

EXPERIENCE-DRIVEN ASSET PLAYBOOK

THE COMPLETE GUIDE TO ACQUIRING AND OPERATING EXPERIENCE-DRIVEN ASSETS

INTRODUCTION

Experience-driven assets—such as boutique hotels, RV parks, and hospitality businesses—thrive when you create memorable experiences that keep guests coming back and support premium pricing. Use this framework to source, acquire, and operate assets with an intentional guest experience and disciplined economics.

THE XDA ADVANTAGE

Focus on experience-driven demand

Choose assets where differentiation and guest intent are visible.

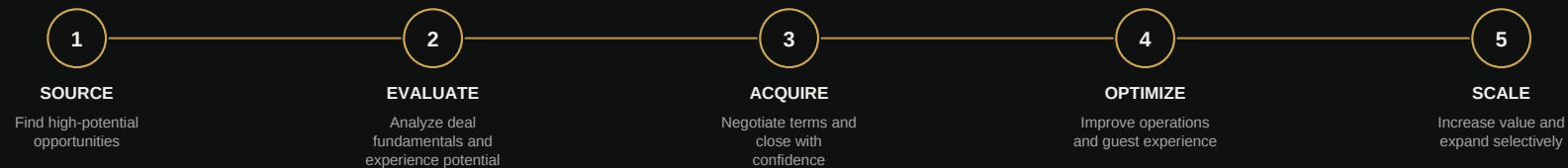
Use data to reduce risk

Validate demand, pricing, operations, and downside assumptions.

Build scalable systems

Turn great service into repeatable operating routines.

THE XDA PROCESS



KEY SUCCESS FACTORS

- ☐ Location & Demand
- ☐ Guest Experience
- ☐ Operations & Systems
- ☐ Team & Culture
- ☐ Financial Discipline

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