

## MIRAVAL® RESORTS

### Tucson, Arizona and Other U.S. Markets

Consistently ranked as one of the top destination spas in the world, Miraval® offers a suite of activities, amenities, and classes centered on a “Life in Balance” philosophy.

Miraval Arizona blends innovative fitness and nutrition programs with opportunities for relaxation and outdoor recreation in an all-inclusive resort setting, comprising 400 acres at the base of the Catalina Mountains just north of Tucson, Arizona.

In late 2004, Miraval engaged RCLCO to conduct a market and financial feasibility analysis for the residential component of Miraval’s expansion and redevelopment plans ultimately leading to support for-sale resort residential product at Miraval Arizona. RCLCO’s strategic recommendations—and subsequent market updates—regarding the market opportunity, product programming and positioning, target buyers, and marketing approach informed plans for what would become the first residential phase, The Villas at Miraval.

Concurrent to the analysis regarding future planning for Miraval Arizona, Miraval also engaged RCLCO to look at broader issues surrounding the Miraval brand and expansion into new markets. As part of this effort, RCLCO led consumer research analysis including surveys and one-on-one guest interviews to gain a keen understanding of guest profiles and psychographics.



These engagements and other site-specific evaluations helped Miraval plan for future expansion in Arizona and beyond, including Miraval Living, a condominium development in New York City featuring 40,000-square feet of exclusive amenities.