

COMMERCIAL INVESTMENT OPPORTUNITY

PRESENTATION - EXPOSURE - SERVICE



- **Industry Overview**

A beach resort is not a new business in the hospitality industry; it has long been in existence but only just recently like several decades back revolved into a better package than before. It is usually a place of fun and relaxation for locals and tourists who want to be close to the beach, while still enjoying the amenities of a resort.

A beach resort is like other resorts but is usually situated close to the beach, and is a place for fun lovers and those seeking a retreat of sorts.

The hospitality industry which consists of hotels and resorts has experienced a strong growth from 2010 to 2019. The growth has been due to increased travel globally due to a boom in international tourism. The next five years (2022 to 2026) will see this industry continue to boom, as the economy grows and allows more consumers to have more funds in which they will use for vacationing and beach resort trips.

The industry is seen as an \$864 billion with a projected annual growth of 4.3% that has employed over 700,000 businesses that have employed over 4 million people.

Cyprus has continued to lead in the beach resorts business due to a large and beautiful number of beaches in the country, while the Middle East has led in the area of having expensive rates.

The consumer group for beach resorts is rising and will continue to do so in 2022 as more people will use their mobile devices as well as apps to check out beach resorts, make their reservations and plan their holidays.

Resorts are now competing with hotels in terms of allowing customers have seminars, conferences, conventions and symposiums combined with Beach Holidays. This has opened up more of the target market for the resort business allowing them tap into areas that were majorly for city hotels.

Also, beach resorts have received a boost from couples and families who prefer the privacy and simplicity to that of hotels. This is also another target market that has been opened up for the resort business.

- **Executive Summary**

This feasibility study report refers to the work done to assess the viability of a proposed new hotel to be established, in the area of Ayia Thekla (Ayia Napa – Cyprus). It's a development of 4* luxurious Beach Resort, 206 rooms to be built in an attractive beach area, only few minutes from newly built Ayia Napa Marina.

Anaselias Beach Resort is a luxury resort in Cyprus– Ayia Napa that was established to cater to the locals as well as visitors and tourists and also to make profit as well. We will offer our customers the ultimate place for them to have fun and relax.

Our location across 300 meters of waterfront property has afforded us a vantage point over our competitors as we are located close to some of the world's famous beaches that attract locals and visitors alike. We intend to fully utilize our location to full advantage.

Our vision is to ensure that we are the preferred beach resort in Cyprus as well as the whole world and that we attain this goal by the year 2024. To achieve this we will go through the extra mile of picking those that would best serve the purposes of our resort.

Our management staff, due to their vast experience and knowledge of the industry and these kinds of businesses, we are confident that they would help bring our business to where we intend it to be. Besides from having the experience, our management staff also believes in our core values.

- **Our Products and Services**

Anaselia Beach Resort is a major tourist destination that intends to offer its customers several services all aimed at generating fun and relaxation. We are strategically located in an area which we intend to maximize to our benefit.

Even though our core service is to ensure that all our various customers can relax and have fun as well, we intend to ensure that we create other multiple sources of income that will also generate revenue for our business.

Some of the services and products that we intend to offer at Anaselia Beach Resort are;

- ✓ Room rentals for private and corporate individuals
- ✓ Sales of drinks and food
- ✓ Facility rental for private and corporate events (Wedding venues – Ceremony- Party)
- ✓ Facility rental for Conferences and Business meetings
- ✓ Facilities for Spa and Fitness
- ✓ Trainings

- **Our Mission and Vision Statement**

- ✓ To become a major tourist destination for those looking for fun as well as relaxation in one place.
- ✓ To become the major preferred vacation destination for locals and visitors alike.
- ✓ To ensure we achieve this vision, we intend to be located in a strategically attractive place which will be close to the town's major attractions.
- ✓ Our mission is to be the most preferred beach resort destination in Ayia Napa – Famagusta district.

- **Location**

The plots of land are ideally located on the beach and in walking distance of Ayia Thekla beach and Ayia Napa Marina. The proximity to the new Ayia Napa Marina as well as the Ayia Thekla Beach are unique characteristics of the land.

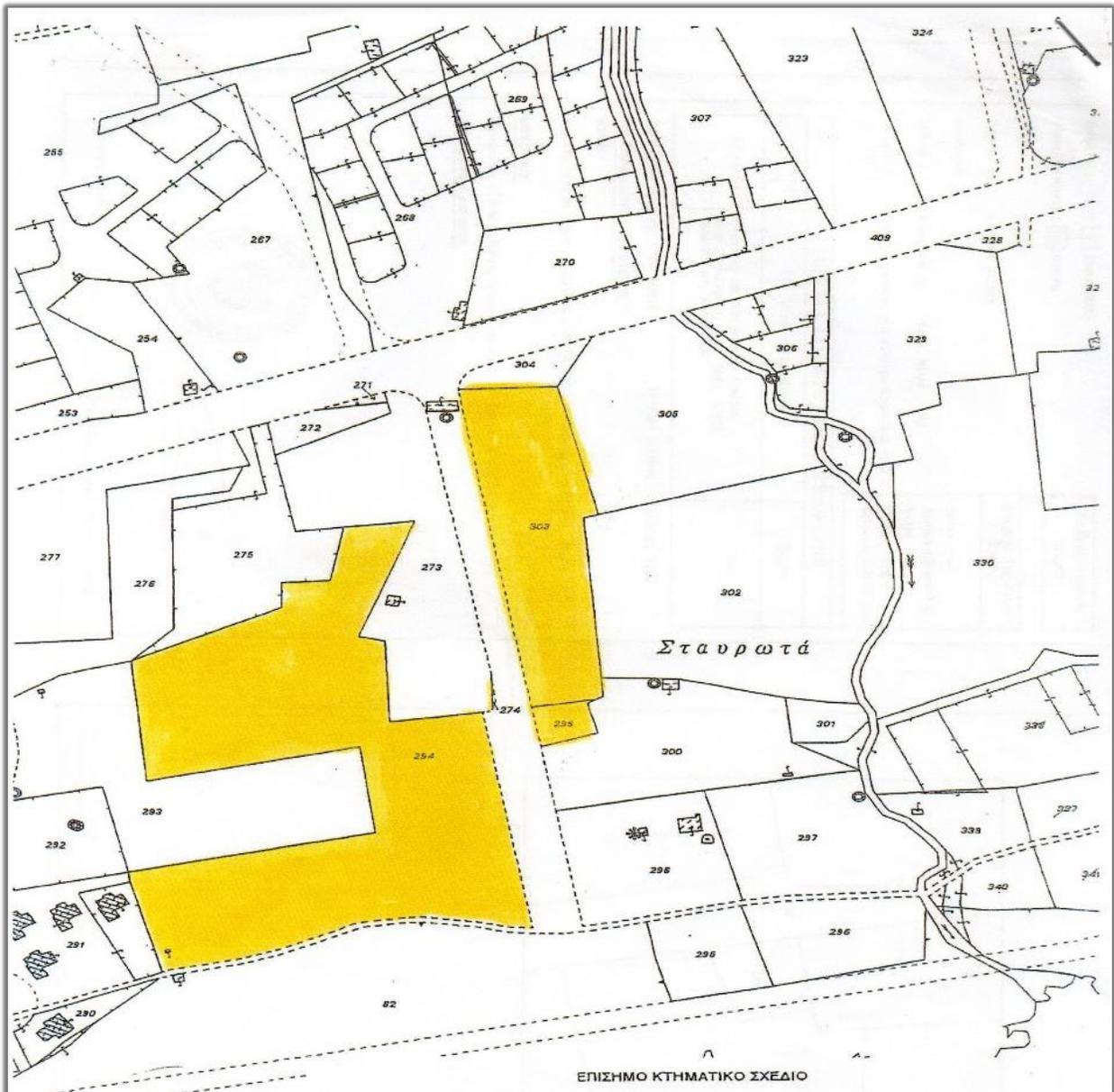
4 Plots of land, with total area of 21.563m². Its location is indicated through a red line on the map below

ANASELIA BEACH RESORT



4 (four) Plots of land, with total area of **21.590m²**. Chart below indicated the size of each plot and Topographic plan

A/A	Plot Number	Area m ²
1	294	15'944
2	303	5'252
3	299	383
4	274	11
Total		21'590



- **Proposed Project**

The proposed project is a 4* Hotel to be constructed at the attractive area of Sirens Bay of Ayia Thekla area, nearby the newly constructed Ayia Napa marina. It's a luxury 4* beach Resort with 206 Guests Rooms and fully loaded facilities such Restaurants, Bars , SPA , Fitness, Swimming Pools, Children Areas, Hairdressing saloon , Conference Rooms etc.; in **17'000 m²** building.

Building Characteristics

Preliminary drawings prepared by the architects provide for the construction to be of the highest standards. The proposed complex will comprise the following.

The hotel aims to become a point of reference for the whole area of Ayia Napa.

The hotel, although innovative in its design and structure, always remembers that in its heart there is a guest. The building, the scenery and the concepts are merely a microcosm created to serve guests and visitors and to tend to their needs and desires, both expressed and undeclared. The aesthetic of the design, the elegance of the interior spaces, the volume of the rooms, all contribute in the end to provide a memorable holiday experience.

There are 206 hotel rooms of different categories over five floors, all overlooking the beautiful sea of Ayia Napa- Ayia Thekla coastline. The number of rooms and their type are shown here-below:

Type of Room	Number of Rooms Available
Standard Side-Sea View Room (SSV)	21
Seaview Room (SV)	144
Executive Rooms with direct pool access (EXSV)	24
Junior Suites (all SV, bigger room , sleep 4) (JS)	17
Total Units:	206 Hotel units

The Guests Rooms

Great effort was given by the design team to provide all rooms with a view to the sea

Type of Room	Number Of Rooms	Room Characteristics
Standard Room SSV Side Sea View Rooms	21	<p>Those guest rooms are well appointed to delight the guests with their design, comfort and functionality.</p> <p>The rooms are equipped with all amenities for a careles and enjoyable stay</p> <p><i>Rooms have a side sea view balcony.</i></p>
Seaview Room SV	144	<p>Those guest rooms are well appointed to delight the guests with their design, comfort and functionality.</p> <p>The rooms are equipped with all amenities for a careles and enjoyable stay</p> <p><i>Rooms have a frontal sea view balcony.</i></p>
Executive Rooms with direct pool access	24	<p>Executive rooms are exceptionally designed and equipped rooms to please high standard holiday expectations.</p> <p>The executive rooms are equipped with all amenities for a careles and enjoyable stay including:</p> <p><i>Private sun loungers and direct access to swimming pool makes it a truly highlight experience.</i></p>
Junior Suites	17	<p>Those extra size guest rooms are well appointed to delight the guests with their space, design, comfort and functionality. They can sleep up to 4 persons.</p> <p>The junior suites are equipped with all amenities for a careles and enjoyable stay</p> <p><i>All junior suites have a frontal sea view balcony.</i></p>

Restaurants & Dining Experience

In addition to accommodation, the hotel offers a range of restaurants, bars and wellness facilities to cover all tastes and holiday expectations.

** Restaurant "Du Marche"*

This all day dining restaurant will be the centerpiece of culinary highlights. Several cooking and food displaying units will create an attractive food market project to delight in house guests, but also nonresidents from the surrounding area. Located on the Lobby level floor



** Roof Restaurant Experience "Sea & Sunset"*

Three specialty restaurants on the Seaview roof create a unique dine out experience. Asian, Mediterranean and Cyprus Cuisines will offer a mouthwatering mixture of tastes and delightfulness.

**Dinner Restaurant "MaMo"*

Breakfast & All day Dining Restaurant. Buffet Style & Several Live Cooking stations for a great dining experience . Located on the -1 level .

Bars & Entertaining Area

Cosy lobby lounge, classic bar and club style entertainment hall are designed to make the stay in this hotel pleasurable and entertaining.

Lobby Cafeteria Style / Selection of Coffee, Tea, Soft Drinks and a variety of Pastry and delicious Sweets.

Pool Bar with Exotic cocktails and lite snacks

Roof Bar with live background music and beautiful view to the coast, open till 2 am.



Gym, Health & Wellness

Extensive gym, and wellness facilities and services will be provided for guests to recharge and revitalize during their stay.

On the level 4th the SPA and Wellness Area with indoor pool and treatment rooms.

On the level minus 1 (Basement) there is a heated indoor pool provided mainly for the needs of guest during off season periods. A fully and modern equipped gym and fitness area provide the opportunity for physical exercise under the instructions of professional trainers.

A tennis and a volley court are also available for guests wishing to play in a sportive way.

- **Pool Area: Sunbathing, bartending, snacking**

Large sized swimming pool constituted the centre piece of the area, surrounded by great unhindered view overlooking the coast area. Sun loungers and sunbathing amenities are provided to enjoy the sun and the climate of Cyprus.

Another long shaped swimming pool along the privileged executive pools adds to the magic of the scenery. An open air bar and a restaurant just next to the pool make your day experience even more enjoyable and joyful.

All day services and facilities around the pool and overlooking the stunning coastal area right at the front of the hotel, will provide to guests authentic and pleasurable experiences.

Beach Club: An exclusive beach club for members only will also be included in the project.

- **Common Areas and Facilities**

Always true to the main principle of the design: The View, the hotel facilities which are places in lower floors, are arranged in a way that allow for a continuous visual contact with the coastal front.

All the auxiliary facilities such as parking areas, loading bays, stages are placed at the back of each floor. This way all prominent areas are reserved for the visitor's experience.

On the level 2, there are 3 multiple use halls for meetings or conferences or guests activities.

All hotel common facilities and amenities provide a sense of euphoria and calmness while dining, while having a drink in the beautiful surrounding of our bars, while exercising, while enjoying the many exclusive amenities the hotel has to offer. Especially while having a special meal or enjoying a signature cocktail on the roof experience venues, while enjoying a mesmerizing view of Ayia Thekla evening.



Estimated Cost

The plots are 21'590m² on a cost of €9'000'000
Cost per sqm² is €419

As previously mentioned, the building is 17'000 m² on a construction cost of €26'000'000
Construction cost per sqm² is estimated €1'530, based on quotations from various construction companies in Cyprus.

For further information, contact us directly:

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