



JUNGLE LUXE
MANAGEMENT PROPOSAL



Jungle Luxe

ABOUT US

Jungle Luxe was founded on a vision that Tulum deserves a hospitality brand defined by design excellence, operational discipline, and enduring perspective. Established in 2022, the company has evolved from a boutique concept into one of the most design-forward and strategically positioned hospitality groups operating on the ground in Tulum today.

Immersed in the daily rhythm of the Tulum market, over the past three years, we have developed a refined understanding of guest psychology, owner priorities, construction standards, regulatory nuance, and the evolving cultural landscape of Tulum. This intelligence shapes every layer of our work, from revenue strategy and portfolio curation to architectural direction and guest experience.

Jungle Luxe exists at the intersection of luxury hospitality, real estate investment, and bespoke design. We are more than a management company. We curate a selective portfolio of villas defined by architectural integrity and long-term performance, while also designing and building custom residences, repositioning assets to unlock higher yield, and advising investors with a disciplined, structured approach to the Tulum market.

We believe elevated hospitality is intentional. It is built through thoughtful design, precise execution, and unwavering brand stewardship — creating a luxury brand in Tulum designed to endure for years to come.





YOUR GOAL

ATTRACT your *ideal*
clients & increase
your REVENUE with
an unforgettable
experience.

JUNGLE LUXE

BUILT ON THE GROUND

Deep market Intelligence

Tulum is a complex and highly nuanced market. Over the past three years, Jungle Luxe has operated fully on the ground — navigating tourism cycles, regulatory evolution, infrastructure realities, and the true lifecycle of luxury villas in a coastal jungle environment. Our decisions are informed by lived experience, not theory.

Structured Operations

Our team oversees maintenance coordination, vendor accountability, cleaning quality control, and preventative systems designed specifically for climate-intensive properties. We do not operate reactively. We operate on defined workflows that protect asset integrity and reduce long-term risk.

Revenue + Asset Performance

Dynamic pricing, seasonal demand positioning, and ongoing cancellation analysis allow us to strategically optimize ADR while protecting occupancy. Every property is positioned intentionally within its tier to maximize long-term performance rather than short-term volatility.

Guest Experience + Brand Control

Elevated hospitality requires structure. From pre-arrival communication to concierge coordination and in-stay protocols, every touchpoint is managed with clarity and consistency. Review monitoring and reputation management are treated as strategic brand assets.

Owner Strategy + Financial Clarity

We provide transparent monthly reporting, structured communication through our portal, and ongoing performance reviews. Beyond management, we guide reserve planning, compliance coordination, and long-term asset strategy to ensure stability and growth.

Performance Outlook - Villa

PROJECTED RETURNS + ASSET STRATEGY

YEAR 2 - PREMIUM TIER OPTIMIZATION

Blended ADR: \$TBD
Occupancy: 60-70%
Projected Revenue:
TBD based on asset/design

WARRANTY COORDINATION

During initial ownership, we document issues, coordinate directly with builders and contractors, and track follow-through

YEAR 1 - STABILIZATION + MARKET ENTRY

Design refinement, pricing calibration, and disciplined positioning within a competitive villa category.
Blended ADR: \$TBD
Occupancy: 50%
Projected Revenue:
TBD based on asset/design

MAINTENANCE + RESERVE STRATEGY

Luxury villas in Tulum require proactive reserve planning due to humidity, hard water, and commercial usage intensity. Structured allocation protects long-term performance and prevents deferred capital strain. Year 1 6% Year 2 9%

NET PERFORMANCE + LONG TERM VALUE

Gross revenue is only one indicator of success. True performance reflects disciplined expense management, proactive maintenance reserves, and strategic rate positioning that protects both asset condition and brand perception.



Management Architecture

DESIGNED FOR PERFORMANCE

Base Management Fee: Initial amount based on Asset
If annualized occupancy (excluding owner nights) exceeds 60%, management adjusts to a bonus % on the additional revenue.

12 month initial agreement term

1000 mxn monthly consumable fee

800 mxn monthly technology fee

This structure aligns performance incentives while protecting downside risk while rewarding measurable revenue growth.



The Jungle Luxe Launch

START UP FEES

To remain competitive within the Tulum market and align with current management offerings, Jungle Luxe proposes the following upfront startup costs.

- Luxury Launch Media Package
- Professional Photography- 12,000 mxn + IVA
- Initial branded Jungle Luxe soap set 3000mxn
- Licensing Fees 2000 mxn
- Annual Global Liability Insurance 4000 mxn
- Linens and household items as needed per inventory

Included at no cost:

- Short Form Video Content
- Signature Scent Program installation and diffuser
- Listing optimization and OTA positioning setup
- Revenue forecasting and pricing configuration

Annual Media Activation Program

Up to 7 total nights per calendar year allocated for structured marketing activations.

- One 3-night activation
 - One 4-night activation
 - Scheduled during approved low or shoulder season windows (No Dec or January dates)
 - Professional content deliverables with usage rights for marketing campaigns
- Jungle Luxe pays cleaning fees for content stays

What's Included

THE JUNGLE LUXE STANDARD

Our management fee reflects comprehensive stewardship of your villa — operationally, financially, and strategically.

We oversee the full guest lifecycle, from pricing strategy and platform positioning to structured communication, concierge coordination, and in-stay support. Each reservation is managed within defined protocols designed to protect both brand integrity and asset condition.

Operationally, we coordinate cleaning teams, supervise vendors, and implement preventative maintenance systems tailored to Tulum's climate and construction realities. Maintenance is approached as asset preservation, not reactive repair.

Through dynamic pricing, seasonal calibration, and ongoing performance analysis, your villa is positioned intentionally within its competitive tier to optimize long-term returns.

Our role is not simply management — it is active stewardship, ensuring your property is protected, positioned, and guided within a disciplined luxury framework.





Next Steps

01 ALIGNMENT + PROPERTY REVIEW

02 FORMALIZED PARTNERSHIP AGREEMENT

03 ONBOARDING + ASSET DOCUMENTATION

04 CURATED MEDIA PRODUCTION

05 LISTING LAUNCH / MARKET POSITIONING



Questions? Reach Out

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Please note our office hours are Monday -
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