

Fact Sheet: Barbados Platinum Bay land plot



site prior to demolition of previous hotel; source: client

highlights

- land sale: 3.2 acres
- suitable for development of hotel or residential real estate
- prime location on the popular west coast, near the prestigious Sandy Lane resort
- tax & import duty concessions, and govt. support for new resort developments
- 200 m of coastline, direct beach access
- excellent visibility and accessibility
- plot has been cleared, connected to local utilities

location

- Platinum Bay, west coast, Barbados
- luxury resort area
- 27 km from airport, 10 km from Bridgeport
- site is 197 m long, and between 56 m and 68 m wide
- total GFA: up to 15,000 sqm
- enticing views onto the Caribbean sea
- in close proximity to Holetown centre (shopping, f&b, entertainment facilities)
- attractive surroundings

hotel market

- limited growth of supply on the west coast due to lack of free land plots, in particular with direct beach access
- nine resort projects (e.g. Sandals, Wyndham, Hyatt, etc) under development, mostly in secondary touristic areas
- growing demand: +24.2 % in overnights in the period from 2013 to 2016
- key feeder markets: UK (70%), USA, Canada

PKF hotelexperts feasibility study

- resort project with up to 150 keys is deemed feasible and commercially viable
- branding: international renowned brand/group (e.g. W, 1 Hotel, Edition, Ritz, Raffles, etc)
- positioning: luxury lifestyle resort
- forecast, stabil. year (140 keys; 2017 prices):

occupancy	72%
net room rate	USD 750
revpar	USD 540
GOP	USD 12.05 m



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