

## **Room Boom: Investors check-in to hotel rooms**

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**\*\*Buying a hotel room is a substantially growing niche market. An apart-hotel is a superb turnkey product, fully-managed for the investor by the hotel operator which typically requires far less involvement than a buy-to-let property.\*\***

A buyer of a hotel room can be happy in the knowledge that the hotel operator will utilise their global marketing initiatives to ensure good occupancy levels. Usually upscale, full-service developments in the strongest hotel markets, the financing structure of a hotel also sets it apart from superficially similar products such as time-shares or fractional ownership as it's a straight real estate deal.

One such opportunity has just been brought to market by The Belmont Group. Set within 100 metres from the Atlantic Ocean and a short walk from the centre of the fishing village of Alvor on Portugal's golden Algarve coast, The Gotel will be a unique boutique budget hotel located within an hour's drive of Faro International airport.

Over 1.4 million is being spent on refurbishment of the hotel due to open in January 2011. It will be managed by Portugal's largest hotel operator under their global award winning brand, The Pestana Group.

The rooms can be used by their owners for up to 30 days per year and for the remaining time the rooms go into a rental pool run by the hotel and owners receive a split of the income.

### **#Some Great Reasons to Invest:**

\* Prime location - 100 meters from the Beach.\* Hotel with proven track record.\* Managed by The Pestana Group - Portugal's largest hotel and leisure operator.\* ALL Closing Costs Paid – saving up to €16,149!\* Rental cushion covers all associated costs for first 12 months.\* 80% finance available (subject to conditions)\* Fully Furnished.\* Superior Service levels.\* High Rental Returns forecast of 193% over 10 years\* Capital growth Returns of 340% over 10 years\* Intensive daily rentals\* \*\*Low Entry Level - Prices start from 79,187€\*\*

Portugal is always among the top 20 most visited destinations in the world and it is incredibly popular in particular with Brits. Last year well over 11 million visitors travelled the country according to the WorldTravel and Tourism Council, tourism based growth will be in the region of at least 3% annually from now until 2017.

Anyone buying property in Portugal as a jet-to-let investment asset has a strong and developing market to rely upon and is important to know you have an exit strategy.

Official figures from the Office of National Statistics (INE) for August 2009 points to occupancy rates of well above 90 percent in the Algarve, with strong domestic support boosting figures.

Occupancy figures in the Algarve were exactly the same as those recorded the same period in 2008 – the best year for tourism in Portugal on record.

The Gotel has already attracted investors keen to secure a piece of this prime beachside action! Only 38 rooms have been made available.

In today's economy and with an increasingly internet-savvy consumer, traditional notions of how we rest, play and travel are changing. There is a huge and publicly-recognised opportunity for budget hotels to capitalise upon this opportunity and take business from prime hotel brands. Reflecting a consumer trend for no frills affluence, the Gotel boutique budget brand will also be launched in the Caribbean and US shortly.

Regulated real estate agency Belmont Property Partners is the mandated promotional agent handling the sales and promotion on behalf of The Belmont Group and The Pestana Group. Belmont has operations in real estate, leisure marketing and finance industries and also owns a holiday and direct booking website, [\[www.belmontgo.com\]](http://www.belmontgo.com)[\]\(http://www.belmontgo.com\)](http://www.belmontgo.com) that caters to the tourist market in Portugal.

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