Strategic Investment Opportunity

4-Star International Brand Hotel (Hilton)
Nuevo Vallarta, Nayarit

The Investment Thesis: 4 Pillars of Profitability

Global Premium Brand

Full support from Hilton, with access to its booking engine and the Hilton Honors loyalty program, reducing customer acquisition costs.

Strategic Location

Located in the fastest growing hub of Banderas Bay, minutes from key demand generators (Airport, Convention Centers, Vidanta World)

Turnkey Asset

Newly opened property (2022) with zero deferred maintenance. A modern asset that generates cash flow from day one.

Proven Performance

Solid financial results with a projected occupancy rate of 76% and an ADR of $1,519 MXP for 2025.

Anchor Demand Generators

Investing in this hotel is investing in the most dynamic tourist corridor in Mexico.

High Growth Rate:
Riviera Nayarit consistently surpasses national tourism growth rates.

International Airport (PVR) (10 min)

A decisive factor for business and leisure travelers.

Vidanta World (6 mins)

A destination in itself that attracts millions of visitors.

Convention Center (10 min)

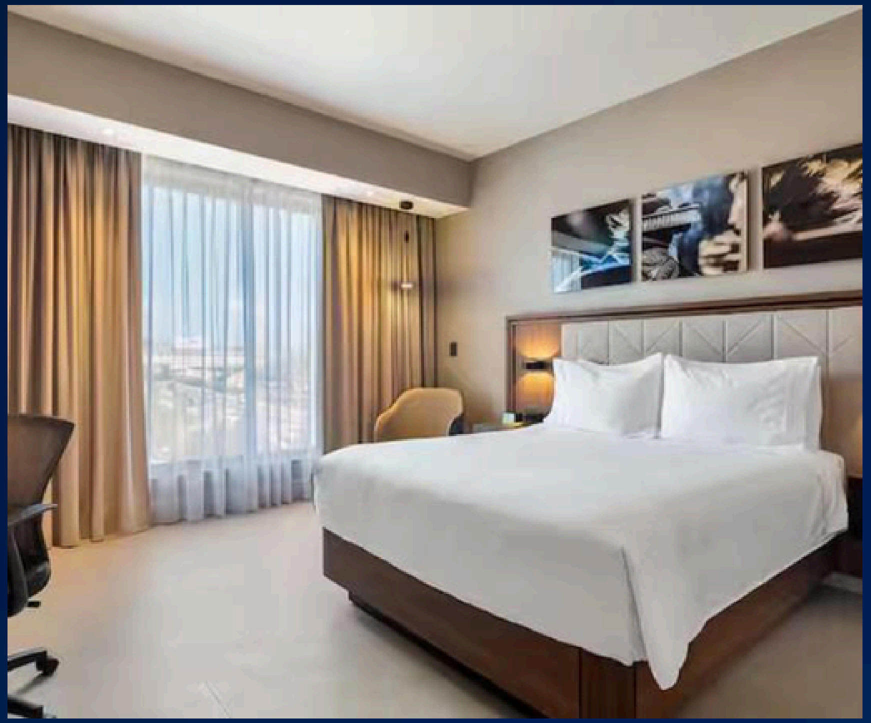
It ensures a constant demand from the business and group segment.

Room Mix

Optimized for the business segment and the modern tourist, maximizing the rate.

Standard

99 standard rooms, equipped with digital key, Smart TV and capsule coffee machine.



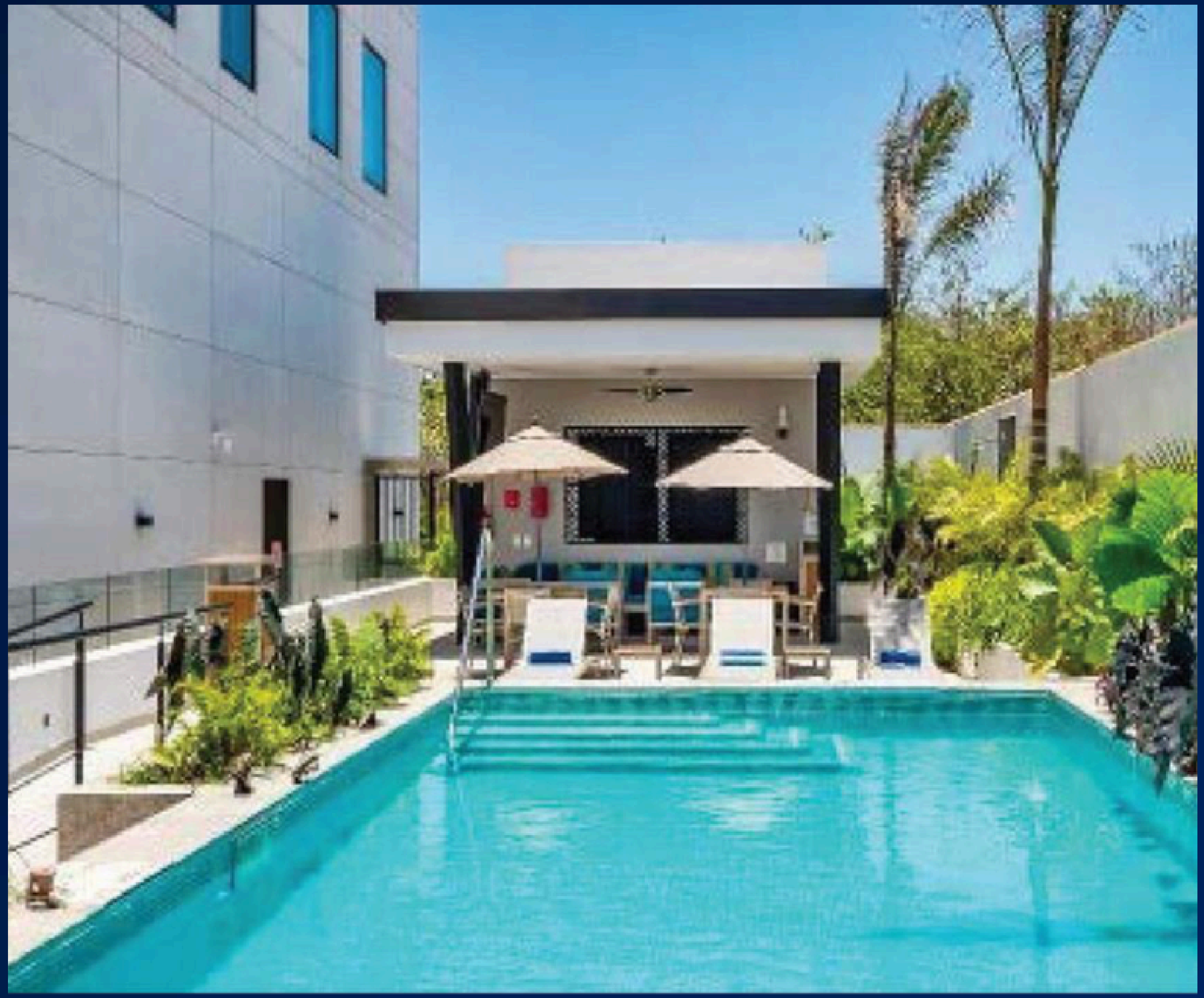
Suite

The 7 luxury suites offer more space and premium amenities, including a bathtub, Lavazza coffee maker, and microwave.

Accessible room

2 accessible rooms, equipped with wide doors, grab bars and walk-in showers for total comfort.

The Business Model



Limited services

This model doesn't mean "less service," it means "smarter service." It's designed to maximize profitability.

How does it work?

- Cost Optimization: High-cost, low-margin operations are eliminated (e.g., full-service restaurants, 24-hour room service).
- Focus on Perceived Value: This includes high-value services for the guest and low operating costs.
    - Complimentary hot buffet breakfast.
    - Complimentary self-service laundry.
- Result: Less operational complexity, a leaner payroll and, consequently, higher EBITDA margins than a *full-service* hotel.

Essential Amenities for a Premium Stay

Gym

Fully equipped, essential for the business traveler.

Swimming pool

Key attraction for the pleasure segment.

Business Center

Functional and available 24/7. Flexible capacity for the MICE segment (Meetings, Incentives, Conferences, Exhibitions).

Financial Performance: Projections 2026

Occupation (OCC)

76.4%

Average Daily Rate (ADR)

$1,549

MXP

Effective Rate (RevPAR)

$1,184

MXP

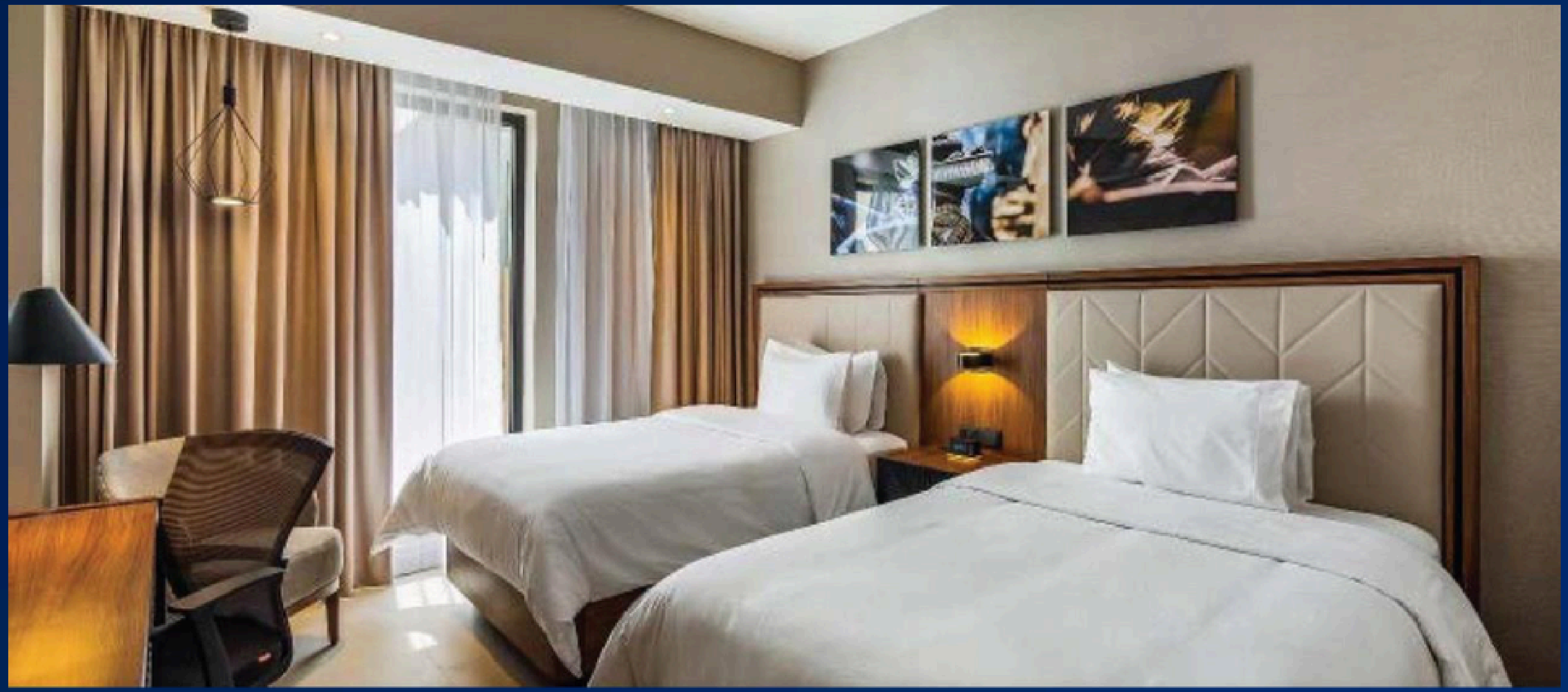
Performance Analysis 2025

Key Metric	Actual (cumulative)	Budget	Variation
% Occupancy	74.80%	74.70%	0%
Average Daily Rate (ADR)	$1,514	$1,549	$-35
Total Revenue	$48,627,032	$48,861,092	$-234,060

Actual execution shows a slight deviation from an aggressive post-opening budget. The key point is the actual performance: a robust occupancy rate of 74.8% and a solid ADR of $1,514 demonstrate rapid and successful market penetration. The revenue base is strong and proven.

CAPEX cycle

Investing in a Hilton brand eliminates financial uncertainty. The capital expenditure (CAPEX) reinvestment plan is predictable and designed to protect the asset's value.



"Soft" Update

Every 7 years the following are replaced: Wall coverings, carpets, textiles, curtains, vinyls, lamps and gym equipment is updated.

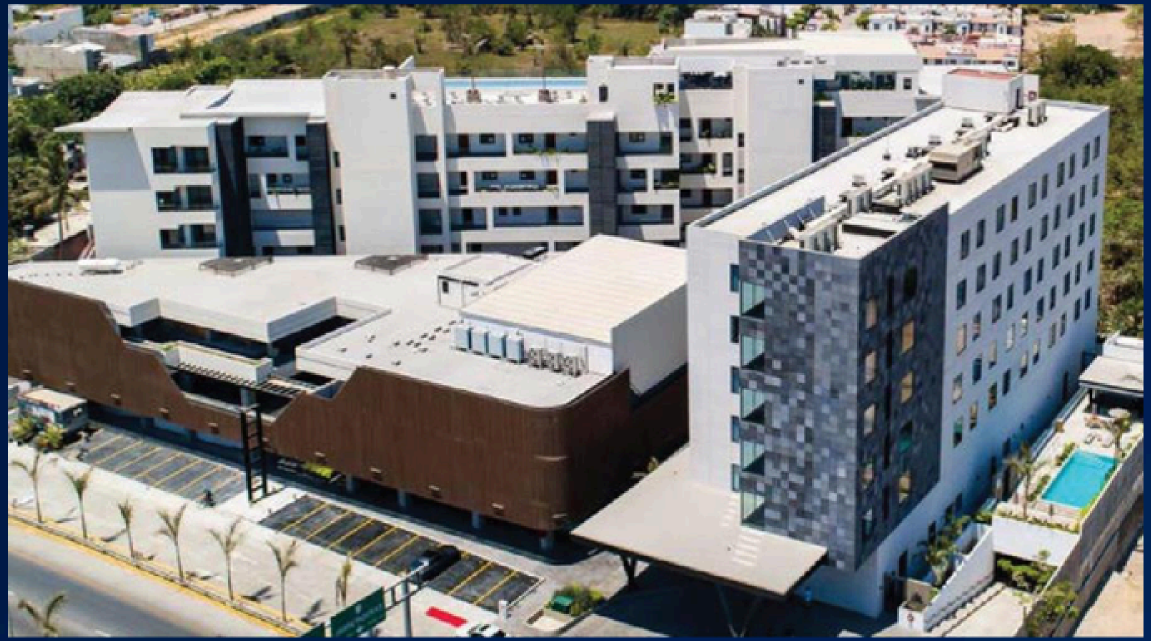
Key Replacement

Every 10 years, the following are replaced: All mattresses, bed frames, and televisions.

"Hard" Renovation

Every 14 years, the following are replaced: Furniture and accessories (cabinets, chairs, beds, desks, tables, mirrors, etc.)

Why Invest Now?



Turnkey Asset

Owned in 2022. No deferred maintenance. Generates cash flow from Day 1 of acquisition.

Unbeatable Brand Support

Access to Hilton's booking engine and millions of Hilton Honors members, guaranteeing a base demand and lower marketing costs.

Maturation Potential

The asset has not yet reached maturity. Projections (from the original document) estimate a stabilized occupancy growth of up to 82% by 2036.

Proven Operational Efficiency

The Limited Services model protects its margins from inflation in operating costs, ensuring long-term profitability.