



**PROPOSED 5 STAR HOTEL PROJECT
INVESTMENT BRIEF – USD 125MN**

EXECUTIVE SUMMARY

Industry Conditions

Sri Lanka is considered as a preferred tourist destination amongst many Western tourists and the island experienced 40 years of rapid expansion of its tourism sector between 1980 and 2020. Tourist arrivals increased at an average annual rate of 20%, reaching a level of 407,230 in 1982.

The removal of the travel advisories by countries such as Britain, France, Germany etc.. after end of 30 years ethnic conflict in 2009, saw a marked increase in tourist arrivals to Sri Lanka. As a result, the occupancy rates also recorded noticeable growth figures. Demand growth resumed towards the latter part of 2009 led by select markets, picking up further in 2010 to 2020.

The pace of growth accelerated in 2011 and thereafter with a recorded average occupancy rate of 77%, the highest witnessed thus far. The removal of travel advisories following the end of the three decade long ethnic conflict in May 2009 presented significant scope for Sri Lanka to be on par with its competitors.

Tourist arrivals were in 2015 with 1,798,380 arrivals. This was an increase of approximately 18% over the 1,527,153 arrivals recorded in 2014. Sri Lanka recorded an all-time high of 2.3Mn tourist arrivals in 2018, including the largest number of tourist arrivals from India recorded of 425,000. The tourism earning for the year ended 2018 was USD 4.4Bn.

Promoting Company

The promoting company will be undertaking the developments of the 500 room Hotel in tourism zone in ,Sri Lanka.

The promoting company was formed for the specific purpose of developing and managing the affairs of the proposed hotel in beach is the hub of tourism in Sri Lanka.

INDICATIVE EQUITY FUNDING STRUCTURE

PRIVATE PLACEMENT

Type of Shares

Ordinary Shares

Amount to be Raised (USD)

100 million

Indicative Shareholding Structure – Commitments Received

	Equity Shareholding (%)
Prospective Investor	40
Promoter Shares	60

PROJECT OVERVIEW

Land Area	(Free hold land)
Distance	50 minutes from Colombo, 20 minutes from Bandaranayake International Air Port
Rooms	500
Project Cost	USD 125 million (including land)
Total Investment/Unit	Approx. USD 250,000
Construction cost/Unit	Approx. USD 160,000(excluding land – USD App.80Mn)
Construction Period	36 months
Corporate Tax	Tax Free Investment with BOI Facility Duty free imports for all the materials
Project Status	Preliminary planning approval received from the Ministry of Tourism Finalizing detailed project plans

PROJECT OVERVIEW

A flagship Hotel project to be located in Sri Lanka on freehold land. The resort will have 500 units and will comprise of ,

Guest Rooms	No's
Presidential Suites	02
Deluxe Suites	25
Super Deluxe	100
Super Deluxe	123
Deluxe	250
Total	500

TOP HOTELS IN NEGAMBO



HERITANCE NEGAMBO



JETWINGS AYURVEDA



JETWINGS BLUE



GOLDI SAND HOTEL



AMAGI ARIA HOTEL



HOTEL CAMLET