



MEXICO HOTEL FOR SALE

Reference Code: RHC25166

DESCRIPTION

We are pleased to present a unique opportunity to acquire a premier luxury hotel asset strategically located in one of Mexico's fastest-growing and most prestigious tourist destinations, Playa del Carmen.

- Number of Rooms: 949 keys, including suites with premium finishes and ocean views..
- Land Area: Approx. 45,000 m²
- Built Area: Approx. 100,000 m²
- Year of Construction: 1995, with periodic refurbishments, last major renovation completed in 2018.
- Hotel Classification: 5-star Grand Turismo.
- Net Operating Income Yield: $(28\text{M} / 420\text{M}) * 100 = 6.67\%$

Price: \$420,000,000 USD + fees



A photograph of a hotel room. In the foreground, a large bed with white linens is visible. Behind it, a headboard with a tufted, quilted design is set against a wall of vertical wood paneling. Two bedside lamps are mounted on the wall. To the right, a glass-enclosed shower area is visible. The room is well-lit with warm, ambient lighting.

CHARACTERISTICS

Facilities:

- Total of 949 keys, including spacious suites designed for luxury and comfort.
- Multiple gourmet restaurants and premium bars, delivering a diverse culinary experience.
- Extensive leisure amenities: several pools, full-service spa, wellness centers, and exclusive event spaces.

Strategic Location:

- Prime beachfront location in Playa del Carmen, within close proximity to Cancun International Airport (approximately 45 minutes) and the Riviera Maya's luxury residential and commercial developments.

ECONOMIC FINANCIAL ANALYSIS

ADR (Average Daily Rate): 2021: \$220 / 2022: \$240 / 2023: \$260 / 2024: \$280

Occupancy Rate: 2021: 78% / 2022: 82% / 2023: 85% / 2024: 87%

Projected Financials for 2024:

- Total Revenue: \$105 million USD
- Gross Operating Profit (GOP): \$45 million USD (approx. 43% GOP margin)
- EBITDA: \$40 million USD
- Net Profit: \$28 million USD

Investment Yield Calculation:

- Asking Price: \$420 million USD
- Net Profit (2024 forecast): \$28 million USD
- Net Operating Income Yield: $(28M / 420M) * 100 = 6.67\%$



PLAYA DEL CARMEN

"PLAYA DEL CARMEN STANDS AS ONE OF THE FASTEST-GROWING LUXURY TRAVEL DESTINATIONS IN THE CARIBBEAN, RENOWNED FOR ITS PRISTINE BEACHES, VIBRANT CULTURE, AND WORLD-CLASS AMENITIES, MAKING IT A PRIME LOCATION FOR HIGH-YIELD HOSPITALITY INVESTMENTS."

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