

Project Dossier: Boutique Hotel at Cortijo Vizcaronda, Manilva



Comprehensive Business Plan for the Boutique Hotel at Cortijo Vizcaronda

1. Executive Summary

This project aims to transform the **Cortijo Vizcaronda** into an exclusive boutique hotel located in **Manilva, Málaga**, a strategic destination in the Costa del Sol. The hotel will blend the historic charm of the cortijo with modern buildings housing a total of 44 luxury rooms, a signature restaurant, and event spaces.

The goal is to address the growing demand for luxury tourism and unique experiences in the region, offering a sustainable, profitable, and highly attractive business model for investors.

- Initial Investment: €9.962.512
- Total Annual Revenue (Year 1): €4.710.000
- Net Profit (Year 1): €2.623.050
- **Break-even Point:** Year 3

The figures and estimates presented in this study are for guidance purposes only. Interested parties should conduct their own due diligence and adapt them to the realities, with their best knowledge of the business and its possibilities in this location. Some images have been generated as an inspiration for the final design of the hotel.



2. Project Overview

Location

Manilva, a growing destination in the Costa del Sol, offers a mix of natural beauty, cultural heritage, and easy accessibility:

- **Proximity:** 40 minutes from Gibraltar Airport and 1 hour from Málaga Airport.
- **Attractions:** Beaches, vineyards, Roman ruins, and year-round mild weather.

Concept

A **44-room luxury boutique hotel** with modern facilities and premium services.

A **signature restaurant** catering to both hotel guests and walk-in clientele.

Exclusive spaces for **destination weddings, corporate events, and retreats.**

3. Investment Breakdown

Investment Item	Details	Cost (€)
Land Purchase	Cortijo Vizcaronda acquisition	3,800,000
Construction	3 modern buildings for 44 rooms	4,962,512
Furnishing and Equipment	Rooms, restaurant, and event spaces	600,000
Licenses and Permits	Administrative and legal costs	200,000
Marketing Launch	Initial promotional campaigns	150,000
Contingencies	5% of total project costs	250,000
Total Initial Investment		9,962,512



4. Revenue Streams

Accommodation Revenue

- **Details:** 44 rooms priced at €240/night, with a 70% occupancy rate.
- **Annual Revenue:** €2,720,000

Restaurant Revenue

- **Details:** Average of €55/meal, with an estimated 26,000 meals served annually.
- **Annual Revenue:** €1,430,000

Event Revenue

- **Details:** Average of 35 events annually (weddings, corporate retreats) at €16,000 per event.
- **Annual Revenue:** €560,000

Total Annual Revenue: €4,710,000

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5. Operating Costs

Cost Category	Details	Annual Cost (€)
Staff Salaries	32 employees, avg €28,000/year	896,000
Utilities & Maintenance	Electricity, water, repairs	275,000
Marketing	Online and offline advertising	120,000
Food & Beverage Costs	Restaurant supplies (38% of restaurant revenue)	543,400
Event Costs	Decorations, coordination (18% of event revenue)	100,800
Other Costs	Insurance, admin, contingencies	151,750
Total Annual Costs		2,086,950

6. Financial Projections

Year	Total Revenue (€)	Total Costs (€)	Net Profit (€)	Cumulative Balance (€)
1	4,710,000	2,087,950	2,622,050	-6,340,462
2	4,945,500	2,152,588	2,792,912	-3,547,550
3	5,192,775	2,218,165	2,974,610	-572,940
4	5,452,414	2,284,710	3,167,704	2,594,764
5	5,724,035	2,352,251	3,371,784	5,966,548
6	6,010,236	2,420,819	3,589,417	9,555,965
7	6,310,748	2,490,444	3,820,304	13,376,269
8	6,626,285	2,561,157	4,065,128	17,441,397

7. Key Outcomes

- Payback Period:**
 - Break-even is achieved by **Year 3**, ensuring a **strong return on investment**.
- Diversified Revenue:**
 - Integration of accommodation, restaurant, and events ensures consistent income streams.
- Scalability:**
 - Opportunities to expand services and increase occupancy further enhance long-term profitability.

Annex: Justification of Cost Percentages Applied to Revenue

This annex provides transparency on cost assumptions, ensuring alignment with industry benchmarks and justifying the applied percentages.

Food & Beverage Costs (38% of Restaurant Revenue)

This percentage reflects industry standards for food and beverage operations, taking into account:

- **Ingredient Costs:** Procurement of high-quality, locally sourced ingredients.
- **Wastage:** Controlled to minimize losses, typical in fine dining establishments.
- **Supplier Contracts:** Optimized for bulk discounts and regular supply.

Event Costs (18% of Event Revenue)

This percentage considers the expenses associated with hosting high-end events:

- **Decorations:** Customized setups for weddings, corporate events, and retreats.
- **Labor:** Dedicated event staff and coordinators.
- **Materials:** One-time and reusable event materials such as seating, lighting, and AV equipment.

Staff Salaries

The allocation reflects:

- **Competitive Salaries:** To attract and retain top talent in the hospitality industry.
- **Full-time & Seasonal Staff:** Balanced to match peak and off-peak periods.

Utilities & Maintenance (6% of Total Revenue)

A fixed allocation covering:

- **Energy Costs:** Use of efficient systems to reduce consumption.
- **Maintenance:** Regular upkeep of the property and equipment to ensure premium quality.

Marketing (3% of Total Revenue)

Focused on:

- **Digital Campaigns:** Targeted ads to attract high-value clients.
- **Partnerships:** Collaborations with tour operators and event planners.

Other Costs (Fixed €151,750)

Including:

- **Insurance:** Comprehensive coverage for the property and operations.
- **Administrative Costs:** Permits, legal fees, and day-to-day operations.

Contact Information

Interested in Learning More?

Get in touch with us to receive more details or schedule a meeting:

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