CANGGU / BERAWA, BALI · OPENING 2028

The Wylder

The market case

PREPARED FOR GEONET PROPERTIES & FINANCE GROUP

SOURCES: ADR MARKET RESEARCH, JUNE 2026 · DESTINATION SUCCESS ANALYSIS, JUNE 2026

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PART ONE · THE MARKET

The market has graduated.

Canggu/Berawa has moved from its backpacker origins to genuine upper-lifestyle rates.

7M

INTL ARRIVALS 2025 · +11.3%

~8M

FORECAST BY 2028

COMO UMA CANGGU

Long-standing dominance

The incumbent lifestyle benchmark on Echo Beach.

REGENT BALI CANGGU

Opened 2025

IHG luxury arrives in Canggu. The ceiling reference.

SONO FELICE

Confirmed · July 2028

90 rooms, upper upscale lifestyle. Agreement signed May 2026.

SOURCES: BALI HOTELS ASSOCIATION · HORWATH HTL 2026 · TRADE PRESS, MAY–JUNE 2026

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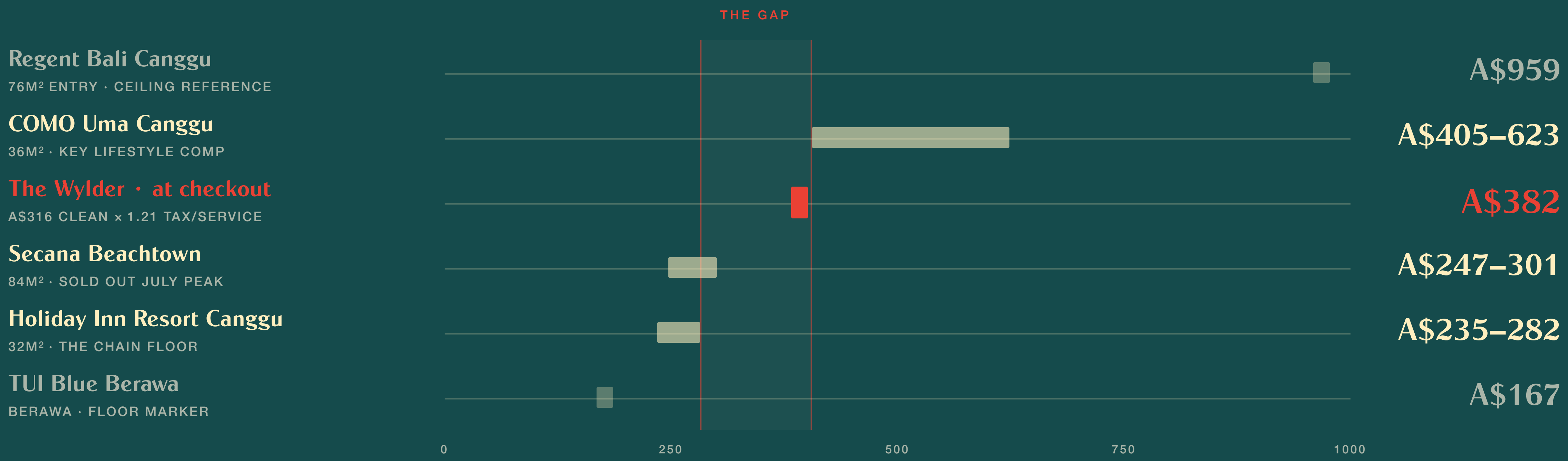
BERAWA · AUD DIRTY PER NIGHT · PEAK JULY 2026

A hole in the middle of the market.

No purpose-built lifestyle hotel with strong F&B identity holds the band between the Holiday Inn floor and COMO Uma.



SOURCE: BOOKING.COM LIVE OTA DATA, JUNE 11 2026, FOR JULY 15–18 2026 · DIRTY = 21% TAX AND SERVICE INCLUDED

PART TWO · THE EVIDENCE

The lifestyle premium is empirical, not aspirational.

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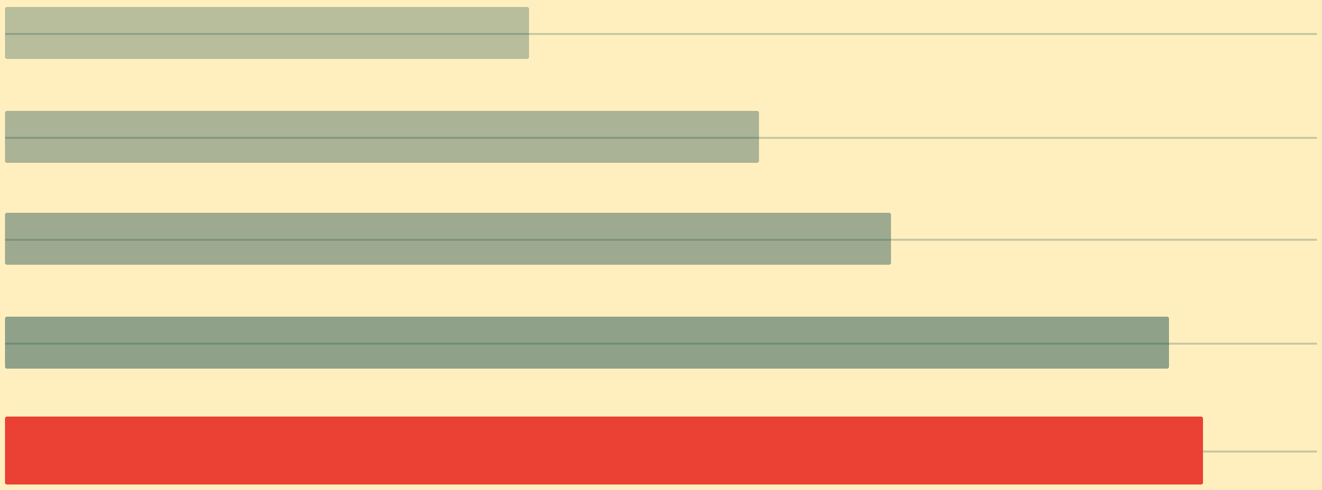
SAME MARKET · LIFESTYLE VS TRADITIONAL · PEAK 2026 OTA RATES

Guests already pay the premium. Canggu pays the most.



Bangkok	THE STANDARD VS CENTARA GRAND	+32%
Ibiza	OKU IBIZA VS INSOTEL FENICIA	+46%
London	THE STANDARD VS HOLIDAY INN KINGS CROSS	+54%
Tulum	CASA MALCA VS DREAMS TULUM	+71%
Bali Canggu	COMO UMA VS HOLIDAY INN CANGGU	+73%

JLL puts the minimum lifestyle premium in less-mature Southeast Asian markets at 10 to 11 percent. WATG finds a 40 percent RevPAR premium for US upper-upscale boutique hotels. The documented same-market range runs 30 to 73 percent.

SOURCES: BOOKING.COM LIVE OTA PAIRS, JUNE 2026 · JLL APAC LIFESTYLE RESEARCH · WATG BOUTIQUE HOTEL STUDY

THE BASE CASE · REALISED CLEAN ADR · ANNUAL AVERAGE

Conservative, and independently derived.

A$316 → **A$360**

YEAR 1 · 2028 · USD 205

STABILISED · YR 2–3 · USD 230

SOURCE RATES

Live June 2026 comps: COMO Uma USD 240–330, Katamama USD 273–372, Hidden Hills USD 207–244 clean peak

GROWTH

+3.5%/yr USD ADR growth, IDR gains net of 2–3%/yr depreciation

OPENING FACTOR

85% opening-year factor, standard for a pre-launched lifestyle hotel

INDEPENDENCE

Prepared without reference to any internal Wylder forecast

Metric discipline: the published peak rack of A$450–485 dirty and the realised A$316 clean annual average are different metrics, not a contradiction. A$316 clean displays as A$382 at OTA checkout, under COMO Uma's promotional A$405.

SOURCE: ADR MARKET RESEARCH REPORT, JUNE 11 2026 · AUD/USD 0.639 · CLEAN→DIRTY ×1.21

PART THREE · THE UPSIDE

The room rate becomes the access price to an ecosystem guests cannot get elsewhere.

Eight hotels that outperformed their local market after building destination brand equity.
The same mechanism every time.

PRECEDENT · CLEAN ADR TRAJECTORIES · ESTIMATED FROM MARKET DATA

When the concept works, the rate follows the brand.

Katamama

SEMINYAK, BALI · OPENED 2015

A$282 → **A$516**

+15–20% over market at opening, +70–80% mature. Roughly 3 years to full premium.

The closest total-concept analogue. F&B reputation preceded room reputation by 12 to 18 months.

OKU Ibiza

SAN ANTONIO, IBIZA · OPENED 2021

A$657 → **A$984**

ADR grew about 50% from opening to Year 3, brand-driven, not market-driven.

An unfashionable address made irrelevant by brand. Berawa faces the same argument.

The Hoxton

SHOREDITCH, LONDON · OPENED 2006

GBP 59–79 → **GBP 300+**

300–400% ADR growth over 17 years, roughly 3× the broader London market.

The premium compounds. Direct bookings exceed 55–60% at maturity.

SOURCE: DESTINATION SUCCESS CASE ANALYSIS, JUNE 2026 · TRAJECTORIES ESTIMATED FROM MARKET DATA, NOT AUDITED ACTUALS

PROJECTION — NOT A GUARANTEE OF RETURNS.

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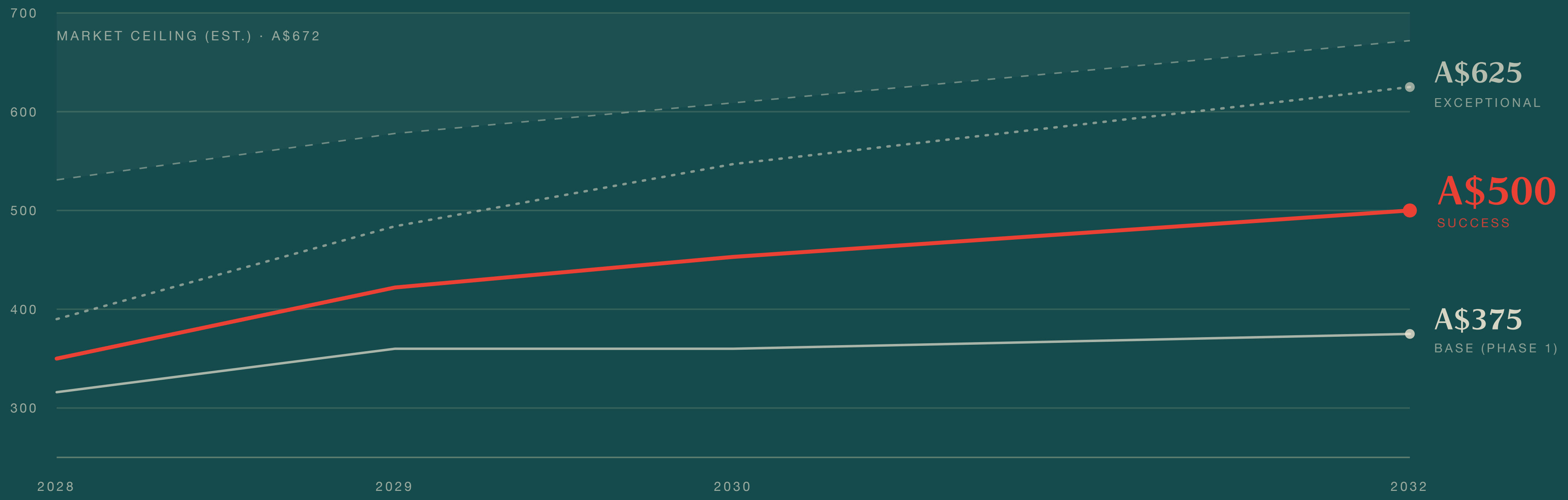
THREE SCENARIOS · AUD CLEAN ANNUAL AVERAGE · 2028–2032

The success case: A$500 by Year 5.

The base case never moves. Success and exceptional apply the premium trajectories the precedents evidence, against the estimated market ceiling.



SOURCE: DESTINATION SUCCESS CASE ANALYSIS, JUNE 2026, CONSOLIDATED FORECAST · MARKET REJECTION ABOVE A$672 CLEAN IN 2028 TERMS

PROJECTION — NOT A GUARANTEE OF RETURNS.
SCENARIO-BASED, CONDITIONAL ON THE MILESTONES THAT FOLLOW.

PART FOUR · THE RISK

The critical risk is not the concept. It is the sequencing.

THE DAY-ONE BET · PREMIUM DRIVERS AT MATURITY

Locavore, open and excellent, when the first guest walks in.

Every case study where the premium failed or stalled traces to the same cause: the F&B identity was not operational and visible from opening day.

F&B AS DESTINATION

+25–45%

The single most powerful driver. Locavore is confirmed.

ROOFTOP VENUE

+15–25%

The most efficient brand-awareness asset in the category.

SPEAKEASY

+10–20%

A guest-acquisition channel, not a revenue centre.

A delayed F&B opening is estimated to cost A$30–50 per night of clean ADR in Year 1, equivalent to abandoning the lifestyle premium for the first season. F&B reputation precedes room reputation by 12 to 18 months.

SOURCE: DESTINATION SUCCESS CASE ANALYSIS, JUNE 2026 · PREMIUM DRIVER SYNTHESIS + MILESTONE M1

PROJECTION — NOT A GUARANTEE OF RETURNS.

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FROM BASE CASE TO SUCCESS CASE · THE OPERATIONS DASHBOARD

Brand equity, converted into eight measurable milestones.

M1 CRITICAL
F&B open Day 1
July 2028, opening day

M2 CRITICAL
Rooftop social traction
500+ organic Instagram tags/month by Month 6

M3 HIGH
Tier-1 travel media
2+ placements within 18 months

M4 HIGH
Direct bookings
>45% by Year 1–2 · A$4–5/night net ADR per point above 35%

M5 HIGH
Review score
9.0 on Booking.com by Month 4 · 9.1+ by Month 8

M6 HIGH
Non-hotel F&B covers
>40% of covers from guests not staying

M7 MED-HIGH
Restaurant rankings
Regional ‘best restaurant’ lists within 2–3 years

M8 MED-HIGH
Win the SONO comparison
Rate hierarchy set in the first 12 months both are open

SOURCE: DESTINATION SUCCESS CASE ANALYSIS, JUNE 2026, SECTION E · LISTED IN ORDER OF IMPACT AND URGENCY

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NAMED RISKS · STATED PLAINLY

What could take the case apart.

SONO Felice, July 2028

A direct competitor opens simultaneously. Its rate card is the single most important market calibration event before opening. It also confirms the segment is large enough for two operators.

Currency drag

IDR depreciates 2–3% per year. Bali's USD ADR declined about 2% in 2025 even as IDR ADR grew 8%. Every KPI should be tracked in USD.

Villa oversupply

70,000+ active short-term rental listings island-wide pressure branded-hotel occupancy, hardest at mid-market positioning.

The premium is conditional

F&B outlets, rooftop and programming must be operational from Day 1, or the hotel prices like a standard upper-midscale property until they are.

THE CLOSE

The base case stands on its own. The precedent is the reason to build this concept in this gap.

“More of the right ingredients than most new hotel projects in Bali at this price point.”

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