



“RADISSON BLUE” PUNTA BLANCA – COSTA CENTINELA PROJECT

SANTA ELENA – PUNTA BLANCA



UBICACIÓN

Santa Elena Province, Punta Blanca area, in front of the entrance N5, Spondylus route.

Coordinates: 2° 10' 13.4" S 80° 47' 37.8" W



INVESTMENT

60 Million dollars
Investments from USD 300,000 per hotel unit (200 units)



FINANCIAL INDICATORS

IRR: 52%

NPV: USD 78,0 MM

Payback period: 3 years

The project has studies that support the information



TOURISTIC INDICATORS

Number of visits: 413,8K Accumulated provincial result 2021

Hotel occupancy rate: 39,0% Accumulated provincial result 2021

Average price: \$ 73,5 Accumulated provincial result 2021

Source: <https://servicios.turismo.gob.ec/visualizador>

Tourist attractions & activities - Sun & sand, Adventure



OBJECTIVE

Promote and develop tourism on the Ecuadorian coast in Santa Elena province with the implementation of a mixed tourism project.



EXECUTIVE SUMMARY

Promote and develop tourism on the Ecuadorian coast in Santa Elena province with the implementation of a mixed tourism project.

Radisson Blue Residences Punta Blanca is a hotel - urban beach project.

The project presents a unique management model that will allow an adequate and efficient administration of the hotel component under a prestigious international brand.

No. of houses: 200

Recreation Area: Pool, sports fields, water park, playground, gym, restaurants, spa, 24/7 security.



MANAGEMENT MODEL

Private project - agreement between the proponent and investor



POTENTIAL MARKET

Countries of origin in%

- USA 25%

- Europe 5%

- Ecuador 70%

Percentage of Origin

- National: 70%

- International: 30%



PROYECCIÓN TURÍSTICA

Luxury resort.

Beach club

Second home



More Information



CONTACT

Investment and Connectivity Department

(593) 2-399-9333

Ext: 1428

investecuador@turismo.gob.ec

www.investecuadortourism.com