

# CWS HOSPITALITY

The Celebrate With Sarah brand is expanding to high-end hospitality through short term vacation rentals and experiences in Nashville, Tennessee.

Our new bigger brand also shares the most important facet of our mission, to be socially conscious and give back.





# SARAH BUXBAUM

## FOUNDER

Entrepreneur with 15 years of high-end hospitality and customer service experience, including positions as Food & Beverage Manager at two large international hotels.

Currently runs a celebration based business, focused on creating memorable dessert tablescapes for weddings and events.



## OUR MISSION

We make celebrations unique. A crossover of a boutique hotel and an Airbnb, with a socially conscious core to give back, our focus is the experience driven type of tourism.



# Client Demographics

Women traveling to Nashville represent a different type of tourist.

They are centered on fun, safe, inclusive, and memorable, Instagram-friendly experiences — staying in neighborhoods, eating in neighborhood spots, visiting local bars.

# WHY DOES NASHVILLE NEED CWS HOSPITALITY?

We create an intimate experience that travelers don't get in a hotel or typical Airbnb.

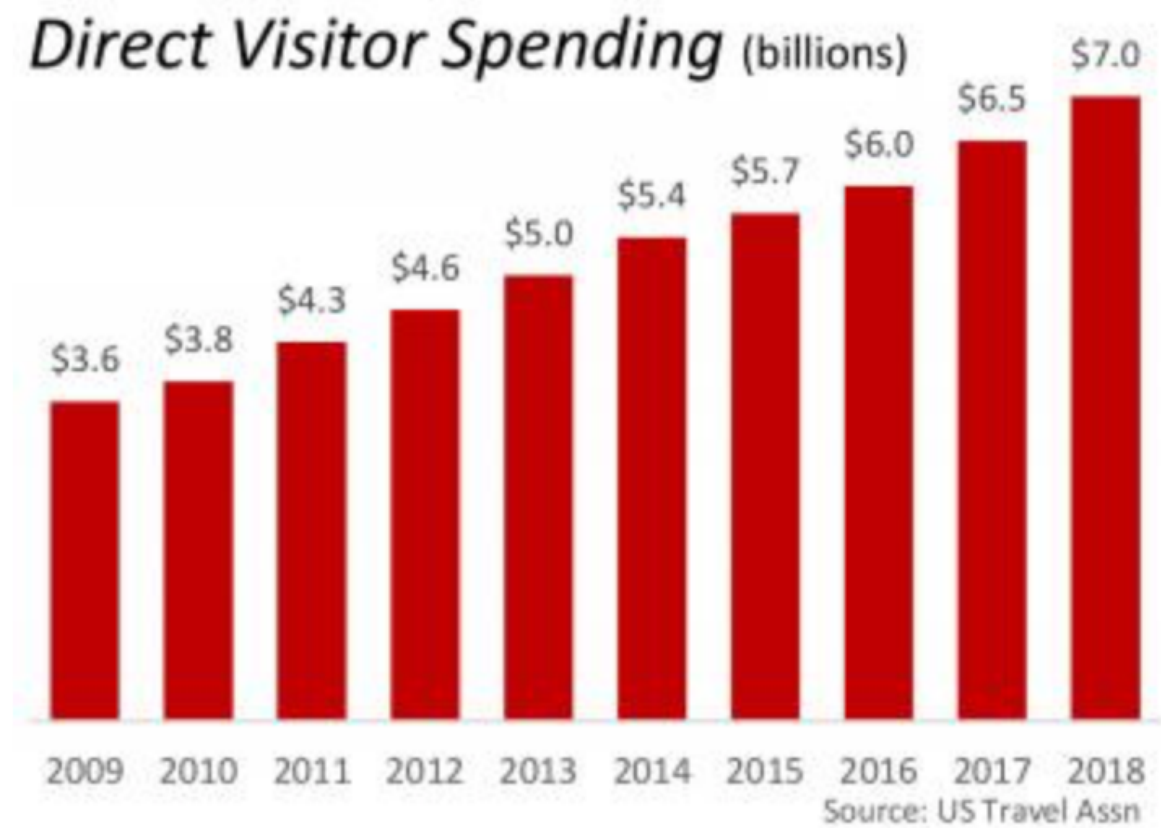
- Details to leave our guests feeling pampered such as: fresh flowers, chilled champagne, and our Signature Celebration Box filled with face masks, hair products & special gifts to take home.
- Cozy couches, luxurious bedding and crystal chandeliers create a warm, glamorous and inviting atmosphere, centered around the moments that matter most.
- Every guest will be helping spread joy beyond Nashville, through projects focused on children worldwide, via The Sarah Annelise Foundation.



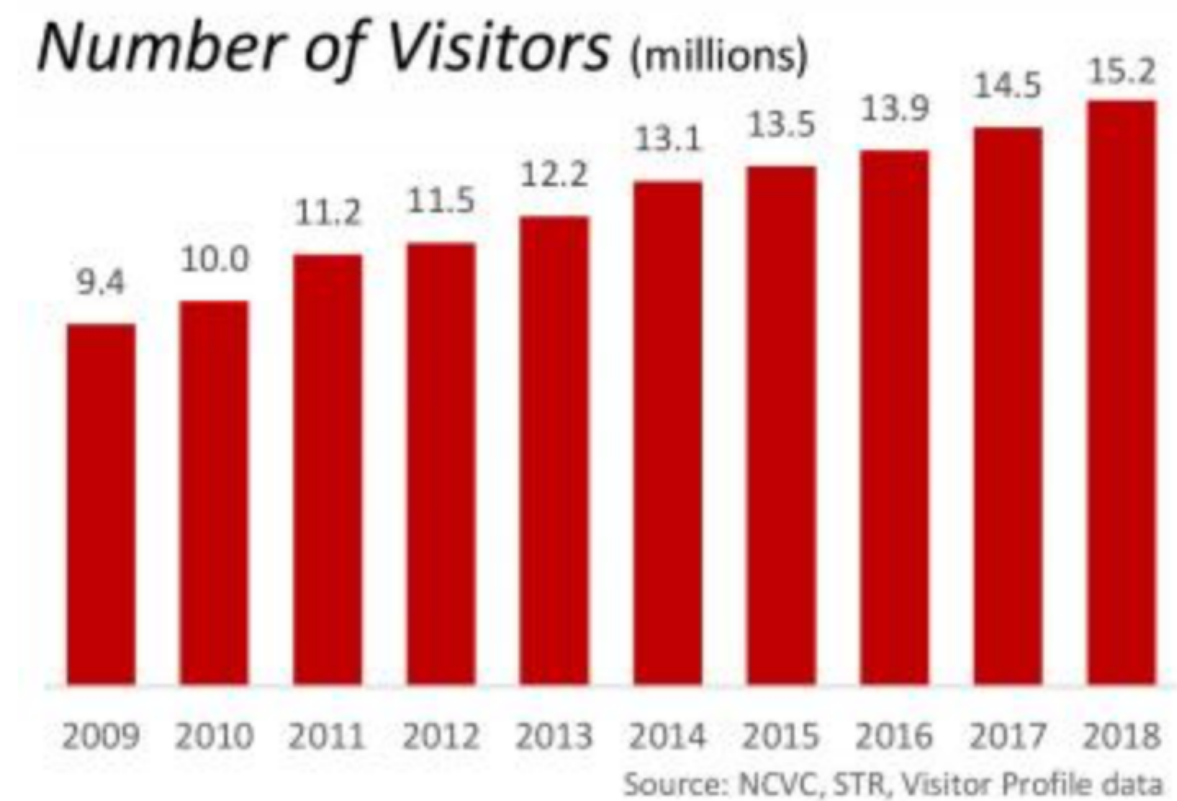
# Key Market Insights

15.2 MILLION TOURISTS SPENT OVER \$7 BILLION IN NASHVILLE IN 2018

## DIRECT VISITOR SPENDING (BILLIONS)



## NUMBER OF VISITORS (MILLIONS)



# Nashville by the Numbers

**\$7 BILLION**

spent by travelers in  
2018

**#1**

growth in the past  
five years. Nashville  
demand (hotel rooms  
sold) has increased  
faster than any other  
top 30 city in the  
United States.

**#6**

of Top 50 Meeting  
Destinations in the  
United States

**15.2 MILLION**

travelers visited  
Nashville in 2018

**\$247**

average nightly rate for a  
traditional Airbnb



# 74%

AVERAGE AIR BNB  
OCCUPANCY RATE IN  
NASHVILLE

Source: Realtor.com 2019



# Timeline of Projects

Monthly priorities  
and deliverables

SEPTEMBER 2019

Launch Wefunder Campaign

FEBRUARY 2020

Raise \$60k and hit minimum goal

APRIL 2020

Purchase and open first location  
in Nashville

SEPTEMBER 2020

Start repayment to investors

MARCH 2022

Open second location

To Learn More  
& Invest:

**INVESTMENT CAMPAIGN PAGE**

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