

HOTEL DE LA PAIX

4 stars
LUGANO



information memorandum

The property is pleased to present you the opportunity to acquire a 131-room 4 STARS premium hotel in the heart of Lugano. The Hotel de la Paix is housed in a stylish 18th-century building near the lake. It is the biggest hotel of the city and is famous for the flexible congress center and Italian restaurant "Al Barilotto". The freehold Hotel can be acquired not subject to Vacant Possession or to a potential new lease agreement.

131 rooms





MILANO • 79 km • 1h10'
 TORINO • 197 km • 2h18'
 ZURICH • 207 km • 2h24'
 BASEL • 263 km • 2h40'
 BERN • 277 km • 2h53'
 VENICE • 339 km • 3h31'
 GENEVE • 369 km • 4h30'



LUGANO AIRPORT • 5 km
 MILAN MALPENSA • 81 km
 ZURIGO AIRPORT • 215 km

HIGHWAY
LUGANO SUD

3 min



HOTEL DE LA PAIX

FUNICOLAR
MONTE S. SALVATORE

FERRY TERMINAL

LAC

VIA NASSA

RAILWAY STATION

Hotel De La Paix is located in Lugano. It is the largest city in the Ticino holiday region, as well as being the third largest financial center and an important congress, banking and business center in Switzerland, it is also the city of parks and flower gardens, villas and of religious buildings. With its typically Mediterranean atmosphere, **Lugano offers all the advantages of a cosmopolitan city, but its citizen spirit on a human scale.**

CASINO

CONGRESS
PLACE

PARCO CIANI

walking distance



- Funicolar Monte S. Salvatore • 3 minutes
- Ferry terminal • 5 minutes
- LAC • 10 minutes
- Via Nassa • 15 minutes



car distance

- Highway Lugano Sud • 1,5 km
- Railway Station • 2 km
- Congress Palace • 2,4 km
- Parco Ciani • 2,5 km
- Airport Lugano • 5 km



VIA NASSA

In the heart of the historic city centre, just behind the lakefront promenade. The chic Via Nassa. With its boutiques, antiquarian bookshops and jewellers', it elevates windowshopping to an art form; 270 metres of covered arcades make for a shady, pleasant stroll, even in high summer.

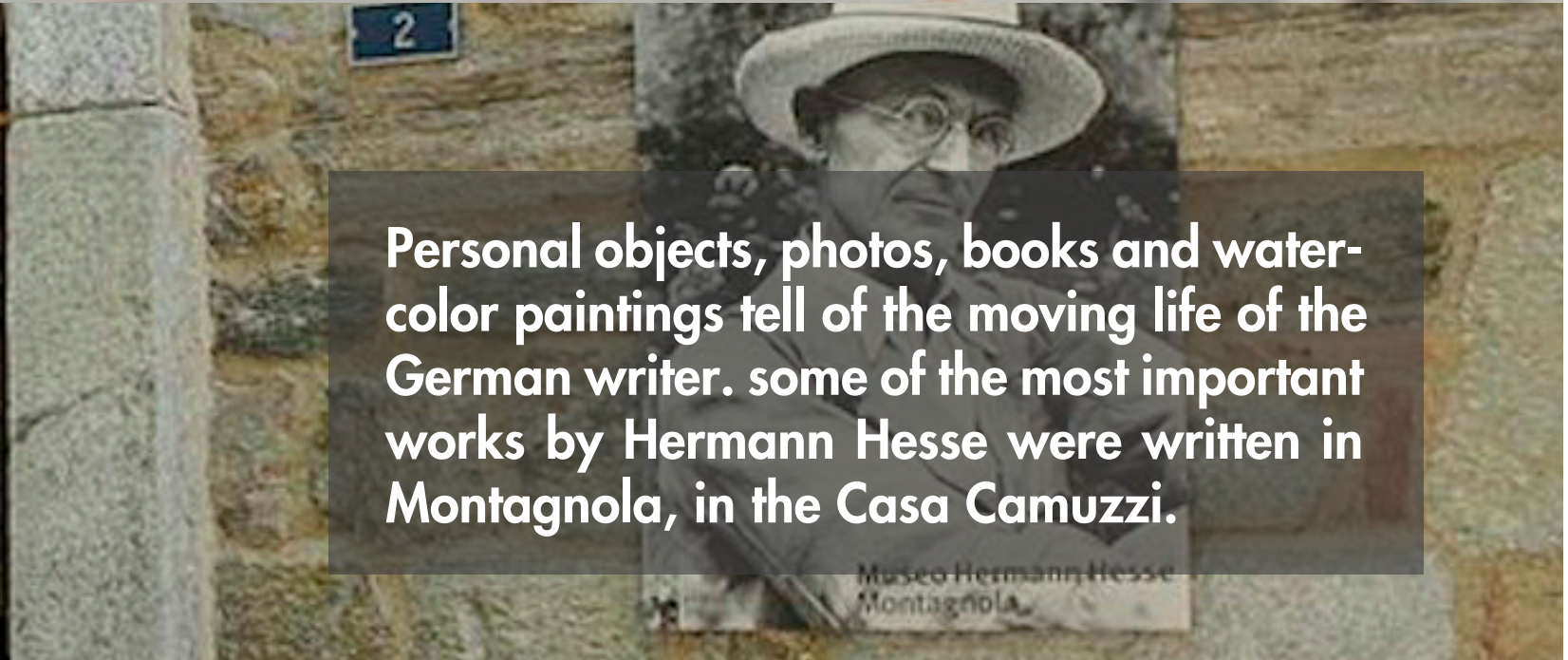


Since September 2015, it has been an impressive platform for contemporary creativity from southern Switzerland. The building by Ticinoarchitect Ivano Gianola offers visitors art across 2500 square metres and a modern theatre and concert hall with space for 1000 guests.

LAC



HERMANN HESSE MUSEUM

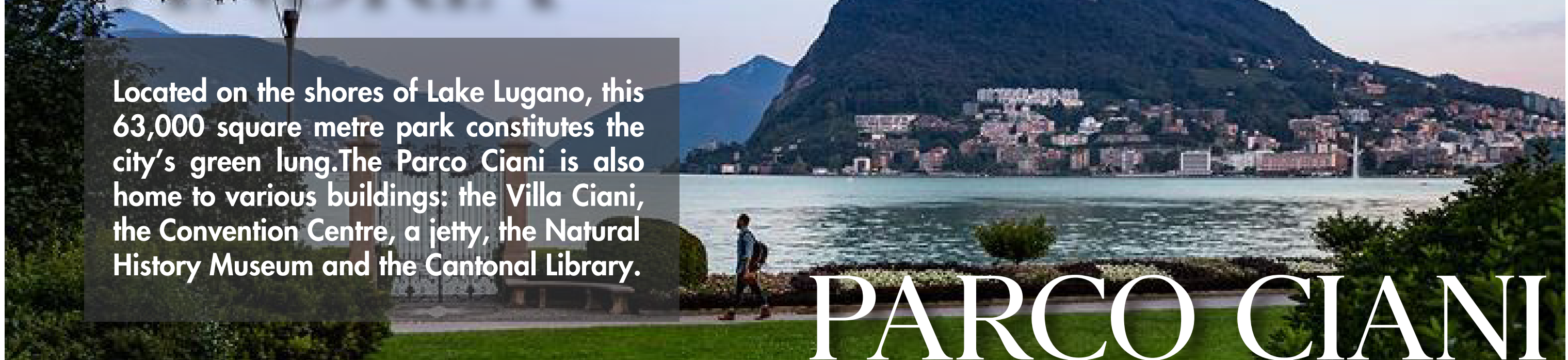


Personal objects, photos, books and watercolor paintings tell of the moving life of the German writer. Some of the most important works by Hermann Hesse were written in Montagnola, in the Casa Camuzzi.



GANDRIA

The little village lies at the foot of Monte Brè, on the shores of Lake Lugano. It has a very nostalgic atmosphere, having remained unchanged for about 100 years. The Swiss Customs and Smuggler Museum, which is located on the opposite shore of the lake, can be reached by lakeboat.



Located on the shores of Lake Lugano, this 63,000 square metre park constitutes the city's green lung. The Parco Ciani is also home to various buildings: the Villa Ciani, the Convention Centre, a jetty, the Natural History Museum and the Cantonal Library.

PARCO CIANI

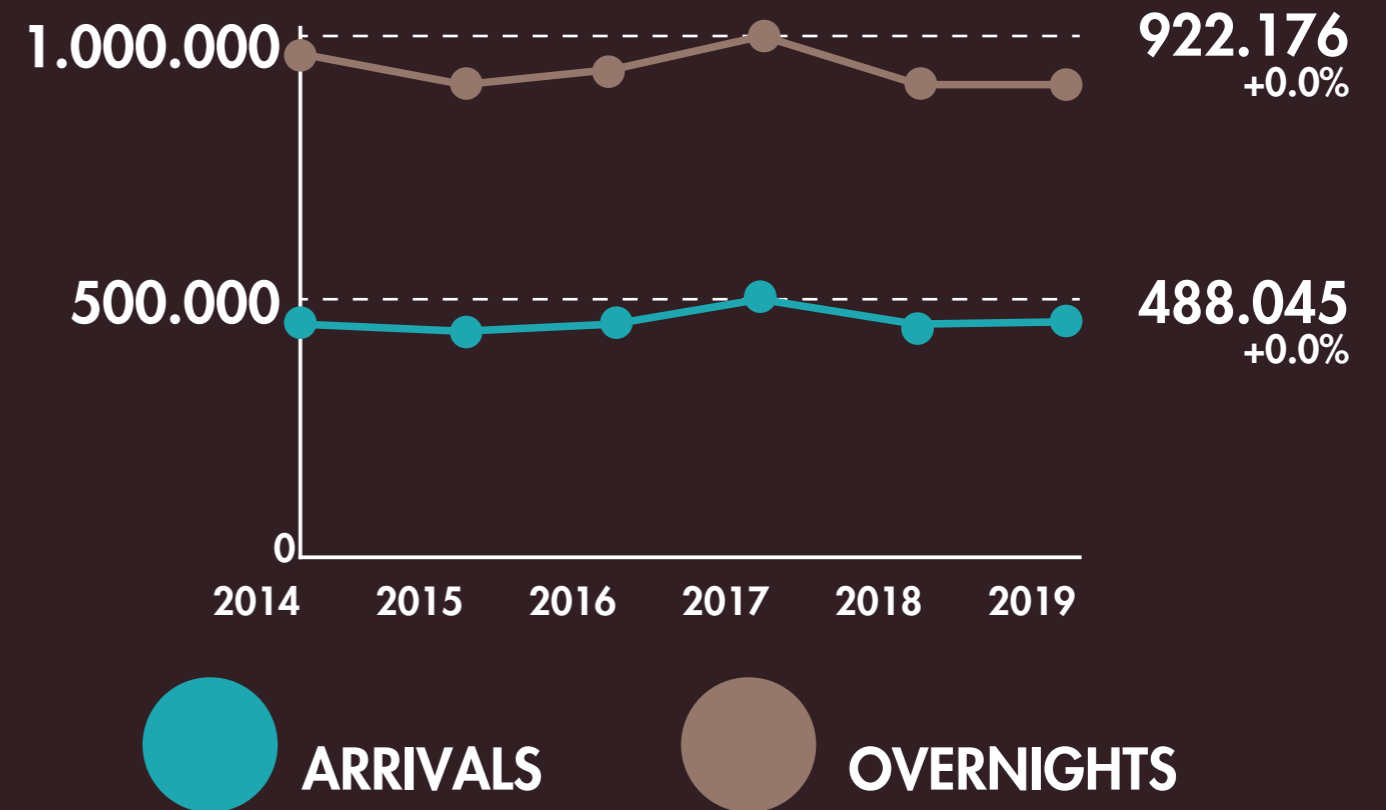


S. SALVATORE

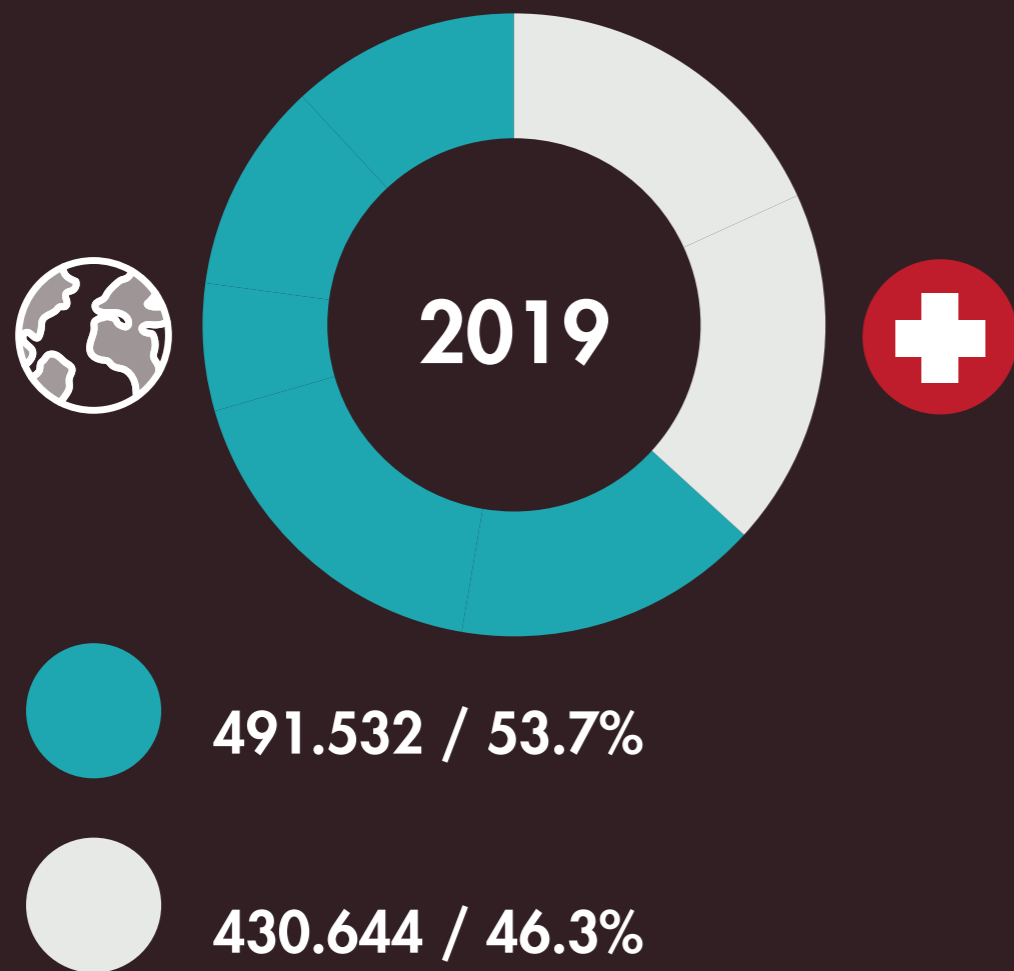
Is Lugano's home mountain and pinnacle of enjoyment. The striking mountain south of the town boasts 360° views over the lake and environs, far south and to the high Alps in the west. The funicular railway up this landmark mountain starts in Lugano-Paradiso.

Tourists arrivals and overnight stays in Luganese (hotel sector)

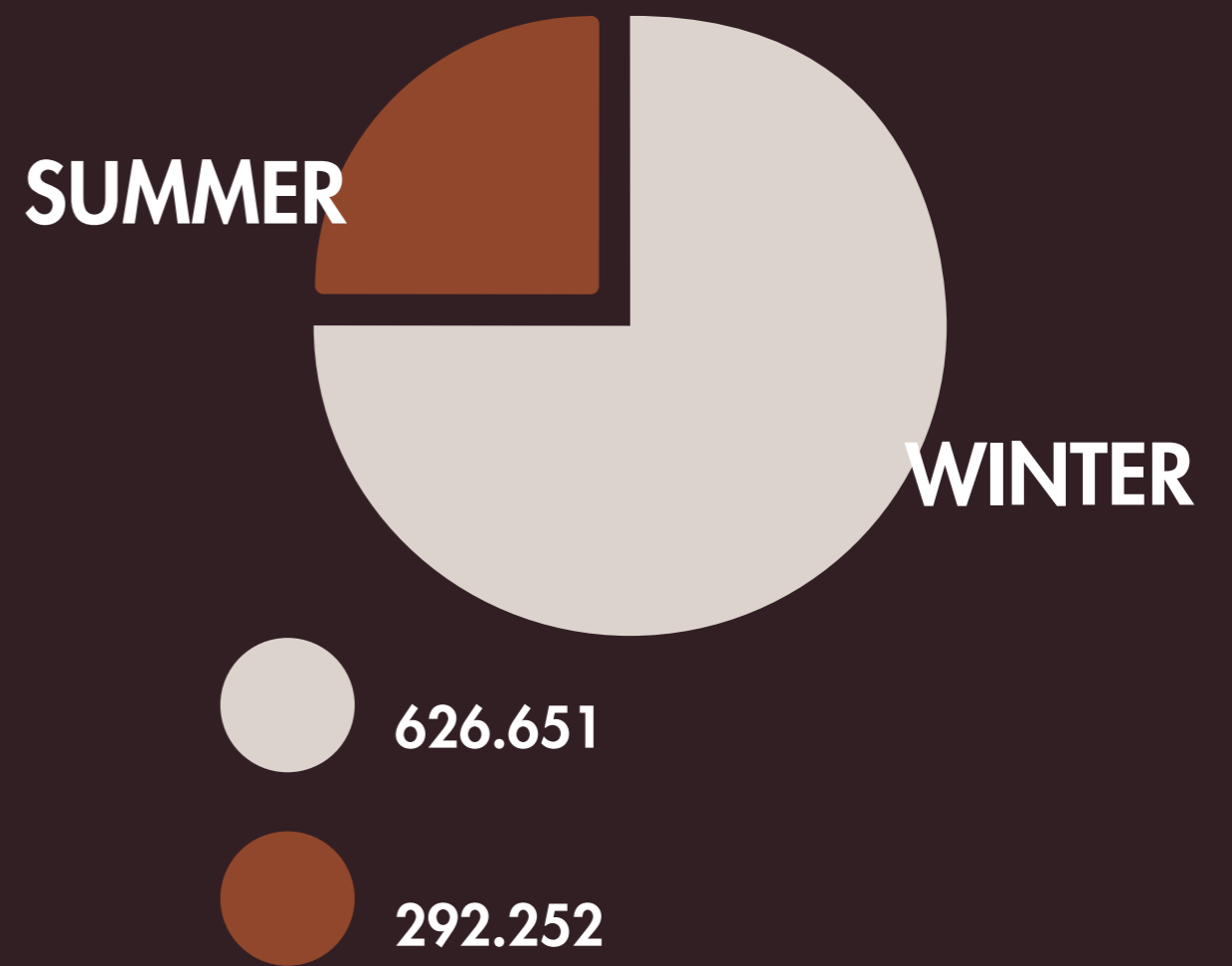
139.9% OF OVERNIGHTS OF THE REGION



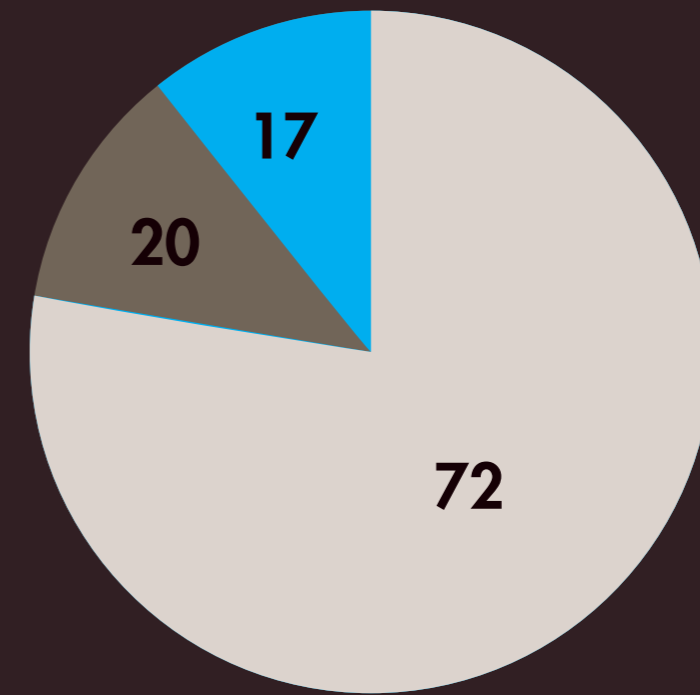
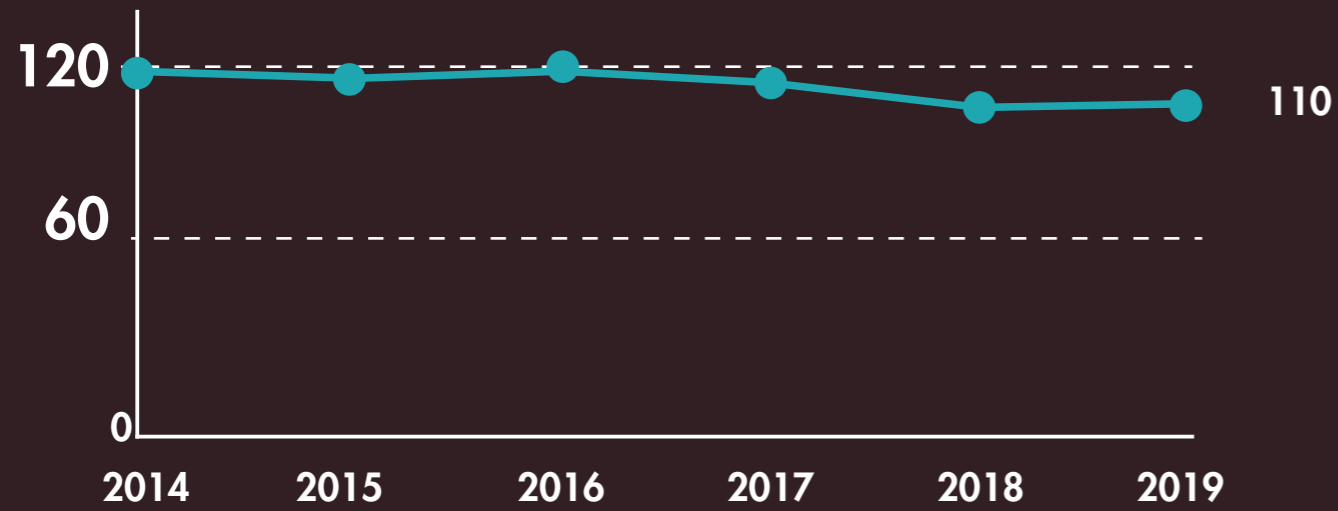
Overnight stays by country of origin



Overnight stays in the touristic seasons



HOTELS IN LUGANESE - 2019



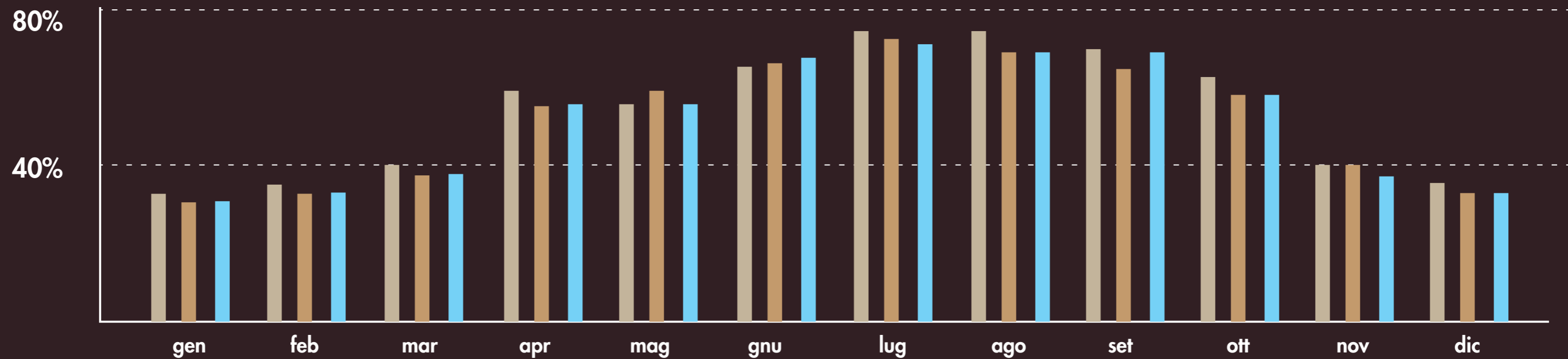
 HOTELS

 0-2 STARS
65,3%

 3 STARS
19,2%

 4-5 STARS
15,5%

ROOM OCCUPANCY RATE



 2017

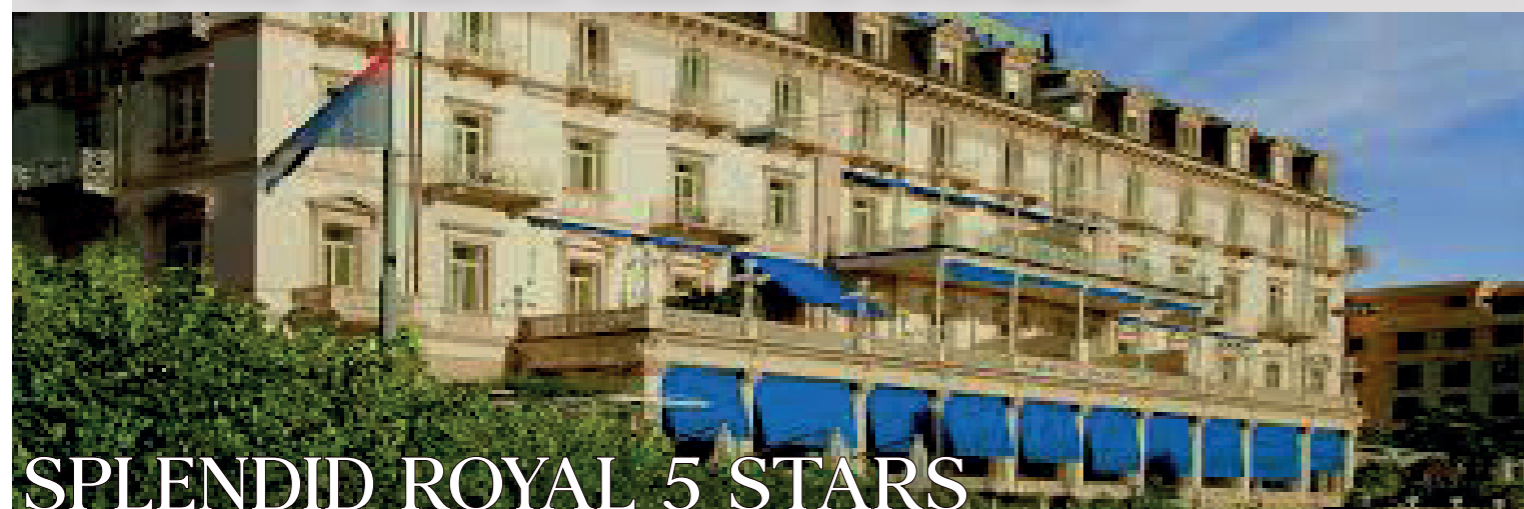
 2018

 2019

NEARBY HOTELS



Rooms	Services	Booking rate
37 SUITES	1 RESTAURANT 1 BAR 1 BEAUTY SPA 6 MEETING ROOM - 250 PAX 1 OUTDOOR SWIMMING POOL	8.8



93	2 RESTAURANT 2 BAR 1 WINE BAR 4 MEETING ROOM - 500 PAX SPA SWIMMING POOL	9.1
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70	3 RESTAURANT 1 BAR 10 SALE MEETING : 200 PAX BEAUTY CORNER - FITNESS HAIR STYLING PRIVATE LIDO INDOOR SWIMMING POOL	9.1
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96	1 RESTAURANT 1 BAR 1 BUSINESS CENTER SWIMMING POOL FITNESS	8.4
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ROOMS	ROOMS COUNT	BED COUNT	AVERAGE SIZE (sqm)
SINGLE	4	4	13
BUSINESS	26	52	18
STANDARD	31	62	18
SUPERIOR with balcony	26	52	18
SUPERIOR VIEW	29	58	20
SUITES	13	26	25
EXECUTIVE SUITES	3	6	30
TOTAL	131	260	-

GFA 5000 sqm

RESTAURANTS AND BAR

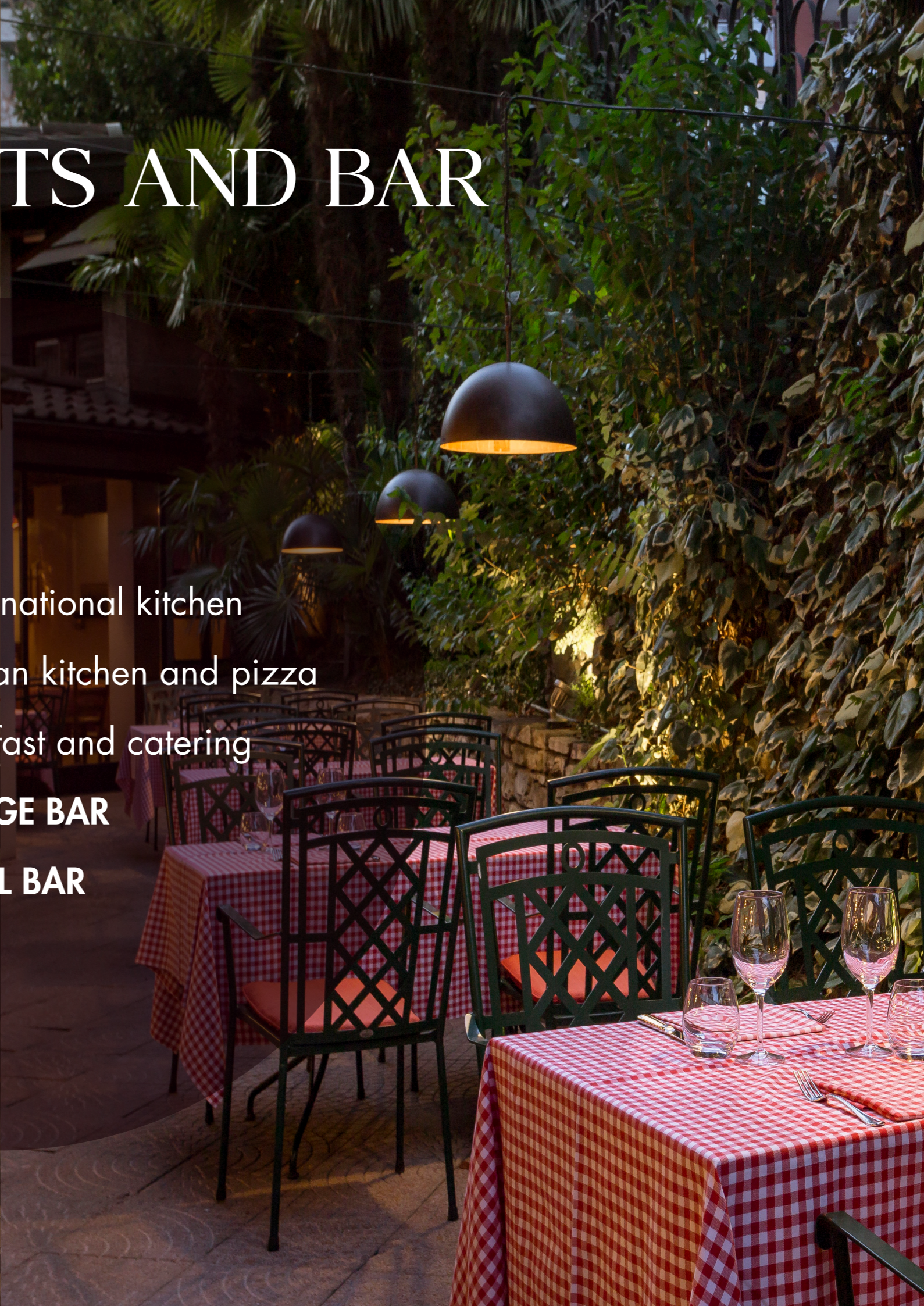
NEPTUNE: international kitchen

AL BARILOTTO: italian kitchen and pizza

BISTROT: breakfast and catering

LOUNGE BAR

POOL BAR



AL BARILOTTO

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LOUNGE BAR

POOL BAR



CONFERENCE CENTER

canton ticino largest meeting facilities

7 MEETING ROOMS or
1 CONGRESS CENTER (500 pax)

OUTDOOR SWIMMING POOL

GARAGE (15 cars)

PRIVATE OUTDOOR PARKING (20 cars)



KPI - TOTAL HOTEL REVENUE

STATISTICS	Y1	Y2	Y3	Y4	Y5
Available Rooms	47.815	47.815	47.815	47.815	47.815
Occupied Rooms	27.924	28.689	31.080	32.514	32.514
Occupancy	58,4%	60,0%	65,0%	68,0%	68,0%
Average Daily Rate	146	154	161	165	168
RevPar	85	92	105	112	114
Guests	41.886	43.034	46.620	48.771	48.771
Occupancy index	1,5	1,5	1,5	1,5	1,5
Served Breakfasts	41.886	43.034	46.620	48.771	48.771

REVENUE	Y1	Y2	Y3	Y4	Y5
Room Revenues	4.085.275	4.407.061	5.013.032	5.349.290	5.456.276
Breakfast Revenues	418.859	438.942	485.031	517.565	527.916
Miscellanea	181.386	195.673	222.579	237.508	242.259
M&E Revenues	324.000	354.960	387.029	413.871	422.149
F&B Revenues	2.224.143	2.528.304	2.924.734	3.214.078	3.278.360
TOTAL HOTEL REVENUES	7.233.664	7.924.940	9.032.404	9.732.313	9.926.959

all figures are in CHF

POTENTIAL BRAND AFFILIATION

opportunity to increase revenues up to 12-15 mln CHF at stabilized year

LUXURY

UPPER
UPSCALE

UPSCALE

BUDGET



weak capacity
of adaptation





contacts:

