



CULTURE & VALUES

# The *SAUCE* That Sets Us Apart

OUR CORE VALUES · OUR CULTURE · OUR STANDARD

WHY WE EXIST, WHERE WE ARE HEADED

# Our Mission & Vision

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The promise we keep today, and the standard we are building toward tomorrow.

M

MISSION STATEMENT

## Why We Are Here

To create destinations that people love, communities value, and generations remember.

*Every decision we make traces back to this.*

V

VISION

## Where We Are Going

To build America's most respected portfolio of independent hospitality destinations.

*Measured by reputation, not by room count.*

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# Why Core Values Matter

Core values are not a list on the wall; they are the **operating system** of a great organization.

When every team member embodies the same values, decisions become easier, culture becomes consistent, and guests feel the difference. For Relaxed Retreat, our values guide how we treat our guests, our property, our colleagues, and ourselves.



## They Guide Decisions

When you are unsure of what to do, your values guide you.



## They Build Trust

Consistent behavior creates confidence internally and with every guest.



## They Attract the Right People

Great culture starts with shared beliefs, not job titles.



## They Define Excellence Here

Not generic hospitality, but the Relaxed Retreat way.

OUR CORE VALUES

# Meet the SAUCE

*Five values. One culture. Every interaction.*

S

## Stewardship

We protect what we have been entrusted with.

A

## Act Like an Owner

We take initiative, accountability, and pride.

U

## Unreasonable Hospitality

We go far beyond what guests expect.

C

## Continuous Improvement

We are always learning, growing, and refining.

E

## Elevate the Experience

We make every moment memorable.

# S — Stewardship

*We protect and care for everything entrusted to us.*



## What It Means

Stewardship means being a responsible guardian of the land, the property, the guest experience, and the Relaxed Retreat brand. We treat every resource as if it were our own and operate with long-term thinking instead of short-term shortcuts.

This includes environmental care, financial responsibility, brand integrity, and maintaining the physical beauty of our retreats.

## In Practice at Relaxed Retreat

- **Leave No Trace** mindset on the property, pick up litter even when it is not yours.
- **Report maintenance issues** before they become bigger problems.
- **Protect the brand** in every guest interaction and on social media.
- **Use supplies, time, and energy** thoughtfully and without waste.
- **Treat the land and natural surroundings** with deep respect.

# A — Act Like an Owner

*Take initiative. Own outcomes. Do not wait to be asked.*

Acting like an owner means you do not see tasks as *not your job*. You see the whole picture, take initiative, follow through, and care about outcomes. It means showing up with pride, proactively solving problems, and treating Relaxed Retreat like it belongs to you.



## Take Initiative

If something needs to be done, do it without waiting for direction.



## Own Everything

Own your mistakes and your wins equally, no blame-shifting.



## Bring Solutions

Every challenge is an opportunity, bring answers, not just problems.



## Be the Brand

Represent Relaxed Retreat with pride, even off the clock.



## The Owner Question

Ask: what would I do if this were mine? Then do exactly that.

# U — Unreasonable Hospitality

*We go far beyond what guests expect.*

It is something that you will have read about and now we are asking you to live it. Help make the unimaginable possible for our guests.

## WHAT IT MEANS

Unreasonable Hospitality is personal, imaginative, and always human. It transforms a stay into a story guests will tell for years. The kind of story that travels further than any review platform.

It is the difference between a transaction and a memory. It is the difference between a guest who was served and one who was *seen*.

## IN PRACTICE

- Listen with intent
- Learn a guest's name and use it naturally throughout their entire stay
- Surprise a couple celebrating an anniversary with a handwritten note
- Stock a cabin with a guest's favourite snacks discovered quietly in their booking notes
- Go out of your way to fulfil a request that is out of the ordinary because it matters to them

*“People will forget what you do...  
but they’ll never forget how you made them feel”*

*~ Will Guidara*

# C — Continuous Improvement

*We are always learning, refining, and raising the bar.*

Great organizations are never finished. We embrace feedback, reflect honestly on what is working, and take deliberate steps to grow.

Continuous Improvement is not about being broken; it is about being deeply committed.

## Seek Feedback Actively

Do not wait for complaints — ask for feedback, read guest reviews, and genuinely listen to your team mates.

1

## Iterate and Implement

Make changes — small or large — and test them. Progress does not require perfection, only commitment.

2

## Reflect Without Ego

Look at what happened honestly. What worked? What did not? What would you do differently next time?

3

## Share What You Learn

When you grow, bring your team with you. Knowledge shared is culture built.

4

ELEVATE THE EXPERIENCE

# E — Elevate the Experience

*Turn ordinary moments into lasting memories.*

Elevation is the Relaxed Retreat signature. It means looking at every touchpoint: arrival, meals, activities, downtime, departure and asking: *How can we make this more beautiful, more personal, more remarkable?* It is the relentless pursuit of wow.



## Arrival Experience

Make the first moment unforgettable. Welcome every guest like they have been expected all week.



## The Details

Flowers, handwritten notes, cool cabins, perfect ambient lighting; small touches create massive impact.



## Every Meal Matters

Food and drink are experiences not transactions. Don't underestimate the moment. It's pizza to us. It could mean the world to them.



## Atmosphere by Design

Sound, scent, light, and temperature. Set the scene with intention.



## Nature as a Feature

Help guests connect with the environment in ways they cannot replicate elsewhere.



## The Goodbye

The last impression lasts longest, send guests off with warmth and a reason to return.

LIVING THE VALUES EVERY DAY

## SAUCE in Daily Vernacular

*These are not words for a slide — they are words for the work.*

One of the most powerful things a team can do is adopt a shared language. When values live in everyday conversations, they stop being concepts and start being culture.

Here is how **SAUCE** shows up in the language we use at Relaxed Retreat.

*“The cabin looks great, but can we add a little SAUCE to it?”*

*“What would you do if you owned it?”*

*“What would the guest never expect us to do? Let’s do that.”*

*“I like version 1, but let’s build a version 2 that’s even better.”*

*“Still needs some extra SAUCE.”*



Using this language signals shared values, reinforces culture, and invites everyone to participate in our standard of excellence.

# Add a Little SAUCE.

*Every day. Every shift. Every guest.*

SAUCE is an invitation. An invitation to show up fully, to care more than expected, to take pride in every inch of this property and every interaction with the people who choose to spend their precious time here. Relaxed Retreat is not just a place you work, it is a place you help create.

STEWARDSHIP



ACT LIKE AN OWNER



UNREASONABLE HOSPITALITY



CONTINUOUS IMPROVEMENT



ELEVATE THE EXPERIENCE

RELAXED RETREAT

# Welcome to the Team. Welcome to the Culture.

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You are the secret ***SAUCE.***

Stewardship · Act Like an Owner · Unreasonable Hospitality · Continuous Improvement · Elevate the Experience

Let us make something extraordinary together.