



## Proposed Deluxe Hotel & Resort MARRAKECH, MOROCCO

### CLIENT

Off Shore Company - HNWI

### TEAM

Colliers International UK

### STATISTICS

15 hectares

150 bedroom luxury hotel

Managed residences

Spa

### SERVICES PROVIDED

Market & Financial Feasibility Study

[www.colliers.com](http://www.colliers.com)

### INTRODUCTION AND CHALLENGE

Colliers International was commissioned to undertake a feasibility study for a proposed five star luxury hotel to be located 5km south west of central Marrakech.

The proposed Hotel will be a 150-bedroom, five-star hotel targeting the upscale leisure market and a small but significant meeting and incentive (MICE) business market. The site will also have 30 villas which are to be sold and managed by the hotel.

### OUR WORK

Our work was to establish whether the proposed development is a viable scheme for the site from a financial and investment viewpoint.

As part of our work, we undertook an analysis of the hotel market in Marrakech, taking into consideration the future potential of the market and analysing the supply and demand trends. This enabled us to prepare a ten year profit and loss statement for the hotel.

For the residential villas, we researched and analysed some of the larger residential developments that are offering properties towards the upper end of the market, both those that are anchored by a hotel and those that are purely residential.

We also introduced the client to cost consultants, EC Harris, who prepared a cost estimate for the development of the hotel.

### RESULTS

We worked closely with the client's project manager and provided a comprehensive report to enable them to move the project forward. Our report opined on the likely trading performance of the hotel, the sales pricing for the residential units and provided the client with advice upon the feasibility of the project.