

## **Assets Included in the Sale**

### **Operational Assets**

- Tour equipment used in daily operations
- Vehicles (4 – 14 passenger shuttles; 1 4x4 Expedition)
- Office and operational equipment

### **Retail & Rental Operations**

- Beach rental equipment and inventory
- Retail merchandise inventory
- Retail and rental point-of-sale (POS) system
- Established retail and rental operations integrated with the business

### **Intellectual Property & Brand Assets**

- Business name and brand identity
- Logo and brand materials
- Website and domain name
- Marketing materials and photography
- Digital media assets including video a photo catalog of Lake Powell, Horseshoe Bend and several Antelope Canyon locations
- Online listings and digital presence

### **Digital & Marketing Infrastructure**

- Social media accounts
- Email marketing lists and customer database
- Advertising creatives and marketing campaigns
- SEO content and website assets

### **Operational Systems**

- Booking systems and reservation platforms
- Tour and route itineraries and operational procedures
- Vendor and supplier contact lists
- Internal workflows and operational documentation

### **Established Relationships**

- Tour operator partnerships
- Vendor and supplier relationships
- Referral networks and collaborative partners

### **Customer Base**

- Customer contact database
- Historical booking relationships
- Existing audience and marketing reach

### **Location Opportunity**

- Potential transfer of existing lease (subject to landlord approval)