

CASE STUDY

Exit Lounge

Hospitality & Venue Transformation

The Vision

Exit Lounge was built on a simple but powerful idea:

Take a traditional restaurant and transform it into a **high-performing, multi-revenue hospitality destination.**

Through strategic rebranding, cultural positioning, and asset optimization, PRIVV repositioned Exit Lounge into an **award-winning luxury lounge and event venue** capable of generating revenue from dining, nightlife, and high-value private events simultaneously.

Strategic Solutions Implemented

1. Brand & Culinary Authority

We didn't just improve the food, we elevated the brand's status.

- **Award-Winning Culinary Program**
The kitchen was positioned and developed to achieve industry-recognized, award-winning status.
- **Menu & Mixology Redesign**
We launched a **high-margin, visually driven menu** supported by a **signature craft cocktail program** designed for both guest experience and profitability.
- **Signature Weekend Brunch**
A premium Saturday and Sunday brunch experience was created, quickly becoming a **must-visit destination** and a powerful daytime revenue engine.

2. Venue Maximization: Private Events & Buyouts

The physical space was transformed into a **24/7 revenue asset**.

- **Full-Venue Buyouts**

Exit Lounge was positioned for **weddings, corporate galas, brand activations, and milestone celebrations**.

- **Off-Hour Monetization**

Traditionally quiet hours were repurposed for **baby showers, private luncheons, and special events**, maximizing return on every square foot.

- **Aesthetic Architecture**

Table settings, layouts, and interior design were re-engineered so the space could shift seamlessly from a luxury restaurant into a **high-end event venue**.

3. High-Performance Operational Culture

A premium venue requires a premium team.

- **Service Excellence Program**

The service staff was rebuilt and trained under a “**One Team, One Goal**” culture ensuring every guest experience matched the brand’s elevated positioning.

- **Strategic Brand Partnerships**

High-level partnerships with **global liquor brands** added prestige, sponsorship opportunities, and premium event experiences.

The Outcome

- **Diversified Revenue Streams**

Exit Lounge evolved from dine-in only to a **multi-stream powerhouse**: dining, nightlife, private events, corporate bookings, and lifestyle programming.

- **Market Leadership**

The venue became one of the city’s **top-tier destinations** for both luxury casual dining and exclusive private events.

- **Year-Round Profitability**

Optimized scheduling and asset utilization eliminated off-peak downtime and created **consistent, predictable revenue.**

The Takeaway

Exit Lounge is proof that hospitality is not about tables it's about **systems, positioning, and experience design.**

PRIVV doesn't just improve venues.

We rebuild them into scalable, award-winning businesses.

Ready to elevate your venue?

PRIVV provides the blueprint.