – Sep 14)	\$500	\$700
High Season (Sep 15 – Jan 31)	\$600	\$800
Harvest (Feb 1 – May 31)	\$800	\$1000

Spa services are an additional charge

All inclusive rate

Pre Opening Campaign

Launching Signature Perfume

"Garrigue"
by Ch'ulel



Source: dezeen

Press Release



Financial Analysis

Initial Investment Snapshot



Building & Equipment Costs	\$20,000
Land Costs	\$3,000
Initial Investment	\$23,000
Building Time	3 years

In thousands of dollars (USD)

Profit and Loss



	Year 1	Year 3	Year 6
All Inclusive Revenue	\$15,577	\$18,189	\$22,120
Spa Revenue	\$2,370	\$2,714	\$3,338
Total Revenue	\$17,948	\$20,903	\$25,459
Total Expenses	\$7,361	\$8,523	\$10,250
Net Income (Loss)	<u>(\$441)</u>	<u>\$849</u>	<u>\$2,703</u>
ROI based on Net Income	-1.9%	3.7%	11.8%

In thousands of dollars (USD)



Thanks to

The team recognizes and appreciates the input, guidance and assistance of

Dr. Toni Repetti, University of Nevada, Las Vegas

Ms. Gael Hancock, University of Nevada, Las Vegas

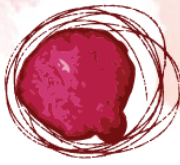
Ms. Heather Monteiro, University of Nevada, Las Vegas

Finally, for his beautiful architectural expressions and inspirations, the team would like to extend a most sincere thank you to



HKS

Mr. Luciano Mazza
Principle



Q and A



EXTRAS

Mendoza Argentina



Summer (Dec-Mar)

77° F (25° C)

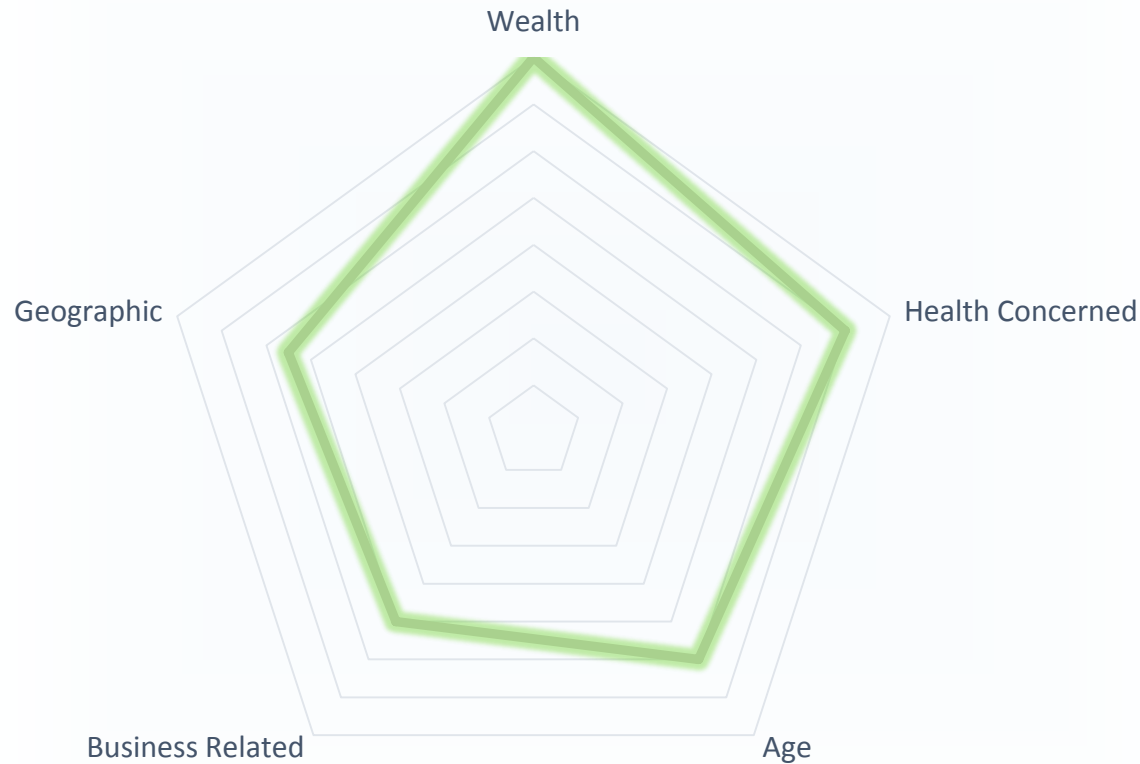
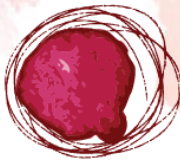
Vineyard Tour
Horseback Riding
Camping
Hiking
Outdoor Fitness

Winter (June-Sept)

46° F (8° C)

Skiing
Snowboarding

Target Market



Profit and Loss



	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
All Inclusive Revenue	\$15,577	\$16,508	\$18,189	\$19,360	\$20,289	\$22,120
Spa Revenue	\$2,370	\$2,475	\$2,714	\$2,905	\$3,061	\$3,338
Total Revenue	\$17,948	\$18,983	\$20,903	\$22,264	\$23,350	\$25,459
Total Expenses	\$7,361	\$7,750	\$8,523	\$9,091	\$9,458	\$10,250
Gross Operating Profit	\$5,705	\$6,259	\$7,113	\$7,874	\$8,335	\$9,149
Net Income (Loss)	<u>(\$441)</u>	<u>\$72</u>	<u>\$849</u>	<u>\$1,555</u>	<u>\$1,972</u>	<u>\$2,703</u>
Depreciation Expense	\$3,128	\$3,128	\$3,128	\$3,128	\$3,128	\$3,128
Net Operating Cash Flow	\$2,687	\$3,200	\$3,977	\$4,683	\$5,101	\$5,831
ROI based on Net Income	-1.9%	0.3%	3.7%	6.8%	8.6%	11.8%

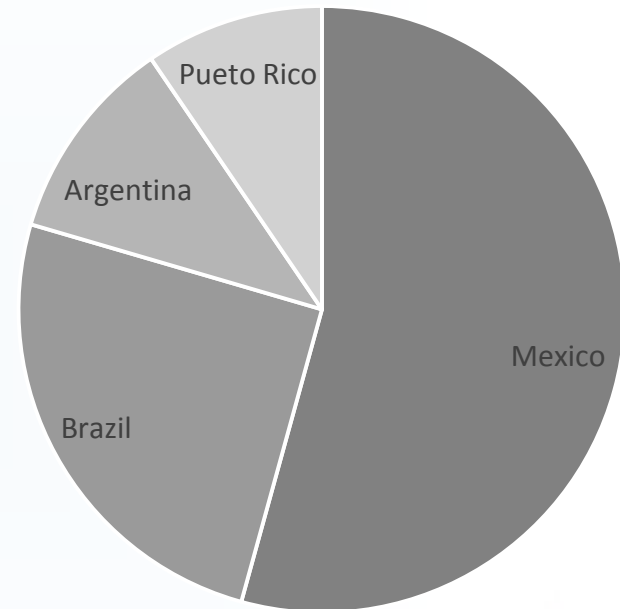
In thousands of dollars (USD)

Market Environment



Top 5 Country Leaders (trips & annual expenditures in USD):

- 1) Mexico: 11.4 mil - \$8.9 billion
- 2) Brazil: 5.3 mil - \$2.2 billion
- 3) Argentina: 2.3 mil - \$1.6 billion
- 4) Puerto Rico: 2 mil - \$1.5 billion
- 5) Dominican Republic: 876 mil - \$1.2 billion



Source: PRWEB

Market Environment



Top Five Fastest-Growing Wellness Tourism Markets (Total Trips Added and Annual Growth Rate, 2012-2017)

- 1) Mexico: 7 mil – 10%
- 2) Chile: 3.5 mil – 17.3%
- 3) Brazil: 2.7 mil – 8.7%
- 4) Argentina: 1.6 mil – 11.4%
- 5) Uruguay: 1.1 mil – 14.7%

Source: PRWEB



Facial Treatments

Caudalie Grand Facial

After cleansing and exfoliating, you will enjoy a long massage of the face, neck and décolleté. A Caudalie Mask adapted to your skin type and Caudalie creams will work to relax your features, restore your radiant complexion, regulate moisture levels, accelerate cellular renewal and improve your skin's texture.

60 min	\$1,785.43 ARS	\$200 USD
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Oxygen Therapy Facial

Oxygen infusions and natural serums counteract aging in the skin for instantly smoother and younger-looking skin.

60 min	\$1,339.07 ARS	\$150 USD
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Antioxidant Facial

A burst of vitamins and energy for the skin, this treatment moisturizes, regenerates and awakens skin cells.

60 min	\$1,339.07 ARS	\$150 USD
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Cleansing Facial

Deep cleansing followed by a facial grape-based mask for a soft, revitalized complexion.

Does not include extractions.

60 min	\$1,339.07 ARS	\$150 USD
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Anti-Aging Facial

Relaxing and rejuvenating facial treatment with active agents of Cabernet Sauvignon grapes produce pure and radiant, youthful skin.

60 min	\$1,785.43 ARS	\$200 USD
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Men's Facial

A facial customized to address the facial skin concerns of men such as dehydration, irritation and razor burn. Your skin is left soothed and radiant.

60 min	\$1,339.07 ARS	\$150 USD
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Add-On Facial Treatments

Eye Treatment

An intensive treatment resulting in the reduction of fine lines and easing of deeper wrinkles leaving your eyes fresh and rejuvenated.

30 min	\$446.81 ARS	\$50 USD
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Body Treatments

Turquoise Hot Stone Massage

Lava stones and turquoise gems are wrapped with exotic spices and continuously immersed in warmed essential oils to relieve muscle tension and activate the flow of energy.

60 min	\$1,563.83 ARS	\$175 USD
120 min	\$2,580.84 ARS	\$300 USD

Inca Massage

With light oil, this massage harmonizes the male energy of the sun and the female energy of the moon, for deep relaxation and harmony in body and soul.

60 min	\$1,339.07 ARS	\$150 USD
120 min	\$2,234.04 ARS	\$250 USD

Tuscany Massage

A relaxing massage for all the senses based on the naturally moisturizing and anti-aging properties of resveratrol.

60 min	\$1,339.07 ARS	\$150 USD
120 min	\$2,234.04 ARS	\$250 USD

Classic Massage

A traditional full-body Swedish massage for relaxing muscles, improved circulation and mental calm.

60 min	\$1,117.02 ARS	\$125 USD
120 min	\$1,785.43 ARS	\$200 USD

Deep Tissue Massage

Firm and intense massage focused on the deeper layers of muscle tissue.

60 min	\$1,117.02 ARS	\$125 USD
120 min	\$1,785.43 ARS	\$200 USD

Functional Massage

Personalized body form massage using products offering a choice of effects: anti-cellulite, draining, toning or anti-stress.

60 min	\$1,117.02 ARS	\$125 USD
120 min	\$1,785.43 ARS	\$200 USD

Baths

Malbec Bath

Enriched in stimulating and exfoliating Red Vine extract for our most concentrated antioxidant soak. A deeply therapeutic soak that's both detoxifying and rejuvenating.

30 min	\$670.21 ARS	\$75 USD
60 min	\$1,339.07 ARS	\$150 USD

Chardonnay Bath

Comprised of uplifting notes of citrus and grape essential oils mixed with hand-crafted Chardonnay bath salts to soften skin and relax muscles.

30 min	\$670.21 ARS	\$75 USD
60 min	\$1,339.07 ARS	\$150 USD

Sparkling Bath

Enhance your soak with sparkling salts as well as enriched grape elixirs and relaxing essential oils. Scented with lemon and mimosa, this bath is ideal for sensitive skin as it provides a gently stimulating experience.

30 min	\$670.21 ARS	\$75 USD
60 min	\$1,339.07 ARS	\$150 USD

Dead Sea Bath

Weightless floating and relaxation in warm thermal water enriched with Dead Sea salt bring deep cleansing and harmony to the skin.

30 min	\$670.21 ARS	\$75 USD
60 min	\$1,339.07 ARS	\$150 USD

Volcanic Mud Bath

High-pressure water jets and warm volcanic mud stimulate circulation and lymphatic system.

30 min	\$670.21 ARS	\$75 USD
60 min	\$1,339.07 ARS	\$150 USD

BYOB Bath

Bring a bottle of your favorite wine and enjoy a personalized bath using products offering a choice of effects: anti-cellulite, draining, toning or anti-stress.

Minimum of 3 bottles.

Mandatory Corkage Fee	\$268.08 ARS	\$30 USD
30 min	\$446.81 ARS	\$50 USD
60 min	\$893.62 ARS	\$100 USD

Thermal Spa

The water's healing properties are due to the dissolved minerals it contains. It is beneficial for osteoarthritis, rheumatism, lymphatic circulation, and dermatological disorders.

\$1,117.02 ARS
\$125 USD

Body Wraps

Merlot Body Wrap

A detoxifying and clarifying wrap for skin in need of intense pore cleansing. A warm mixture of bentonite clay, five deep-cleansing essential oils and nourishing grapeseed oils envelop the body in a sumptuous, soothing cocoon.

60 min	\$1,563.83 ARS	\$175 USD
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90 min	\$2,234.04 ARS	\$250 USD
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Honey and Wine Wrap

The nourishing and fortifying wrap is ideal for chronically dry, neglected skin. A warm blend of wine yeast and honey is smoothed over the entire body then covered in a warm blanket.

60 min	\$1,563.83 ARS	\$175 USD
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90 min	\$2,234.04 ARS	\$250 USD
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Bath and Body Wrap Add-Ons

Vichy Shower

Relax under jets of warm thermal water and enjoy a personalized massage with almond oil to soothe the entire body and relieve stress and tension.

30 min	\$670.21 ARS	\$75 USD
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Relaxation Rituals

Grapeseed Ritual

A relaxing anti-aging treatment with grapeseed body scrub followed by a red wine bath and a grapeseed oil massage provides a wonderful feeling of relaxation and lightness of being. A local wine tasting will complete this unique ritual.

90 min	\$1,785.43 ARS	\$200 USD
120 min	\$2,580.84 ARS	\$300 USD

Lavender Ritual

Anti-stress treatment for deep relaxation which includes a warm cream bath enriched with passion flower, chamomile and essences of lavender, followed by a personalized full-body massage.

90 min	\$1,563.83 ARS	\$175 USD
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120 min	\$2,234.04 ARS	\$250 USD
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Milk and Honey Ritual

Gentle full-body scrub followed by a moisturizing milk and honey bath enriched with hibiscus and sweet clover cleanses and nourishes the skin. For smooth skin as soft as velvet.

90 min	\$1,563.83 ARS	\$175 USD
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120 min	\$2,234.04 ARS	\$250 USD
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Volcanic Mud Ritual

Ann effective pressure massage to reduce cellulite and drain the tissues followed by a high-pressure water jets and warm volcanic mud and a facial massage.

90 min	\$1,563.83 ARS	\$175 USD
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120 min	\$2,234.04 ARS	\$250 USD
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Create Your Own Ritual

Choose a facial, a body treatment and a body wrap or bath to create a personalized escape from the stresses of the outside world.

90 min	\$1,563.83-\$1,785.43 ARS	\$175-\$200 USD
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120 min	\$2,234.04-\$2,580.84 ARS	\$250-\$300 USD
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Beauty Services (all prices in USD)

Eyelash Extensions – Full Set.....\$120

Eyelash Extensions – Maintenance.....\$60+
Professional

Makeup.....\$100

Waxing Treatments (all prices in USD)

Eyebrows.....\$15

Lip or Chin.....\$12

Bikini.....	\$30
Brazilian.....	\$50
Lower Arm.....	\$15
Under Arm.....	\$15
Back or Chest.....	\$15
Half Leg.....	\$15
Full Leg.....	\$25

Nail Services (all prices in USD)

Polish Change.....	\$15
Nail Design.....	\$10
Spa Manicure.....	\$30
Spa Manicure with Gelish Overlay.....	\$40
Deluxe Manicure (includes Paraffin Dip).....	\$40
Deluxe Manicure with Gelish Overlay.....	\$50
Acrylic Full Set.....	\$30
Acrylic Maintenance.....	\$20
Acrylic Nail Repair.....	\$5
Spa Pedicure.....	\$35
Spa Pedicure with Gelish Overlay.....	\$40
Deluxe Pedicure (includes Paraffin Dip).....	\$45
Deluxe Pedicure with Gelish Overlay.....	\$60

Group Fitness Training

Yoga, Pilates, or Kama Sutra

60 min	\$670.21 ARS	\$75 USD
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Suspension Training

Innovative and effective full-body workout that functions with a combination of bodyweight and gravity and helps you quickly achieve and maintain higher levels of performance.

60 min	\$670.21 ARS	\$75 USD
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Hydrokinesiotherapy

Supervised motor exercises in the warm thermal water with positive effects on the joints and locomotor system. Reduced body weight in the water makes the exercises more effective and kinder to the joints, vertebral discs and veins.

60 min	\$670.21 ARS	\$75 USD
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Personal Training

60 min	\$1,117.02 ARS	\$125 USD
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Appetizer

Spinach-Quinoa Cake with Avocado Oil.....Meatless dish Packed with protein and nutrients from quinoa and spinach

Crunchy Maca and Purple Potato Chip with Gooseberry Salsa.....Oven roasted roots chips with benefits of Maca and purple potato which help sexual function (Braun) and reduce the risk of heart disease. (Gretel, 2013)

Carpaccio de Argentina.....Thinly Sliced Argentinian beef tenderloin carpaccio with arugula, hot truffle oil, and Parmigiano Reggiano Cheese

Harvest Skillet Popped Lentil and Purple Corn.....Crispy, nutty, and flavorful roast lentil and purple corn in a pan



Provoleta.....Argentinean traditional grilled cheese with provolone (A consequence of the significant Italian immigration to Argentina). Crispy and slightly caramelized on the outside, gooey and smoky on the interior. (Zaino)

Empanadas.....(2 pieces): gift from Moors to the Spanish and to the Argentines. Traditional pie filled with various meats and vegetables. (Beef, Ham & Cheese, Chicken, Spinach, Purple potato)

Salad

Quinoa Salad.....Powerhouse seed that provides a light but protein

Salsa Criolla.....Intense flavor of authentic salsa with lime and pepper. Serve with Purple corn humitas (steamed fresh corn cakes).

Five-Berry Salad.....Fresh vegetable from local with pichuberry, blueberry, goji berry, acai berry, black berry.

Ensalada de Wine-grape.....Various seasonal vegetable with sweet-sour grape using wine-making.

Lucuma Chimichurri Steak Salad.....Full flavor of Argentine herb and meat with traditional chimichurri dressing.

Main

Asado.....(in-villa /outdoor dining area exclusive traditional barbecue) National dish of Argentina, originating with the country's gauchos, subsisted on the abundant cows dotting the country's plains. Beef, pork, ribs, sausages, lamb, roasting over open flame served with chimichurri, which traditional Argentinean condiment. Pairing with Malbec. (Zaino)



Matambre Arrollado.....Matambre means 'hunger killer' and arrollado as 'to roll-up' in Argentino. Thick, slabs of Argentinean meat rolled around the filling and baked or grilled. (Zaino)

Pan Seared Scallop with Pichuberry confit.....Crispy outside texture of perfectly cooked scallop serve with Pichuberry confit.

Pumpkin Spiced Oatmeal Risotto.....Hearty oatmeal with fresh local milk toppings of Maca nuts

Grilled Salmon Rolled with Popped Kiwicha Crumble.....Juicy salmon with crispy popped crumble texture. Full of Omega-3 from salmon and protein from amaranth without carbohydrates.



Choripán.....Gaucha tradition. Made with pork and beef chorizo topped with chimichurri (Zaino)



Sacha Inchi crusted tofu stake.....Vegan dish with vegetable protein and benefits from sacha inchi which help weight loss and reduce cholesterol.

Carbonada.....A savory, meaty, brothy stew made of meat, potatoes, corn topped with fruits. (Zaino)

Dessert (Café menu)

Super Smoothies.....A perfect breakfast, energy booster (Kale, almond butter, chia seeds, dragon fruit, pitaya, caju, chia, acai, cacao, maca, camu, goji berry)

Traditional lucuma ice-cream with cashew nuts.....The most popular ice cream flavor in South America. Great amount of vegetable calcium and vitamins with natural low GI sweetener from lucuma.

Dulce de leche.....Means milk jam in Argentinean. Thick, creamy caramel sauce traditionally made with condensed milk and sugar (Zaino)

Alfajores.....Rooted in the Arab world, later carried to Argentina by Spaniards. Crumbly shortbread-like biscuits sandwiching jams. (Zaino)

Dessert Empanadas.....Gift from Moors to the Spanish and to the Argentineans. Deep-fried / baked stuffing dish packed with quince jam, sweet potato, or sweet raisins. (Zaino) Serve with ice cream.

