



BRAND AND MANAGEMENT SOUGHT FOR PROPOSED LUXURY MOUNTAIN RESORT NEAR MARBELLA, SPAIN

(19 May 2011) Specialist hotel real estate broker, Soric International, is seeking a luxury brand and management deal for the 105-room Mountain Spa Marbella, a proposed luxury mountain resort development in Istan, 15 minutes from the Mediterranean coast. The site has spectacular and uninterrupted views across Lake Concepcion to the hills of the UNESCO-protected Sierra Real Natural Park.

A flexible master plan and all essential planning permissions and licences are in place for a proposed four-star plus resort of up to 24,000 square metres. The Málaga regional government planning authority granted planning permission on the site in 2004.

“With its unique mountain location and lack of comparable luxury properties in the area, the Mountain Spa Marbella provides an opportunity to exploit a niche in the market,” says Mark Blick, managing director, Soric International. “The site would be particularly well suited to a luxury, boutique brand.”

The 105-room full-service resort will have 64 bedrooms in the main hotel and 41 detached one, two and three-bedroom suites of 140 square metres to 217 square metres, each with its own infinity pool. There will be a large luxury spa with tiered pool, a number of bars and restaurants and a boat house on Lake Concepcion. Guest activities will include a range of water sports, fishing, cycling, horse riding and walking.

The resorts ADR is set at €325 in year one, inflated by five per cent in year two and three per cent per annum thereafter. Sales and marketing is set at four per cent of total revenue and includes any assumed centralised marketing fee from the operator. A base management fee of three per cent of total revenue is included. A management incentive fee of eight per cent of adjusted gross operating profit is also included.

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The area is a 15 minute drive from the 'Golden Mile' and attractions of Marbella and Puerto Banus. The Manolo Santana Racquets Club and many of the Costa del Sol's premier golf courses are within easy reach. Málaga International Airport is 45 minutes by car and Marbella Heliport just ten minutes. Gibraltar is within an hour's drive. Málaga Airport connects to over 60 countries, with 11,622,429 passengers passing through in 2009. A third terminal has recently been added, doubling the airport's capacity to 30 million passengers per year. A second runway is under construction and is due to be operational in early 2012. The busiest routes are within the EU, particularly to and from the UK and Ireland.

For further information, contact Mark Blick, managing director, *Soric International*, on 0779 884 7193, mblick@soricinternational.com, www.soricinternational.com.

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EDITOR'S INFORMATION

Soric International

Founded in 2007, Soric International provides tailor-made real estate, investment, branding, operations and related advisory services to the mid-scale and luxury hotel sector. Currently, the team is working on deals in prime sites in Sardinia, Rome, London, Milan, Paris, Marbella, Madeira, Bucharest, Dubai, Cote d'Azur and Vienna. The company has offices in Paris, London, Milan and Dubai. A new office is expected to open in Dakar in 2012.

Soric International

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