



CHOOSE THE MOON®

world luxury selection

SINCE 12.12.12





INTRODUCTION

We are Quality Touch, a company dedicated to studying and promoting luxury since 2007. Inspired by the famous 1962 speech by J.F. Kennedy, "We choose to go to the Moon," we launched CHOOSETHEMOON on 2012/12/12. It is an elite club, a selection of the very best in the world. A unique platform that brings together and promotes luxurious hotels, restaurants, spas, and golf courses.

CHOOSETHEMOON is a prestigious brand, a symbol of quality and trust for both Clients and Professionals. It is an emblem that members of this exclusive club display with pride.

Think big, CHOOSETHEMOON!

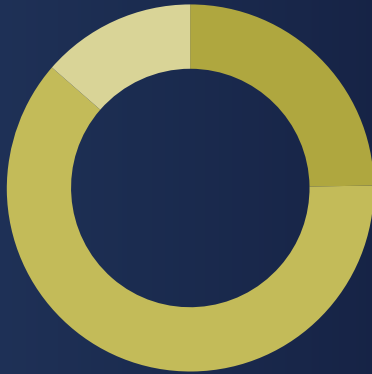
Hugo Graça Gonçalves
Founder and CEO



MEMBER TYPES

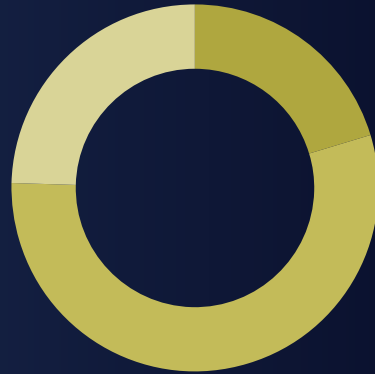
392 MEMBERS

LUXURY HOTELS
125 MEMBERS



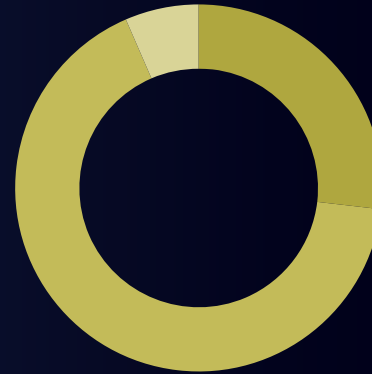
- Elite Member - 24,8%
- Prestige Member - 61,6%
- Premium Member - 13,6%

LUXURY RESTAURANTS
118 MEMBERS



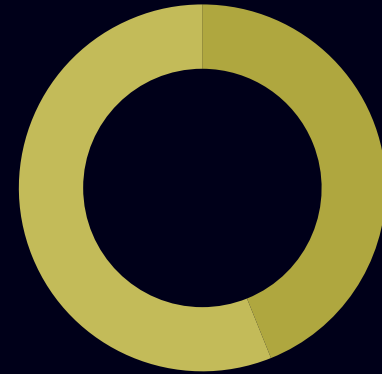
- Elite Member - 20,3%
- Prestige Member - 55,1%
- Premium Member - 24,6%

LUXURY SPAS
108 MEMBERS



- Elite Member - 26,9%
- Prestige Member - 66,7%
- Premium Member - 6,4%

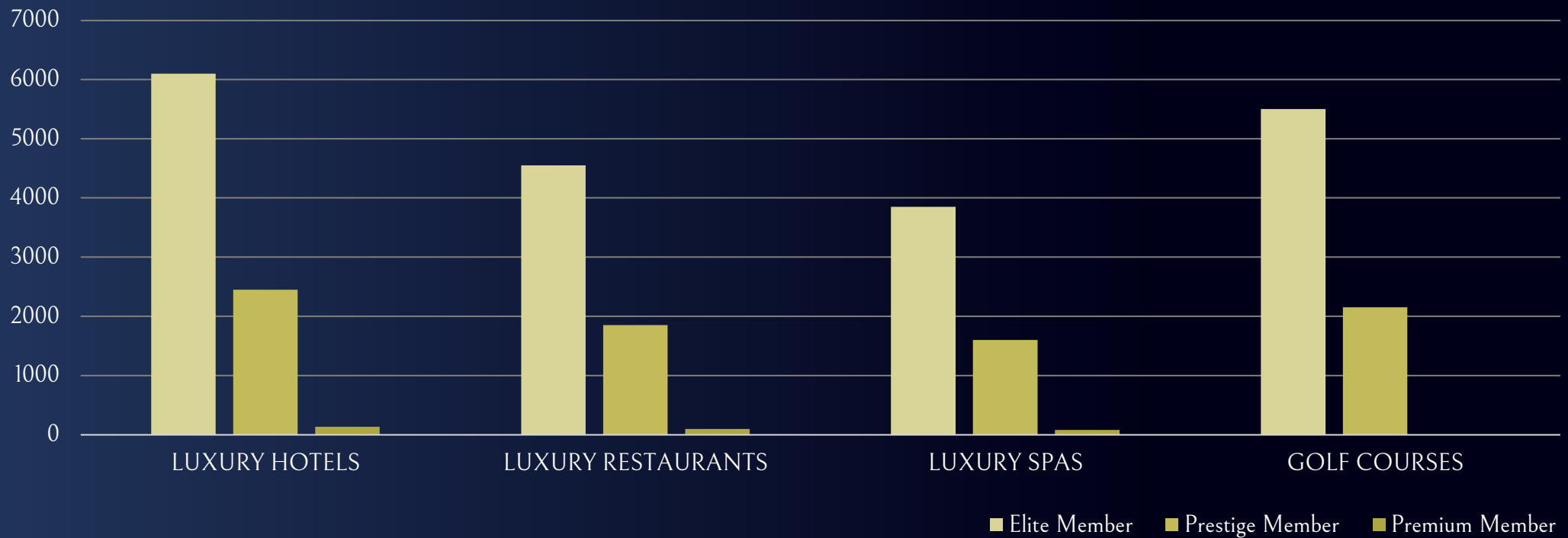
GOLF COURSES
41 MEMBERS



- Elite Member - 43,9%
- Prestige Member - 56,1%
- Premium Member - 0,0%

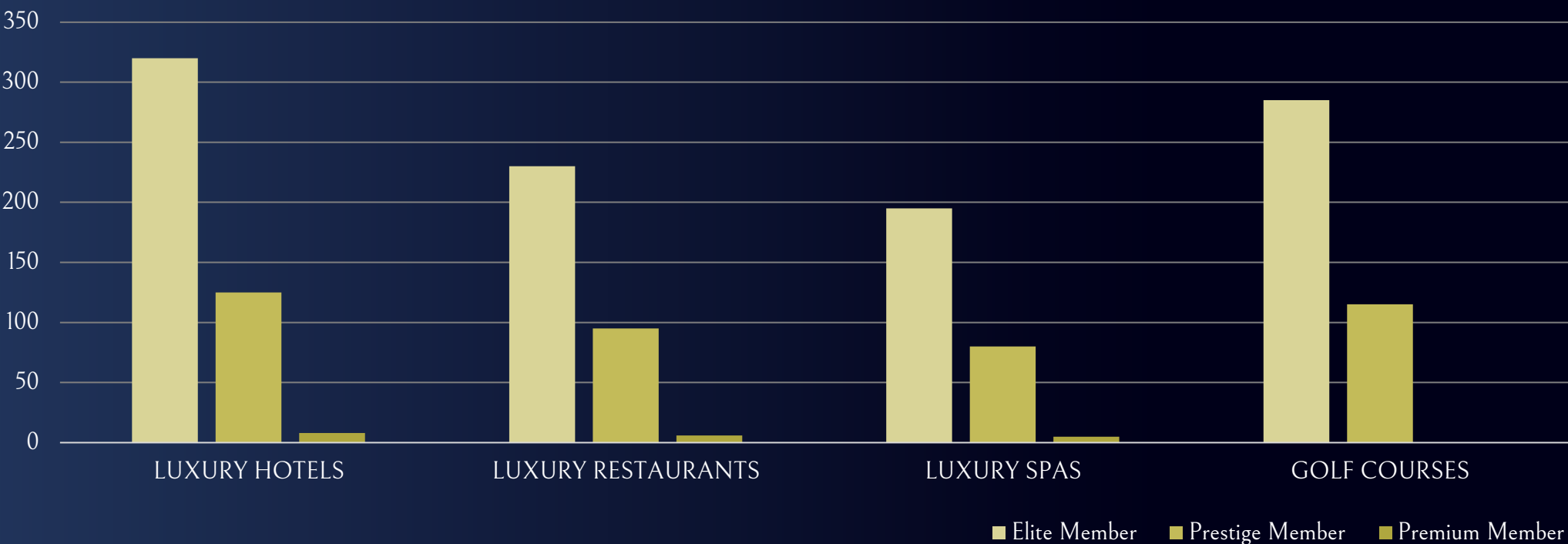
MEMBER PAGE VIEWS

AVERAGE VIEWS PER MONTH



MEMBER PAGE CLICKS

AVERAGE BOOKING CLICKS PER MONTH



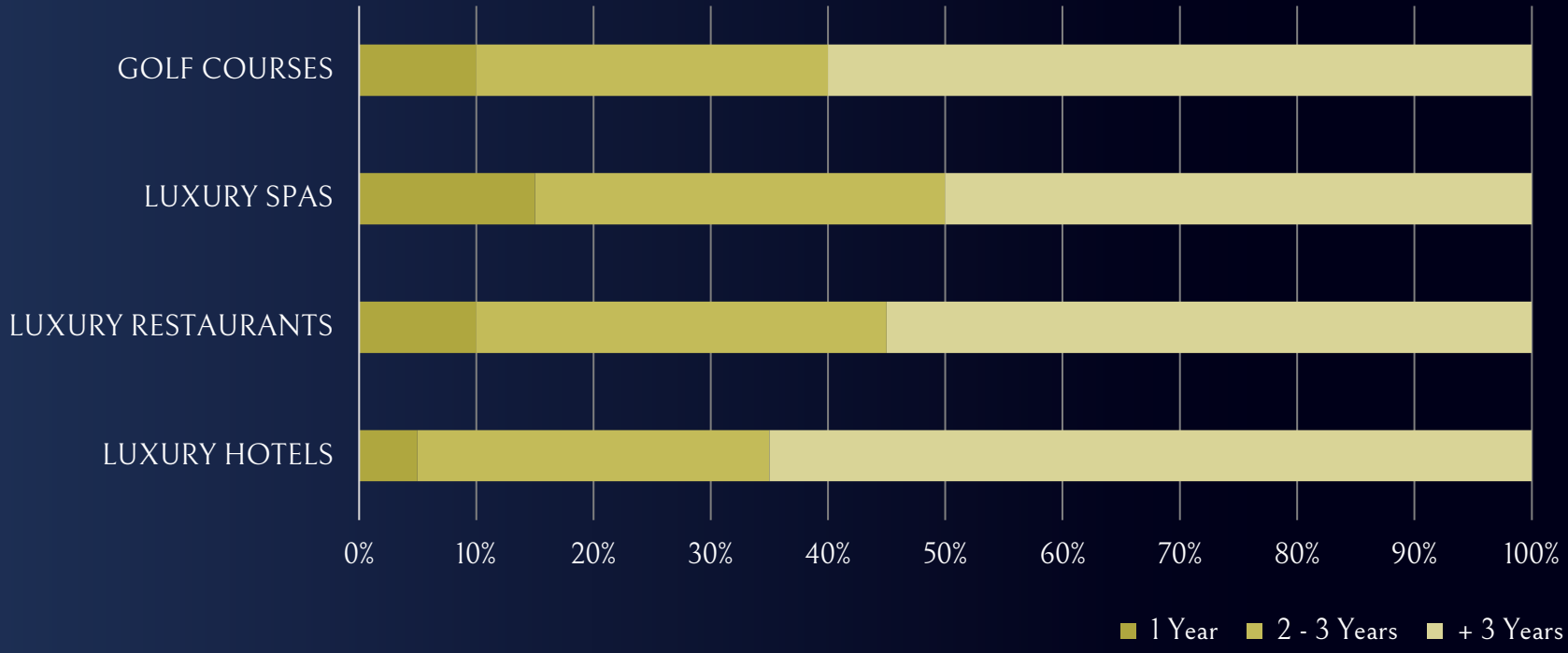
MEMBER MAP VIEWS

+ 50.000 DAILY VIEWS



STAY OF MEMBERS

AVERAGE PERIOD OF STAY



MEMBER SATISFACTION

QUESTIONNAIRE RESULTS

	MORE HIGHLIGHTS	MORE NOTORIETY	NEW BUSINESS	NEW CLIENTS
Elite Member	87 %	91 %	86 %	97 %
Prestige Member	91 %	96 %	83 %	95 %
Premium Member	94 %	97 %	77 %	92 %



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Quality Touch

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