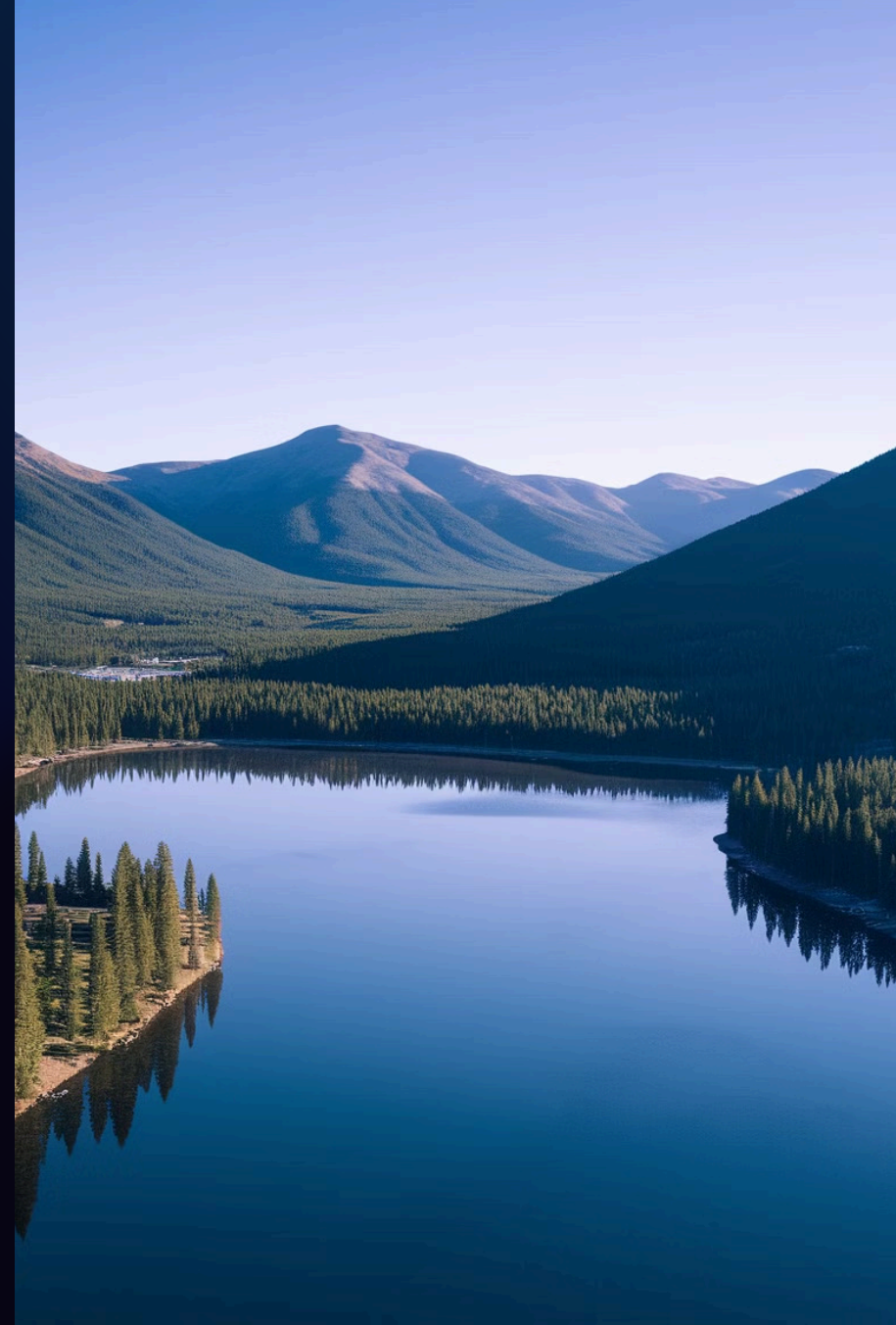


Big Bear Lake Hotel

Welcome to the introduction of the Big Bear Lake resort hotel renovation project. This project is located in the famous tourist destination of Big Bear Lake, California, which receives over 3 million visitors annually. We plan to upgrade and renovate the existing 27-room hotel, and add a new specialty restaurant, landmark building, gift shop, and weekend activity marketing to increase overall profitability.





Overview of the Big Bear Lake Hotel Renovation and Expansion Project

1 Hotel Location

The project is located in Big Bear Lake, California, just 2 hours from Los Angeles, a renowned four-season tourist destination. It is situated in the center of Big Bear Lake.

2 Project Scale

The hotel occupies 1.03 acres (about 6 mu in China), with the current hotel having 27 rooms, which are planned for a comprehensive upgrade and renovation.

3 Development Plan

In addition to the hotel upgrade, there are plans to add a specialty restaurant, landmark building, gift shop, and to launch weekend activity marketing.

Hotel Renovation Project - Exterior Facade Renovation



Basic Room Layout Unchanged

The hotel has a stable operating income, with an annual turnover of \$400,000 to \$500,000.



Exterior Renovation and Upgrade



New Feature 1: Trout Burger Restaurant at Big Bear Lake

The restaurant offers delicious trout burgers, attracting many visitors to come and try them. The interior of the restaurant is mainly made of wood, creating a warm and comfortable atmosphere. The walls are adorned with trout models and pictures, showcasing the unique theme.

New Feature: Specialty Gift Shop



Souvenirs

Local specialty souvenirs attract many visitors to make purchases, such as hats and t-shirts with the Big Bear Lake logo.



Mineral Specimens

Offering unique mineral specimens from the Big Bear Lake area, such as crystals and stones, as special souvenirs.



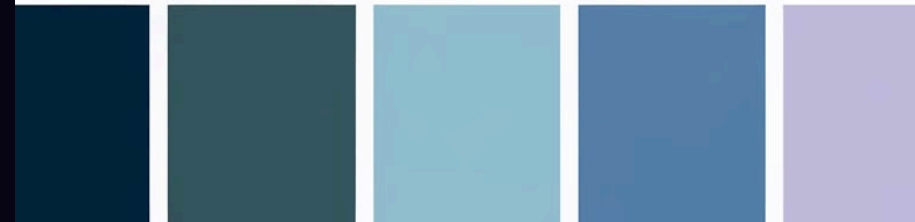
Revenue Source

The gift shop becomes an additional revenue stream for the hotel, enhancing the overall profitability.



New Feature 3: Big Bear Lake Landmark Building

The hotel will add a new Big Bear Lake landmark building, creating an attractive photo spot. Visitors can take photos next to the building, enhancing the hotel's visibility and appeal.



Data Analysis: Revenue Source Analysis



Landmark Building Check-in

Attracts tourists to take photos, increases hotel occupancy rate, **27 rooms,**
annual revenue of \$480,000, net profit of \$360,000



Specialty Restaurant

Average consumption \$15,
covers 10% of tourists,
annual revenue of \$4.5
million



Gift Shop

Average consumption \$10,
covers 10% of tourists,
annual revenue of \$3
million



Weekend Activities

Attracts an additional 5%
of tourists, annual revenue
of \$780,000, average
consumption of \$5 per
person, weekend outdoor
barbecue, open-air cinema,
etc.

Investment Return Summary: Total annual revenue of \$8.76 million, net profit of \$3.88 million, return on investment of 80.83%, expected to recover the investment in 3.24 years

Visitor Data Analysis - Official Data for Big Bear Lake

3M

**Over 3 million visitors to
Big Bear Lake**

Visited year-round

300K

**3 million visitors drive 10%
conversion**

30 million visitors dine and
check-in at hotels

Of the estimated 3 million visitors, **10% (about 300,000) will be precisely directed to hotels**, with an average spend of around \$15 per person. This means that approximately 300,000 visitors per year will directly convert into potential hotel customers.



Natural Advantages of the Great Bear Lake Area - A Mature Tourist Destination



Year-round Tourism

Winter skiing, summer water sports, hiking, fishing and other tourism activities support local economic growth.



Stable Visitor Flow

Annual visitor volume of over 3 million, covering winter ski visitors, summer outdoor adventurers, and vacationers.



Sustained Growth

The Great Bear Lake tourism market has been steadily growing, with over 20% growth in the past 10 years, and high return on investment.



Business Model: Hotel Upgrade

Modern Renovation

Improve room comfort and competitiveness, attract more high-end customers.

Facility Upgrades

Add smart access control, pool area, SPA area, and other amenities to enhance the customer experience.

Management System Optimization

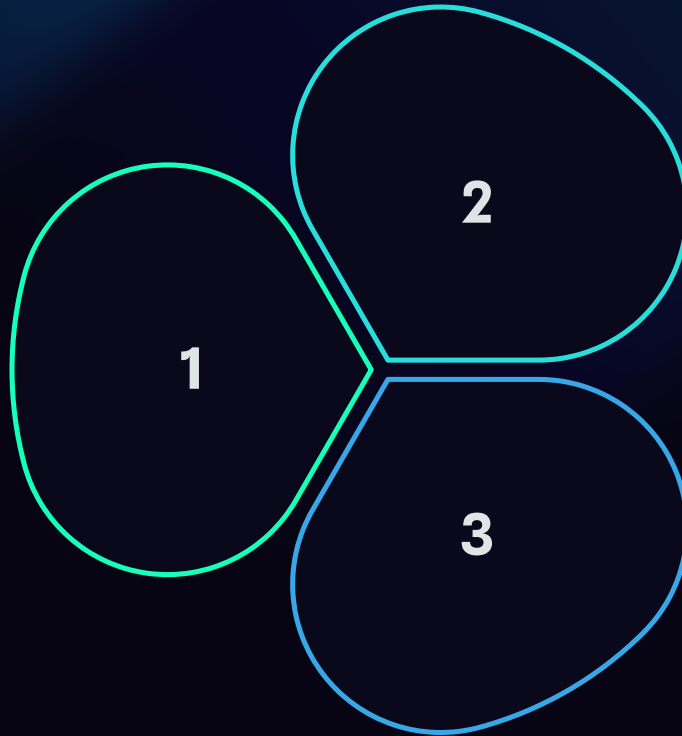
Introduce automated management systems to optimize operating costs and improve customer satisfaction.



Business Model: Specialty Restaurants

Local Signature Dishes

Offer local signature dishes such as trout burgers and yak burgers to attract visitors to try them.



Seasonal Themes

Incorporate seasonal events, such as Christmas-themed restaurants and summer outdoor BBQ night markets.

Unique Dining Experience

Create landmark architecture, becoming a popular spot for social media photos, to increase social media exposure.

Business Model: Gift Shop and Weekend Activities

Specialty Souvenirs

Establish a souvenir shop selling local specialty products such as handicrafts, commemorative t-shirts, custom postcards, etc. to increase average order value.

Themed Events

Organize weekend themed events such as outdoor movie nights, yoga classes, music festivals, etc. to increase visitor dwell time and additional spending.

Marketing & Operations Plan



Online Promotion

Social media marketing (Instagram, TikTok, Xiaohongshu)



Collaborate with Travel Bloggers & KOLs

Attract more visitors



Google & OTA Booking Websites

Increase hotel visibility

Offline Channels



Official Tourism Promotion Cooperation with Daxionghu

Cooperate with the local tourism bureau to promote Daxionghu hotels and surrounding attractions.



Establish Cooperation with Local Travel Agencies & Hotels

Collaborate to launch tourism packages to attract more visitors.



Special Events & Holiday Promotions

Such as the winter skiing season and summer water activities, to attract visitors to experience them.

Project Site Photos



Project Site Photos



Current Operating Prices for Project Hotels



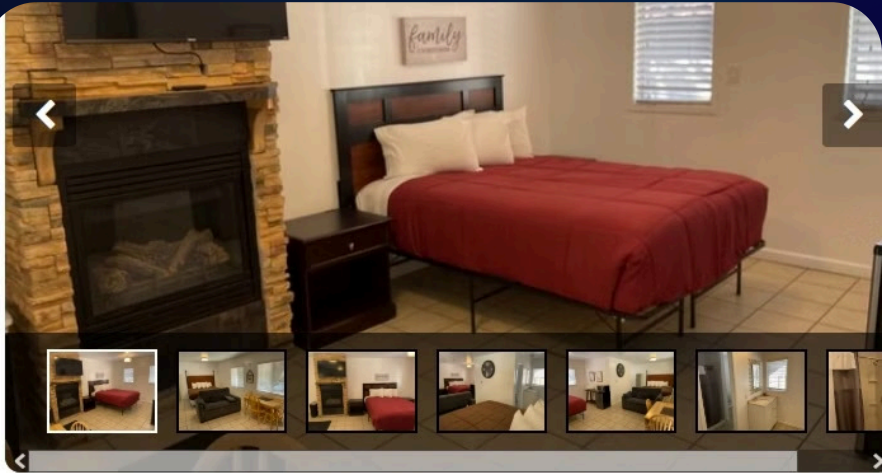
ONLY 8 LEFT

Deluxe Double Room

Two Queen Bed on the first floor, shower only.
High-speed internet, with streaming TV, Microwave, mini-fridge.

[More Details](#) ⓘ 📅

Standard Rate
\$117.80 / night
\$117.80 Total



ONLY 1 LEFT

Family Suite

Our charming and spacious cabin conveniently located at the center of all the attractions. Check out Big Bear Marina (2,950 feet) and Alpine Slide at Magic Mountain. 5 minute...

[More Details](#) ⓘ 📅

Standard Rate
\$143.64 / night
\$143.64 Total