



PetPods™ By Pop-Up-Pooch™

A Curated Pet Hospitality Experience

Introduction

Pop-Up-Pooch™ proudly presents **PetPods™**, a refined, turnkey retail amenity designed for hotels that approach pet hospitality with the same intention, quality, and care as every other aspect of the ultimate guest experience.

PetPods™ are elegantly designed, space efficient **mini dog boutiques** offering a curated assortment of premium pet treats, toys, and travel essentials—thoughtfully selected to serve today’s discerning traveler and their treat-sniffing canine companion. Seamlessly integrated into the hotel environment, PetPods™ provide convenient access to high quality products while preserving

aesthetic standards and operational simplicity. For boutique and luxury pet-friendly hotels, PetPods™ represent more than just a dogcentric amenity—they are a quiet statement of elevated service, thoughtful design, and authentic hospitality.

The Opportunity

Today's luxury travelers increasingly travel with their pet and expect accommodations that extend genuine care beyond basic pet friendly policies. Pets are family members whose comfort directly shapes guest satisfaction, loyalty, and brand perception. Guests want more than just a “pets allowed” experience from their accommodations; they want a “pets spoiled” adventure where the best vacations are pup-cations.

Hotels that thoughtfully address this expectation distinguish themselves in a competitive marketplace. By offering curated, design conscious pet amenities, hotels create emotional resonance, deepen guest relationships, and encourage repeat stays—while unlocking new, high margin revenue opportunities. PetPods™ allow hotels to meet this demand with elegance and ease.

What Are PetPods™

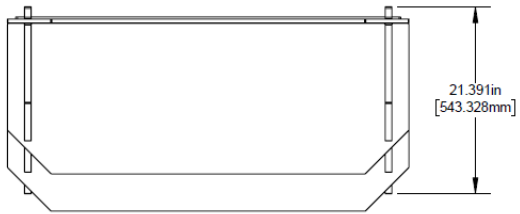
A **PetPod™** is a turnkey, mini dog boutique self-contained in an elegant retail display unit curated exclusively for pet inclusive hospitality environments. PetPods™ are stocked with a refined selection of premium pet products and treats chosen for quality, safety, aesthetic compatibility, and proven retail performance.

PetPods™ are designed to:

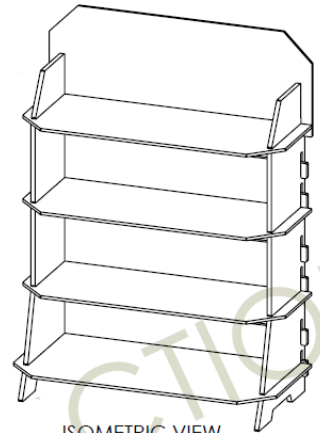
- Integrate seamlessly into lobby, concierge, or boutique spaces
- Enhance the guest experience without disrupting hotel operations;
Check-In. Wag Out.
- Offer convenience driven, high value purchases for traveling pet owners and their furry best friends.

Every detail—from product selection to display presentation—is carefully considered to align with elevated hospitality standards.

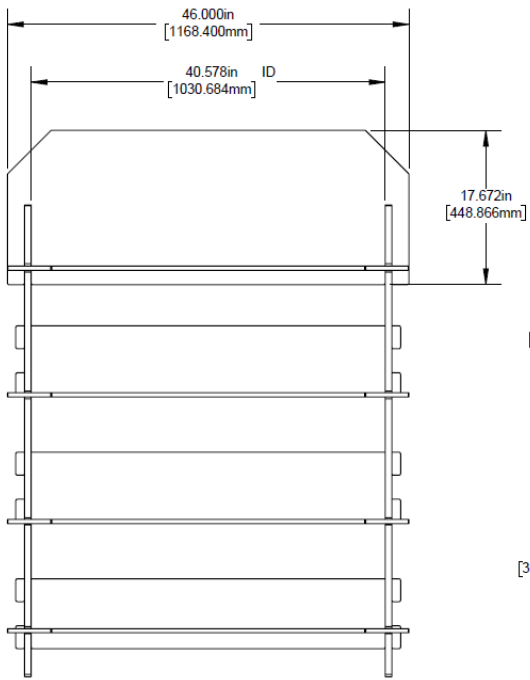




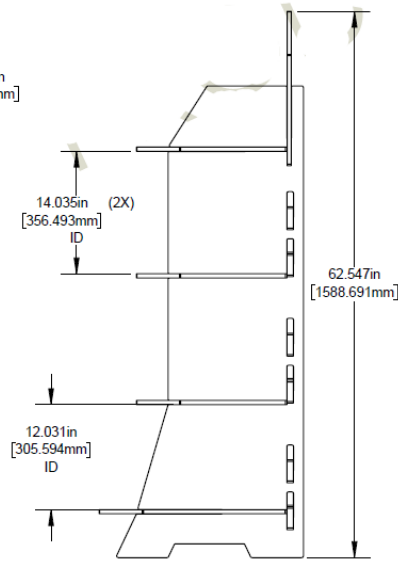
TOP VIEW



ISOMETRIC VIEW



FRONT VIEW



RIGHT VIEW

Turnkey Solution

Pop-Up-Pooch™ oversees the complete PetPods™ ecosystem, enabling hotel partners to access its advantages without any operational burden.

Pop-Up-Pooch™ oversees:

- Product sourcing and leverages vendor partnerships
- Curation and merchandising strategy
- Inventory selection and initial stocking
- Ongoing product guidance and support

Hotel teams simply offer the PetPods™ unit as part of the ultimate guest experience and enjoy incremental revenue generated through curated retail sales.

PetPod™ Initial Set-Up Includes

The PetPod™ is delivered, set-up, merchandised, and fully stocked with a hand-curated assortment of premium pet products by our top dog, CEO, and **Canine Concierge**. Our innovative and engaging unit is custom made with an architecturally sleek design, incorporating refined display bins specifically crafted to elevate merchandise presentation and facilitate effortless organization of items such as:

- Gourmet dog treats and cookies from our *Barkery*
- All-natural (always rawhide-free) premium chews and jerky
- Hygiene products and spa focused items (pet-wipes, dry shampoo, paw-balm, wee pads)
- Travel accessories (collapsible water bowls, poop bags, poop bag holders)
- Relaxation products for nervous traveling dogs
- Engaging play items and enrichment toys (tennis balls, plush toys, etc.)
- **Product selections are curated from proven retail high performance brands, evolving pet-industry trends, and every product in our PetPods™ are made in the U.S.A.**

Pricing & Revenue Opportunity

The Big Woof? All products included in the initial PetPods™ display unit are **included in the startup cost** (an over \$2500.00 retail value!), allowing hotels full flexibility in retail pricing.

Pop-Up-Pooch™ provides suggested retail pricing as guidance; however, hotels retain complete control over resale pricing to align with brand positioning, clientele, and location.

Because PetPods™ offer curated **convenience purchases** within a hospitality setting, guests are often willing to pay a premium for immediate access to trusted, high-quality products—creating a meaningful incremental revenue stream without additional staffing or operational complexity.

About Our Canine Concierge

Dorothy Cline offers over twenty years of marketing, branding, and pet industry experience. She is a registered veterinary nurse, dog enthusiast, and animal wellness specialist, contributing valuable merchandising expertise and pet industry knowledge to PetPods™ product selection and branding, which enables her to secure special pricing.

Her hands-on approach—grounded in product testing, trend analysis, and direct customer service—ensures; each item meets the highest standards for quality, safety, and guest appeal. Dorothy deeply understands that hotel guests want only the best for their pets, and she leverages her extensive retail experience in the pet industry to select products that truly resonate with both pets and their owners. Her unique “*dogs-eye view*” allows her to anticipate what furry travelers will enjoy most, ensuring every PetPods™ offering is thoughtfully curated for comfort, enrichment, and well-being. Under her leadership, Pop-Up-Pooch™ has established trusted relationships with leading

pet brands and manufacturers, delivering consistently elevated offerings for hospitality partners.

Supplier Partnerships

Pop-Up-Pooch™ works directly with a curated network of respected pet industry vendors and manufacturers. These partnerships ensure product authenticity, consistent quality, product safety, and competitive pricing while allowing access to premium and specialty items not commonly found in mass-market channels. All products in our PetPods™ are made in the U.S.A and are selected to complement refined hospitality environments and meet the expectations of discerning furry guests.

Customization Opportunities

Hotels may have the opportunity to hire Pop-Up-Pooch™ to enhance their PetPods™ experience through optional customization (at an additional cost), including:

- Hotel branded gourmet dog treats from the Pop-Up-Pooch™ BARKERY
- Cobranded merchandise or limited-edition items
- Hotel specific product selections or seasonal offerings (ie- Dog trucker hats with hotel logo, etc.)-Best seller!
- Hotel Name Programs (pet name magnets, dog bone toys, etc)-Best seller!





DISCLAIMER:

Custom items are not included in the initial start-up PetPods™ unit; however, available for an additional service and product fee, with timelines varying based on production and design requirements.

Customer Support

Canine Concierge support (account support) ensures each hotel partner receives personalized guidance and ongoing assistance. From merchandising recommendations to product refresh strategies, Pop-Up-Pooch™ provides thoughtful support designed to maintain a polished and relevant PetPods™ experience over time.

Market Snapshot

The pet industry is not just booming; it’s barking, begging, and wagging its way to record-breaking heights. The U.S. pet industry continues to experience sustained growth, with spending exceeding \$136.8 billion annually and pet ownership now present in more than 70% of American households. This momentum reflects a cultural shift toward pet-inclusive lifestyles, including travel. Luxury and boutique hotels that thoughtfully address this demand are well positioned to attract loyal, high value guests who seek accommodation aligned with their values and expectations.

Metric	Statistic	Business Relevance
U.S. Pet Industry Sales	\$136.8 Billion	Demonstrates a strong, resilient, and growing market with high consumer spending on pets
U.S. Households with Pets	70%+	Indicates widespread pet ownership and rising demand for pet-friendly travel accommodations
Pet Travel Trends	Increasing year over year	Pet owners actively seek hotels that welcome and cater to pets
Guest Loyalty Impact	Higher repeat bookings	Pet-focused amenities drive positive reviews, brand loyalty, and return visits

Conclusion

PetPods™ offer luxury and boutique hotels a discreet yet impactful way to elevate the guest experience, strengthen brand differentiation, and generate incremental revenue—all without compromising design integrity or operational efficiency.

Tapping into this vibrant market, hotels can stand out from the pack and fetch a whole new breed of loyal guests. Offering innovative amenities like PetPods™ transforms a typical stay into a tail-wagging adventure, delighting pet owners and their pups alike. Not only does this boost guest satisfaction, but it also delivers a playful edge that drives repeat bookings and positive reviews.

By partnering with **Pop-Up-Pooch™**, hotels will raise the woof on authentic dog-friendly hospitality that recognizes pets as **VIPs (Very Important Paws)**, valued guests, and lovable travel companions.

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