



ESTELAR®

LA TORRE SUITES

PEREIRA



BEING PART OF AN ESTELAR BUSINESS, SUCCESFULL AND PROFITABLE
OWN A SUITE IN THE MOST EXCLUSIVE HOTEL IN COLOMBIA
OBTAIN ALL THE BENEFITS THAT ONLY THE BIGGEST CHAIN OF HOTELS IN THE COUNTRY CAN PROVIDE YOU

* Images in this page are only for reference





BEING PART OF AN ESTELAR BUSINESS

SUCCESSFUL AND PROFITABLE



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ESTELAR LA TORRE SUITES PEREIRA is the perfect opportunity to invest in a Hotel Suite and at the same time have the assurance and real estate valuation as well as the profitability that only a **PRIME HOTEL** such as **HOTELES ESTELAR** can give.

STRATEGIC LOCATION

CLUB
CAMPESTRE



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The Hotel will be located in front of the “Club Campestre” which is the place where important national and international events take place during the year

STRATEGIC LOCATION



CERRITOS-PEREIRA

ESTELAR LA TORRE SUITES PEREIRA
will be built in the most exclusive area in
Pereira, Cerritos,
13 km away from the International Airport
Matecaña



¿WHY INVEST IN TOURISM IN PEREIRA?

IN ESTELAR LA TORRE SUITES PEREIRA

PEREIRA has huge potential in terms of economic growth, and infrastructure development.

Hotels and tourism occupies the second line of the economy in Pereira

Pereira is located in between the 3 Biggest cities in the country (MEDELLIN, CALI AND BOGOTA) This makes it ideal for large-scale **BUSINESSES** and **EVENTS**



Health tourism and conferences



Business tourism



International tourism for bird watching



Tourism for coffee culture and gastronomy



Holidays tourism



Free zone, international airport and logistics centers

SUSTENTABLE TOURISM ALL YEAR

* Hotel deficit in Pereira, there is no hotel of these characteristics in all of Pereira, which generates compliance to demand and differentiation.

¿WHY ESTELAR LA TORRE SUITES PEREIRA WOULD BE THE BEST INVESTMENT?

1

High Occupancy= High profitability

2

Valuation in Cerritos Pereira between 7% and 15%

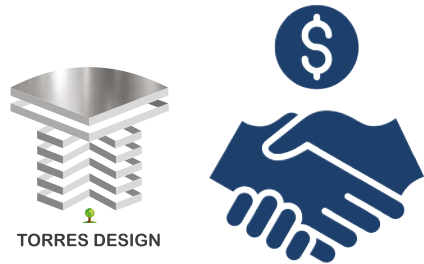
3

Tax benefits for hotel investors of 15% on rent for 10 years

* These benefits are under current market conditions, they do not compromise a Hoteles Estelar, Torres Design S.A.S o Civilcol

BUSINESS MODEL

INVESTMENT PROCESS



1

BUY A SUITE

2

FUND TRUST

3

BUILDING



4

RECIVE
THE PROPERTY

5

HOTEL OPERATION

6

RETURN ON INVESTMENT

BEING PART OF AN ESTELAR BUSINESS

SUCCESSFUL AND PROFITABLE

	(% Ocupación)										
	60%	65%	69%	71%	73%	75%	77%	79%	82%	86%	90%
355.783	5,3%	5,9%	6,4%	6,6%	6,9%	7,1%	7,4%	7,6%	8,0%	8,5%	9,0%
366.457	5,5%	6,2%	6,7%	6,9%	7,2%	7,5%	7,7%	8,0%	8,4%	8,9%	9,4%
377.450	5,8%	6,5%	7,0%	7,3%	7,5%	7,8%	8,1%	8,3%	8,7%	9,3%	9,8%
Tarifa Promedio 388.775	6,1%	6,7%	7,3%	7,6%	7,8%	8,1%	8,4%	8,7%	9,1%	9,6%	10,2%
400.437	6,3%	7,0%	7,6%	7,9%	8,2%	8,5%	8,8%	9,0%	9,5%	10,0%	10,6%
412.450	6,6%	7,3%	7,9%	8,2%	8,5%	8,8%	9,1%	9,4%	9,9%	10,4%	11,0%
424.824	6,9%	7,7%	8,3%	8,6%	8,9%	9,2%	9,5%	9,8%	10,3%	10,9%	11,5%
437.569	7,2%	8,0%	8,6%	8,9%	9,2%	9,6%	9,9%	10,2%	10,7%	11,3%	11,9%

Average profitability - this projection does not compromise Hoteles Estrella S.A.S or Torres Design S.A.S. and is based on general market trends, current socio-economic conditions and information provided by competing hotels. The values shown in this document are for reference and may be subject to change without prior notice.

* NET OPERATING INCOME: CONSERVATIVE SCENARIO LIQUID INCOME WITHOUT TAXES

* THE INVESTOR CAUSES AND PAYS ANNUAL PREFERENTIAL INCOME TAX OF 15% FOR 10 YEARS (TAX EXCEPTION ACCORDING TO THE CURRENT TAX REFORM).

* ADDITIONALLY YOU MUST PAY PROPERTY TAX EQUIVALENT TO 1%

SCENERY

PESIMISTIC

10 % E.A.
PROFITABILITY

+

7% E.A.
VALUATION

Return of investment

6,9 AÑOS

SCENERY

CONSERVADOR

12% E.A.
PROFITABILITY

10% E.A.
VALUATION

Return of investment

4,5 AÑOS

SCENERY

OPTIMISTIC

15,5 % E.A.
PROFITABILITY

+

12 % E.A.
VALUATION

Return of investment

3,6 AÑOS

* ESTIMATED VALUES WITH AN OCCUPANCY OF 75%

Average profitability - this projection does not compromise Hoteles Estrella S.A.S or Torres Design S.A.S. and is based on general market trends, current socio-economic conditions and information provided by competing hotels. The values shown in this document are for reference and may be subject to change without prior notice.

TRADITIONAL REAL STATE Vs. HOTEL ESTELAR LA TORRE SUITES PEREIRA

- Property deed
- Selling it's more difficult than a suite because is just a property
- Approximate annual valuation 4%
- Profitability between 3% or 4%
- you have to manage the property by your self or pay for it.
- It is not occupancy 2 months by year
- Tax 35%
- You must be in charge to keep ok your property
- Without benefits

- Property deed
- It's easier to sell because is a profitability business
- Valuation between 7 and 10%
- Annual profitability between 8 and 12%
- Hoteles Estelar manages the hotel and you get monthly profitability
- Hoteles Estelar is the biggest chain hotel in Colombia it has its own infrastructure in marketing, besides it is leader in the market, It is a guarantee of occupancy all year.
- 15% tax benefit for 10 años (en renta)
- Hoteles Estelar keeps your suite in optimal condition conditions.
- Benefits of belonging to investors of the Estelar Chain. Nights, free, discounts affiliation to the Always Estelar gold program

BREAK-EVEN

POINT

we determine break-even point with the following range and variables:

Occupancy

30%

Rate

\$ 389.000



ESTELAR[®]
LA TORRE SUITES

PEREIRA

SUCCESSFUL CASE IN MEDELLÍN

ESTELAR LA TORRE SUITES MEDELLÍN

It was the only one that generated occupancy and profit because the mixed concept of hospitality and housing in the pandemic.

Its occupancy in 2020 in adverse conditions was 60%, in 2021 it was 85% and in 2022 more than 90%.

It has the highest standards, they handle rates until one million pesos in high seasons and it has full occupancy.



* Estelar la Torre Suites Medellín.

THE HOTEL

An exclusive Hotel Project, with a mixed concept for living (exceptional) or rental (managed by Hoteles Estelar)
80 suites , 5 floors including the Rooftop.

The suites managed by ESTELAR with rental purposes will be equipped with the best level of furniture and design to provide the highest level of comfort.

HEALTH AND WELLNESS



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Swimming pool



Sauna



Coworking Garden



Spa and hairdressing



Lobby



Turkish bath



Jacuzzi



Fitness Center

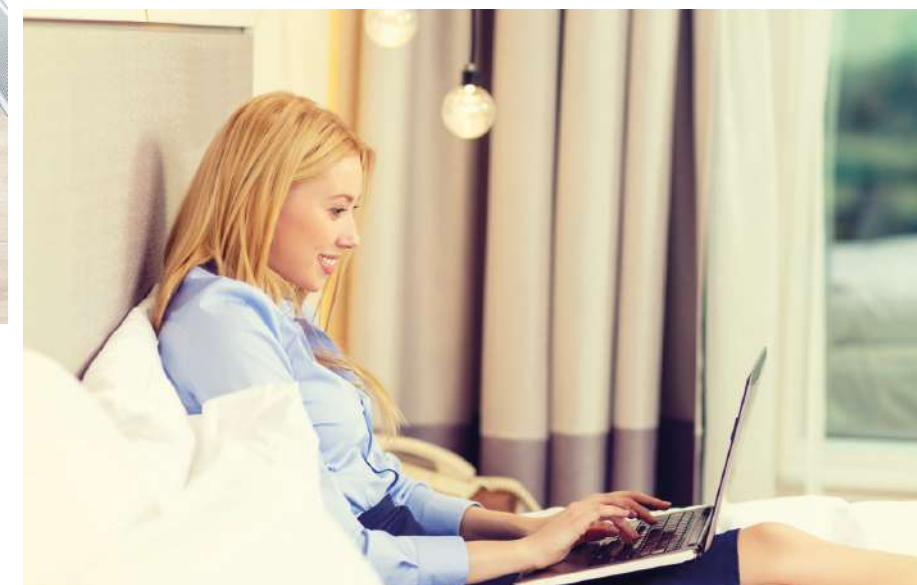


VIP Lounge



Restaurant

OWN A SUITE IN THE MOST EXCLUSIVE HOTEL IN COLOMBIA



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SUITE TYPE 1



* SUITE WITH BALCONY

Suite Area 50.70 M2
Balcony Area 10.07M2
Total Area 60.77 M2

* SUITE WITHOUT BALCONY

Suite Area 50.70 M2

- * 1 BEDROOM
- * LIVING ROOM
- * DINING ROOM
- * KITCHEN
- * LAUNDRY AREA
- * 1 TOILET
- * 1 BATHROOM
- * BALCONY

* SUITES ON THE FIRST FLOOR DO NOT HAVE A BALCONY

SUITE TYPE 2



* SUITE WITH BALCONY

Suite Area 66 M2

Balcony Area 10.07M2

Total Area 76.07 M2

- * 1 BEDROOM
- * LIVING ROOM
- * DINING ROOM
- * KITCHEN
- * LAUNDRY AREA
- * 1 TOILET
- * 1 BATHROOM
- * STUDIO
- * BALCONY

SUITE TYPE 3



* SUITE WITHOUT BALCONY

Área Suite 76,85 M2

* SUITE WITH BALCONY

Suite Area 76,85 M2

Balcony Area 10,07 M2

Total Area, suite with balcony 86,92 M2

* SUITE WITH BALCONY

Suite Area 76,85 M2

Balcony Area 18,60 M2

Total Area, suite with balcony 95,45 M2

* SUITE WITH BALCONY

Suite Area 76,85 M2

Balcony Area 18,10 M2

Total Area with balcony 94,95 M2

- * 2 BEDROOMS
- * LIVING ROOM
- * DINING ROOM
- * KITCHEN
- * LAUNDRY AREA
- * 1 TOILET
- * 2 BATHROOMS
- * BALCONY

* SUITES ON THE FIRST FLOOR DO NOT HAVE A BALCONY

GET ACCESS TO ALL THE BENEFITS OF THE BIGGEST HOTEL CHAIN OF THE COUNTRY

The building has a Construction License for a Hotel, Every suite is tied to a Hotel Operation Contract, where the owner of the suite is allowed to live on it, it is not allowed to rent the suite to 3rd parties or to add the suite to any turistic platform.

Benefits for Owners in ELTSP: Owners of Suites used for Rental

 6 NOCHES 7 DÍAS SIN COSTO DE ALOJAMIENTO <small>en el Hotel ESTELAR La Torre Suites Pereira</small>	 2 NOCHES 3 DÍAS SIN COSTO DE ALOJAMIENTO <small>en fin de semana, viernes a domingo, en cualquiera de los hoteles operados por Hoteles ESTELAR S.A. y Hoteles ESTELAR del Perú S.A.C. No aplica para Meliá Car. agena Karmairi</small>	 6 MESES GRATIS EN EL GIMNASIO UBICADO DENTRO DEL HOTEL ESTELAR <small>Afiliación al Programa Huésped Siempre ESTELAR - Categoría Oro hse.siempreestelar.com</small>	 DESCUENTOS ENTRE EL 40% Y 50% SOBRE LA TARIFA RACK <small>de alojamiento en los hoteles operados por Hoteles ESTELAR ubicados en Colombia y Perú</small>	 AFILIACIÓN AL PROGRAMA HUÉSPED SIEMPRE ESTELAR CATEGORÍA ORO <small>hse.siempreestelar.com</small>
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6 nights, 7 days without reservation fees at Estelar Suites Pereira

2 nights 3 days without reservation fees in any ESTELAR HOTEL

6 months of FREE GYM in the Estelar La Torre Suites Pereira

Discounts between 40 and 50% in the Rack fee

Affiliation to the SIEMPRE ESTELAR PROGRAM

*Conditions and restrictions apply

Benefits for Owners in ELTSP: Owners of Suites used for Living

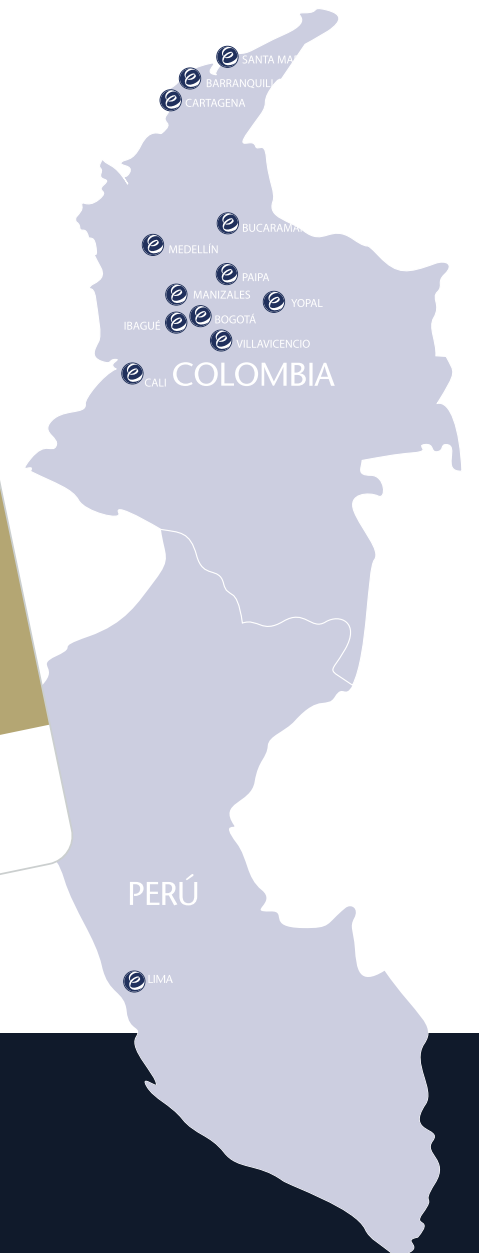
 PROPIETARIOS ESTELAR DESCUENTO DEL 20% EN TODOS LOS SERVICIOS <small>servicios de alimentos, bebidas y otros servicios ofrecidos en el ESTELAR La Torre Suites Pereira, por parte del GESTOR</small>	 DESCUENTOS ENTRE EL 40% Y 50% SOBRE LA TARIFA RACK <small>Alojamiento en los hoteles operados por Hoteles ESTELAR ubicados en Colombia y Perú.</small>	 AFILIACIÓN AL PROGRAMA HUÉSPED SIEMPRE ESTELAR CATEGORÍA ORO <small>hse.siempreestelar.com</small>
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20% Discount in all the services in the Hotel

Discounts between 40 and 50% in the Rack fee

Affiliation to the SIEMPRE ESTELAR PROGRAM

**SIEMPRE
ESTELAR
ORO**
/ PROPIETARIO



HOTELES ESTELAR



ESTELAR[®]

LA TORRE SUITES

PEREIRA



SALES INFORMATION

(+57) 305 224 9582 <https://torresdesign.co> Business office: Reservas del Campestre [Haz click aquí](#) comercial@torresdesign.co @torresdesign.co

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The vegetation can vary, according to the species that are determined in the landscape design, as well as their growth according to the evolution of the vegetation.