

PRIMEIRA VISTA

RETREAT





INDEX

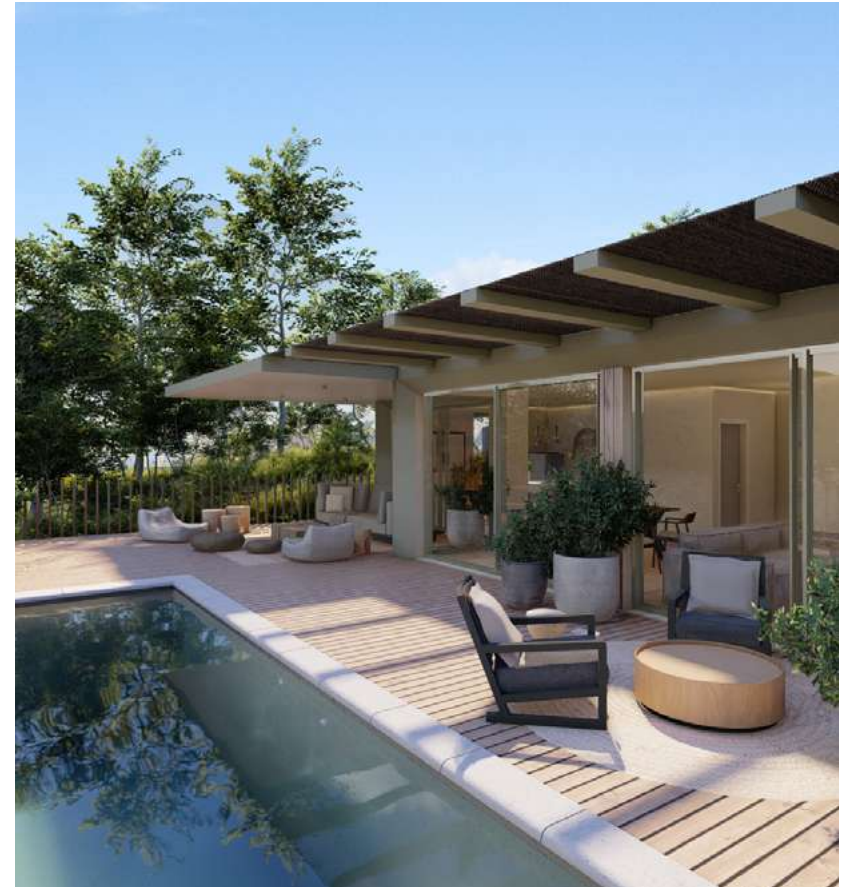
Vision	03
Azores	04
Santa Maria	06
Island map & amenities	09
Tourism	11
Primeira Vista Retreat	13
Community involvement	22
Environmental renewal	23
Professional team	25

AWAKEN THE SPIRIT OF THE AZORES

We are proud to present a truly unique development opportunity within Santa Maria, Azores, Portugal. Primeira Vista Retreat is a licensed boutique hotel concept, offering an investment into a 7 key boutique hotel within the first phase. In addition, we have 16 single villa "branded residence" opportunities nestled into the natural vegetation, with full access to the common facilities. The overall planning approvals are in place (PIP) with tourism, construction and environmental licences complete and signed off for phase 1.

*The hotel suites are generously sized at 80 square metres, providing ample space for comfort and relaxation. Built on sustainable design principles, this fully approved and licensed opportunity is **tailor-made for investors** who care deeply about the environment and aspire to create a unique, exclusive, and high-end hospitality environment.*

- Hugo and James Stroud



Anticipated feasibility

- Anticipated average daily rate of €170
- Development yield at stabilisation at 6,67%
- Expected development yield 8,48%
(after incentive bonuses from the government)
- Based on a 7-year exit strategy at historical cost, the IRR is 14%



The first archipelago in the world to achieve an international certificate as a Sustainable Destination
- *Global Council for Sustainable Tourism*



Azores is one of the best cycling destinations in Europe 2022
- *European Best Destinations*



Home to one of the 7 wonders of Portugal, on the island of São Jorge
- *The Fajã dos Cubres*



UNESCO World Heritage sites include the Angra do Heroísmo and the unique Volcanic Viticulture of Pico Island

A WORLD-RENOWNED DESTINATION

The Azores comprises a group of nine islands of verdant landscapes and crystal-clear waters. The island is highly acclaimed for picturesque hiking trails, whale watching, diving, canyoning, big game fishing, kayaking, yachting and golf. A magical destination in the Atlantic Ocean, the Azores captivates local Portuguese nationals and international tourists all year-round.

With an abundance of adventure and wellness activities, the Azores has been nominated the 'Best Adventure Destination in the World in 2023' and 'Best Adventure Destination in Europe in 2024' at the World Travel Awards.





**DISCOVER
AN ISLAND
PARADISE**

SANTA MARIA ISLAND

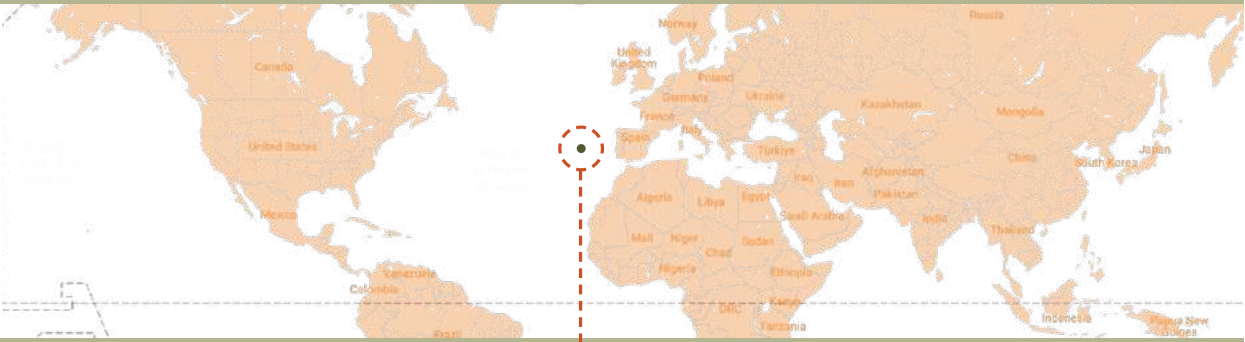
Explore an untouched gem. Santa Maria, was the first island discovered in the Azores and explorers fell in love with it at first sight. As the southern most island it enjoys the most sun, with the least humidity and temperatures between 18 -25°C in summer. The island features a lush, wide-ranging terrain from Pico Alto's mountainous West to Vila do Porto's Eastern plains. Key attractions include São Lourenço beach, cultural festivals, historical landmarks, and natural explorations.





**TRAVEL TO
A PLACE OF
WONDER**

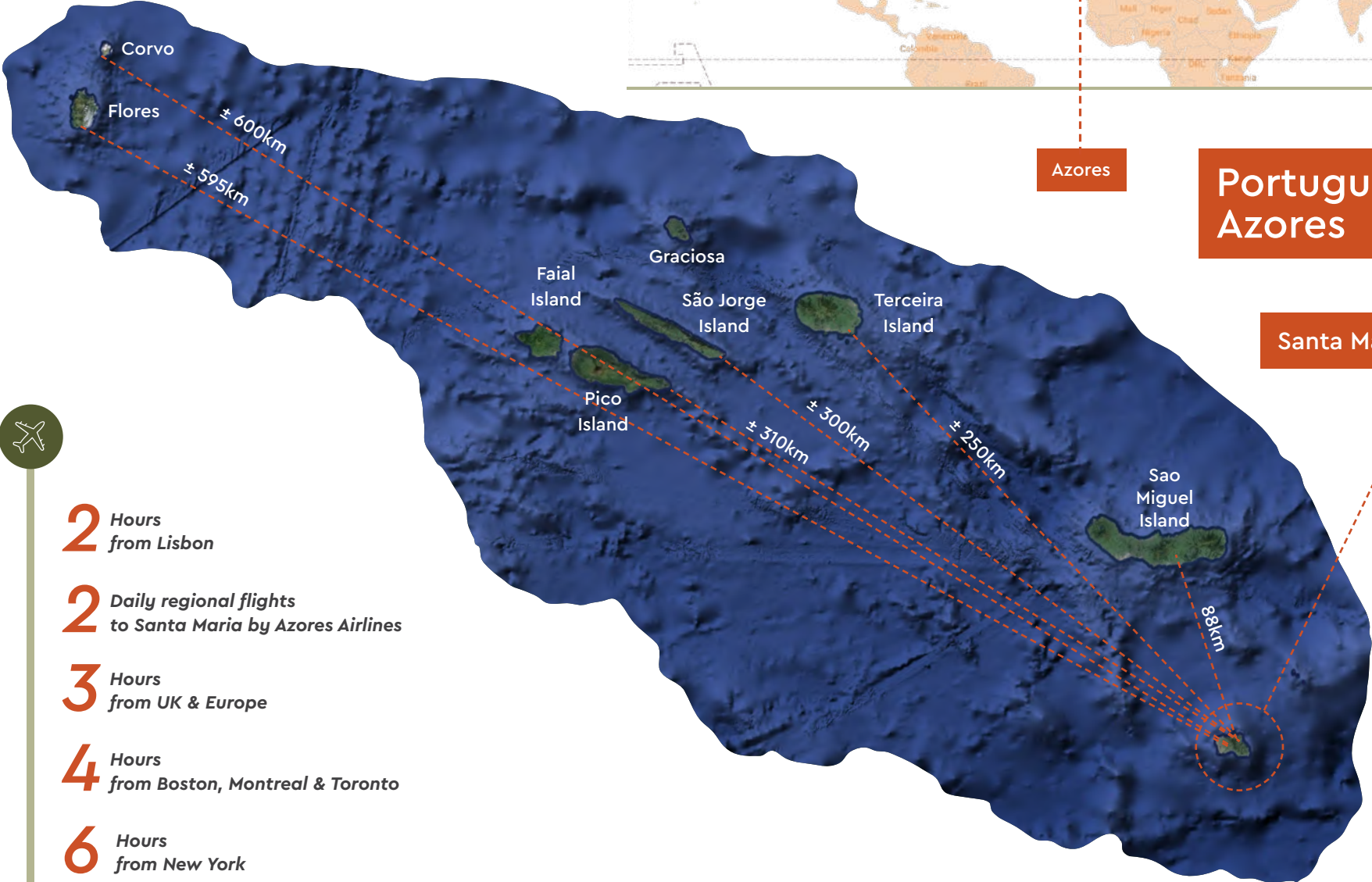
LOCATION



Azores

Portuguese Islands
Azores

Santa Maria Island, Azores



- 2** Hours from Lisbon
- 2** Daily regional flights to Santa Maria by Azores Airlines
- 3** Hours from UK & Europe
- 4** Hours from Boston, Montreal & Toronto
- 6** Hours from New York

SANTA MARIA

-  **Trails**
-  **Beautiful sightings**
-  **Eat wisely**
-  **Community connection**

Santa Maria grand trail tour:

Vila Do Porto – Cardal – 17.1km trail

Cardal – Norte – 21.5km trail

Norte – Bananeiras – 16.5km trail

Bananeiras – Vila do Porto – 23.5km trail



Tourist profile

26 – 60 years, mainly
married couples

Majority are Portuguese

International tourists from
USA, Germany, UK, Brazil



Visit durations

Ave. stay per island: 3 days
Ave. length of stay in the Azores:

12 days

Typical itinerary for
Primeira Vista Retreat
with other operators:

2
weeks

Arrive in Sao Miguel – 2 nights
Fly to Santa Maria – 5 nights
Fly to Pico – 5 nights
Fly to Sao Miguel – 2 nights

WHY INVEST?

Guests arriving to Azores



1 million in 2022
1.1 million in 2023
Up by 10.96%

Rooms sold

2.8 million in 2022
3.6 million in 2023



Up by 28.36%

Ave. daily rate (€)



€102 in 2022
€129 in 2023
Up by 26%

Occupancy

64.1% in 2022
65% in 2023

Up by 1.4%



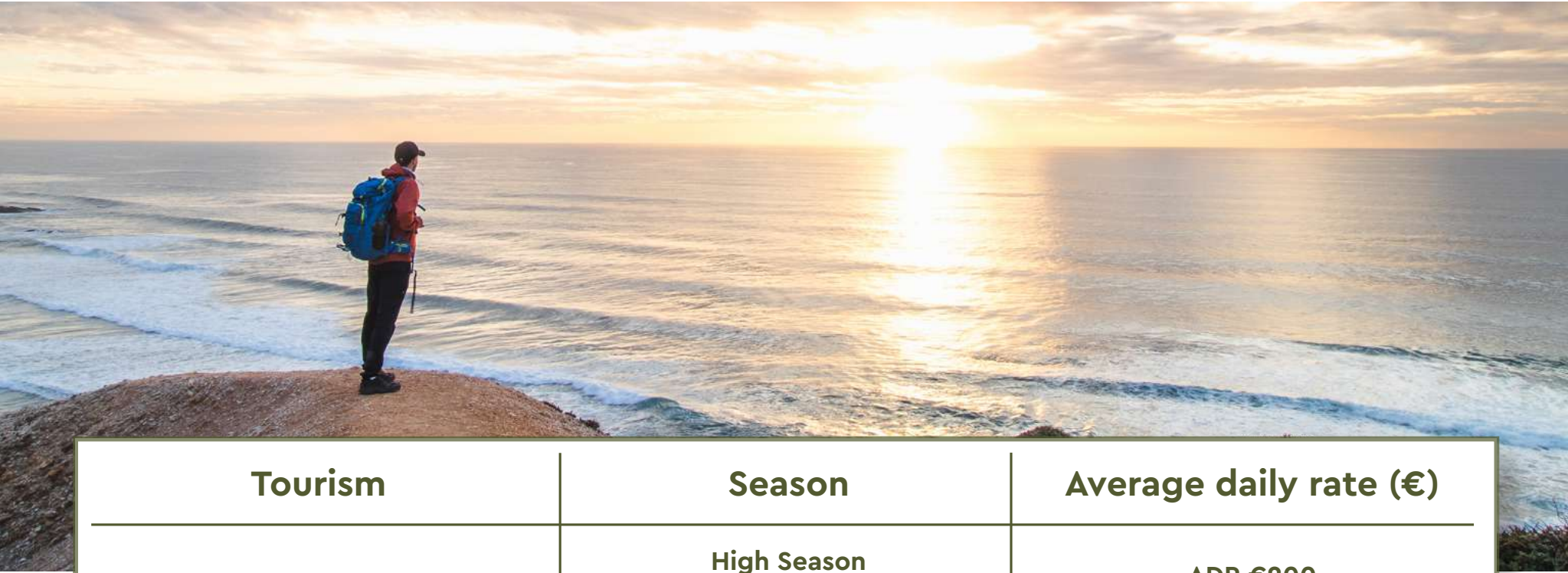
Airlift

7 Airlines

24 International
Destinations



TOURISM STATISTICS



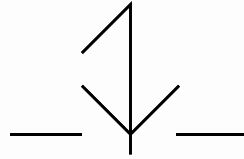
Tourism	Season	Average daily rate (€)
Active Adventure Season	High Season June 16th – Sep 15th	ADR €200
	Mid Season Mar – Jun 15th Sep 16th – Oct 16th	ADR €160
Wellness Season	Low Season Oct 16th – Feb	ADR €100

The information provided is to be used as a guide and is not a guarantee of savings or earnings. All information stated here was correct at time of printing/publishing and subject to change without notice. E&OE





**CONNECT TO
A VIBRANT
COMMUNITY**



PRIMEIRA VISTA

RETREAT



The depictions herein are for illustration purposes only and are subject to change without prior notice.

PRIMEIRA VISTA HOTEL

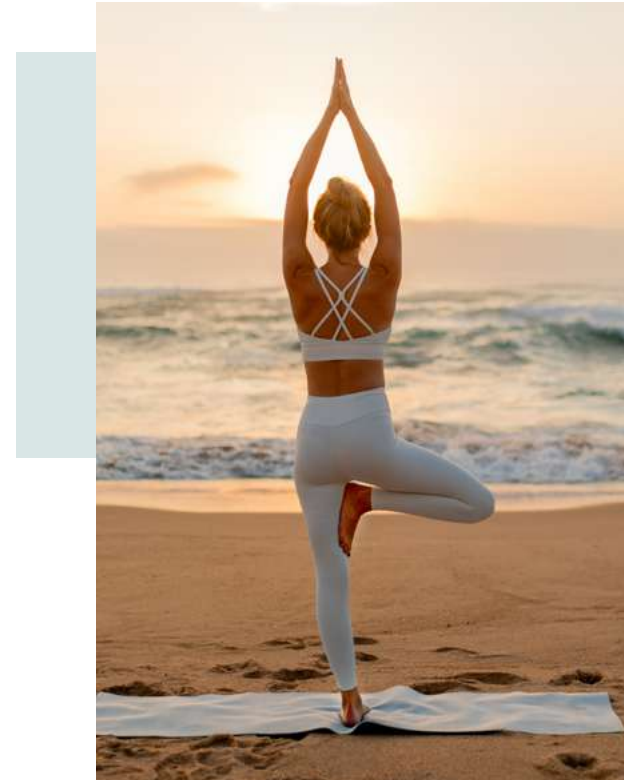


Primeira Vista is a phased investment which starts with the first phase encompassing the **7 key boutique hotel suites** that will enjoy the benefits of the tourism incentive.

PRIMEIRA VISTA RESIDENCES

The planning approvals (PIP) for the Primeira Vista project are complete, allowing for 16 “branded” residences, each on a +- 5,000 m² freehold site, with the capability to accommodate a villa of up to 270m².

Based on the configurations of the branded residences, together with the 7 key hotel suites, the estate can comprise up to 50 rooms, which equates to 100 beds. These branded residences will be serviced by the management company for a monthly fee. The services would include the welcome administration, housekeeping and cleaning, repairs and maintenance, access to the hotel facilities including the Casa Reis Farmhouse and the Beach Club.



The depictions herein are for illustration purposes only and are subject to change without prior notice.

PRIMEIRA VISTA

BEACH CLUB



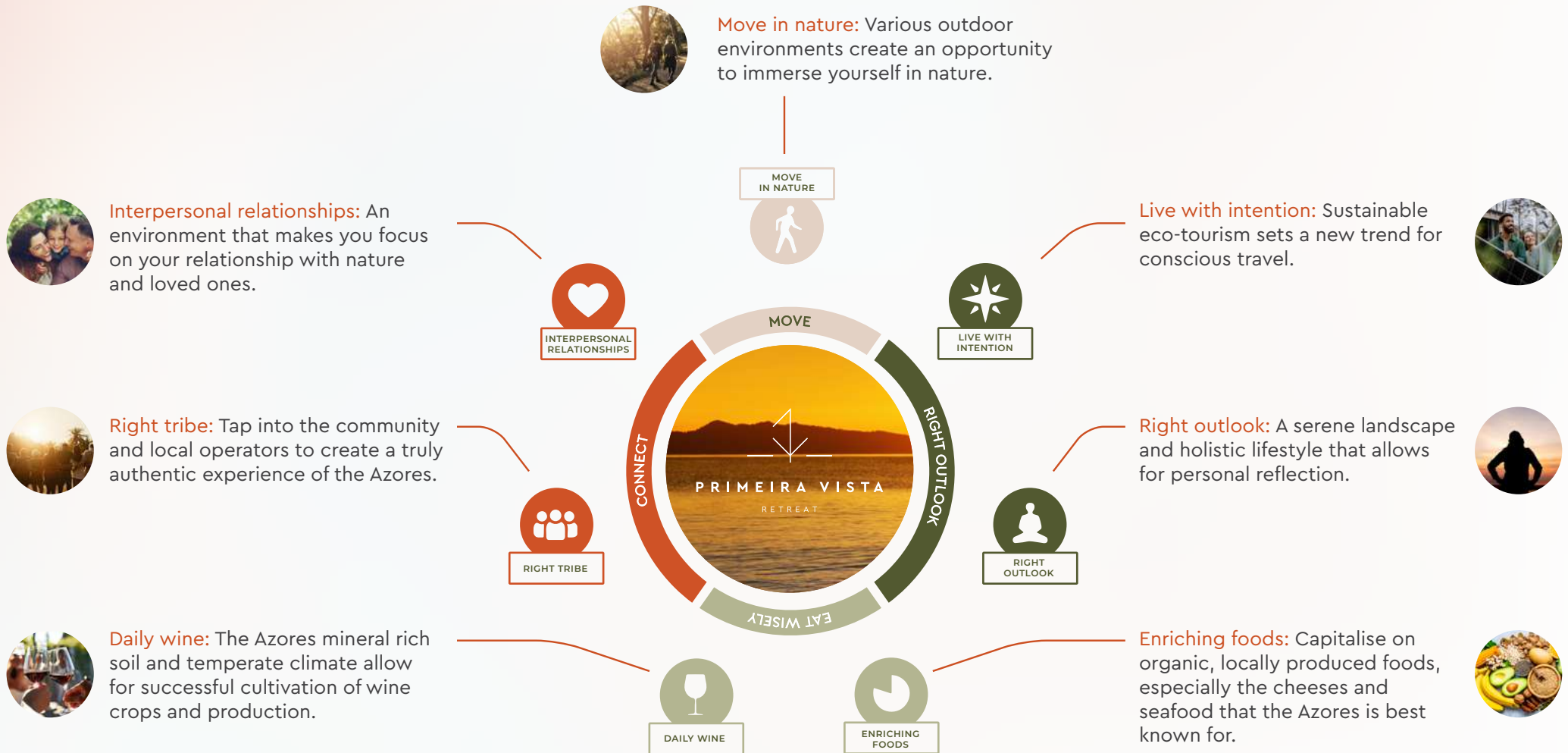
The communal building will feature a Coffee Shop and Deli offering limited services. It will also serve as a **central hub for organised activities** and a departure point for transfers to the beach, marina, and nearby villages.

The Beach House will provide a café-style atmosphere, complete with al fresco dining options, allowing guests exclusive and direct access to the beach.

A 4x4 vehicle will be available to transport guests between the beach and other amenities.

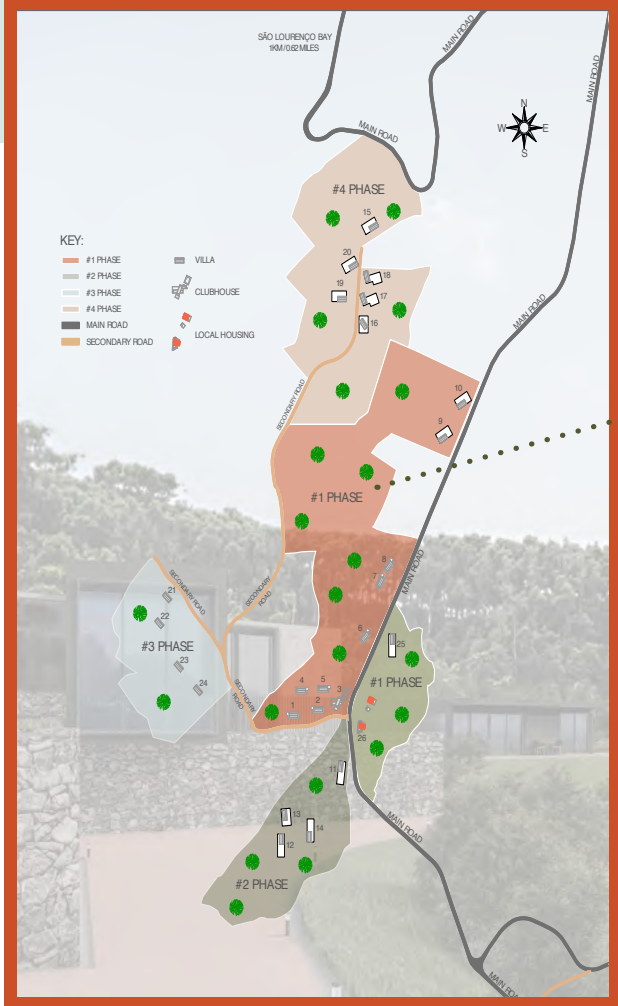


YOUR ISLAND OF WELLNESS



THE BIG PICTURE





The depictions herein are for illustration purposes only and are subject to change without prior notice.



PRIMEIRA VISTA
RETREAT

Phase 1: Boutique Hotel Tourism Project
7 suites, Casa 9 & 10 branded residences,
Point of arrival & reception communal
lounge & spa

Open Meadow

Forest rewilding

Point of arrival

Clubhouse

Casa Reis

Stream

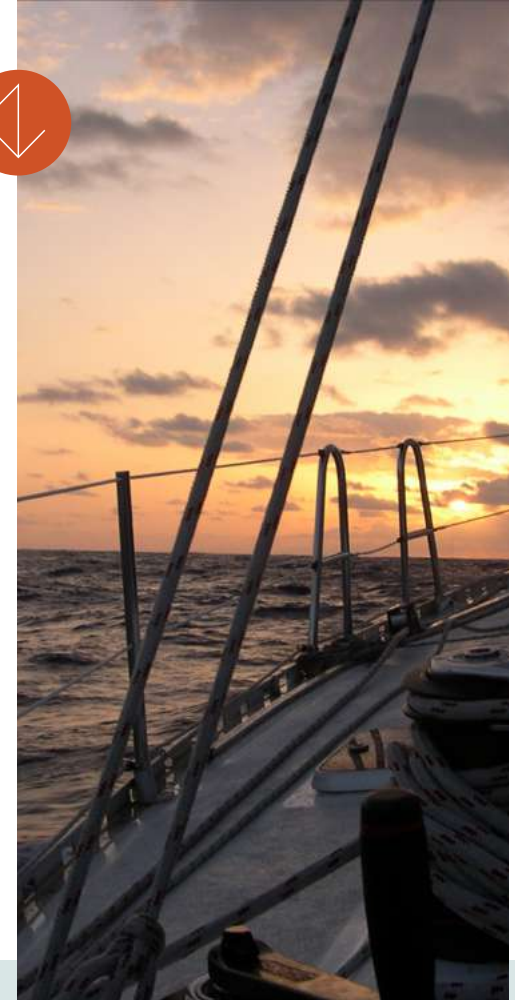
Phase 2, 3, 4.
14 unique private villa
"Branded" residences.



The depictions herein are for illustration purposes only and are subject to change without prior notice.



THE BENEFITS FOR INVESTORS:



- 1 Phased investment into the project starting with the 7 key hotel suites
- 2 Enjoyment of the tourism incentive provided by the Government for the 7 key hotel suites
- 3 Generate revenue from the 7 key hotel suites
- 4 Potential revenue sharing opportunity with the homeowners of the 16 branded residences
- 5 The annuity income from the monthly levy to manage the 16 branded residences
- 6 The revenue for supplying the 16 branded residences with food, beverages and supplies (F&B)
- 7 F&B revenue from the Casa Reis Farm House (yoga, wellness, functions)
- 8 F&B revenue from the Beach Club
- 9 Revenue from eventing and tours (diving, fishing, sailing, hiking, MTB hire, functions)



TAPPING INTO COMMUNITY OPERATORS



Primeira Vista Retreat has integrated the trades, specialties and local knowledge of the Santa Maria island community. This will create authentic experiences that Primeira Vista can tap into, with a variety of local operators and service providers, on its doorstep, including:

- Fishing Charters
- Sailing Charters
- Mountain Bike Guides
- Hiking Guides
- Massage Therapists
- Yoga Therapists
- Laundry Operators
- Contract Caters and Chefs
- Taxi and Airport Transfers
- Food and Beverage Suppliers



Our first project is 'Casa Reis,' a traditional farmhouse, which will be completed for the 2024 summer season. We are also involved in restoring the ancient São Lourenço and Maia vineyards, which surround the beach club. These vineyards feature terraced landscapes, highlighting our local efforts to preserve cultural heritage through eco-tourism and product sales.

ENVIRONMENT RENEWAL

We are dedicated to the conservation and the restoration of the natural environment. Where popular island tourism has taken a strain on islands such as Madeira, the Azores has a long-term vision of sustaining tourism with minimal impact on the natural biodiversity and ecosystem.

*Along with using **sustainable building resources**, our natural re-wilding project, in collaboration with the local communities, aims to eradicate alien species and replant indigenous trees and shrubs.*



Proudly adhering to the Azores Tourism Sustainability Management Policy



MILESTONES

2017

- Acquired land and submitted PIP

2018

- Environmental approval
- PIP approval
- Commence Tourism Incentive application to Government

2020

- Receive Tourism License approval from Santa Maria camera (Local Municipality)

2019

- Submit Tourism License application to Santa Maria camera (Local Municipality)
- Tourism Incentive application approval from Government

2021

- Submit plans for 7 key suites
- Receive Plan approval and Construction License for key suites
- Commence foundations and infrastructure for units 1 – 6

2022

- Submit Plans for Branded Residence 9 and 10
- Receive Plan approval and Construction License for Branded Residences 9 and 10
- Submit Plans for restoration of Casa Reis
- Receive Plan approval and Construction License for Casa Reis
- Commence building works for Casa Reis

2024

- Submit plans for restoration of Beach Club
- Submit Environmental application for the Beach Club
- Re-submit Tourism Incentive application for the 2024 funding window
- Complete building works for Casa Reis

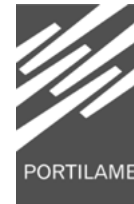
2023

- Continue building works for Casa Reis
- Hold Tourism Incentive application
- Acquire Beach Club Property

PROFESSIONAL TEAM

V
VERDEOESTE

 BUILDINGAZORES

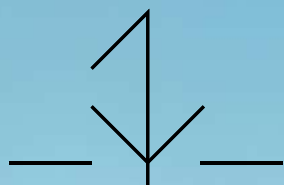


 GRUPO MARQUES

GMT HOSPITALITY
Traveller insights

Land Art STUDIO
Landscape Architecture

 rainmaker
M A R K E T I N G



PRIMEIRA VISTA

RETREAT



Invest in an untapped tourism destination

Speak to us | primeiravista.com
