



**DUBAI**  
**HOTEL FOR SALE**

# ASSET OVERVIEW

We are pleased to present an exclusive investment opportunity in one of Dubai's most iconic hotel assets, operated by a prestigious hotel chain. This is a modern, established, and highly profitable full-service 5-star hotel, combining architectural excellence, premium positioning, and a strategic location in the heart of the Marasi Drive financial and tourist district, facing the Business Bay canal.

## Executive Summary:

- Premium Asset: 5-star luxury hotel, operating at a highly profitable rate.
- High Capacity: 340 rooms (including 39 suites), 7 dining concepts, 5 meeting rooms.
- Strategic Location: Marasi Drive district - high-demand areas.
- Solid Profitability: High ADR, sustained occupancy, and strong cash flow generation.

**Price: €170 million + professional fees**





# HOTEL DESCRIPTION

- Address: PO Box 413311 - Marasi Dr - Dubai - United Arab Emirates
- Category: 5-star, full-service hotel
- Year of construction: 2015
- Opened for business: 2020
- Last renovation: 2020-2023 (in excellent condition)
- Management: Current agreement with a renowned international operator.
- Ground area: 24,377 m<sup>2</sup> (262,394 ft<sup>2</sup>)
- Floors: 19 floors above ground + ground floor + 3 basements
- Dining: Couqley French Brasserie, Brothaus Bakery & Bistro, Cusinaro Restaurant, Baja Lounge, Honeycomb HiFi Bar, Citadelle Bar, Lolita Lounge & Club
- Meetings and Events: 5 rooms with a total capacity of 500 m<sup>2</sup>
- Wellness and Leisure: Spa, fully equipped gym, heated outdoor pool
- Parking: 212 underground spaces
- Executive Lounge and personalized luxury services



# FINANCIAL & PERFORMANCE ANALYSIS

Between 2021 and 2023, the hotel has shown a sustained increase in its ADR (average daily rate), rising from €210 in 2021 to €271 in 2023, and exceeding €295 in 2024. Occupancy has grown favorably, from 62% in 2021 to over 78% in 2023, with an estimated consolidation of over 80% in 2024.

Accommodation revenue represents approximately 65% of the total, while catering and banqueting services contribute 27%, and the remaining 8% comes from complementary activities such as wellness, corporate events, and retail spaces.

GOP in 2023 was around €18 million, with adjusted EBITDA of approximately €14.7 million and net income of approximately €11.2 million. Annual net profitability is projected to exceed 8.6% with an IRR of between 10 and 12% under conservative scenarios, potentially exceeding 14% under tax optimization or strategic repositioning scenarios.

# DUBAI

DUBAI OFFERS ONE OF THE MOST FAVORABLE INVESTMENT ENVIRONMENTS IN THE WORLD, WITH ZERO INCOME TAX, FULL CAPITAL REPATRIATION, AND UNPARALLELED POLITICAL AND ECONOMIC STABILITY.

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