

| Medellín

CALLE  FLORA
HOTEL

| Colombia

BY: TRAZOS URBANOS





ETERNAL SPRING.

A hotel
that pays
tribute to

*Captivating its visitors and
wanderers with endless varieties
of colourful flowers.*

Chosen as the best
traveling destination
in latinamerica'
in the "city" category,

*it's the perfect place for a hotel that will
be the center of attention and looks.*





WELCOME TO

El Parque Lleras

CALLE FLORA HOTEL

It will be located in the heart of the zona rosa, the most **touristic** destination in Medellín and the neighborhood of El Poblado: Parque Lleras, the most attractive location for foreigners and locals alike; **a must see in the city of Medellín.**





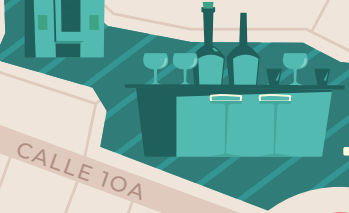
MA —
— NILA



AS —
— TORGA



PARQUE
POBLADO



LA —
— LINDE



CALLE 10A

CALLE 9

CALLE 11B

CALLE 11A

CALLE 10

TRANSVERSAL
INFERIOR

AVENIDA REGIONAL

AVENIDA LAS VEGAS

CALLE 5

CALLE 7D

CALLE 7

LLE —
— RAS

PARQUE
LA PRESIDENTA



PRO —
— VENZA



CALLE 1

CARRERA 38

CARRERA 39

CALLE 1B SUR

MILLA
DE —
— ORO




PRIVILEGED
LOCATION.

THE “ZONA ROSA”;
A MUST SEE FOR VISITORS AND LOCALS ALIKE.



TOURISTIC
LOCATIONS
 YOU CAN'T MISS!

CC. SANTAFÉ



8 MIN.

CC. EL TESORO



8 MIN.

EL CASTILLO MUSEUM



9 MIN.

MODERN ART MUSEUM



11 MIN.

PIES DESCALZOS
 PARK



13 MIN.

PLAZA MAYOR
 Convention Center



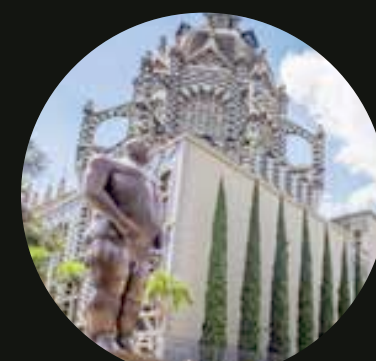
14 MIN.

ATANASIO GIRARDOT
 STADIUM



16 MIN.

PLAZA DE BOTERO



20 MIN.

JARDÍN BOTÁNICO



20M.

MILLA DE ORO



24M.

COMUNA 13
 GRAFFITI TOUR



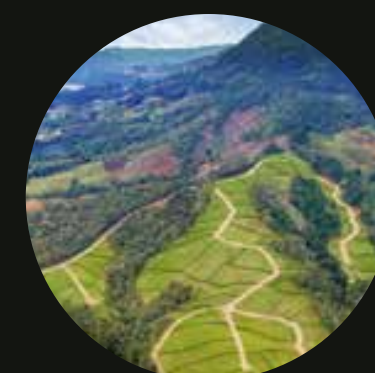
29 M.

PARQUE EXPLORA



34 MIN.

LLANO GRANDE



40M.

PARQUE ARVI



1H.20M.

GUATAPÉ



1H.44M.

CALLE FLORA HOTEL
 A SAFE INVESTMENT

AIRPORTS



OLAYA HERRERA

8 MIN.



JOSÉ MARÍA CÓRDOBA,

25 MIN.

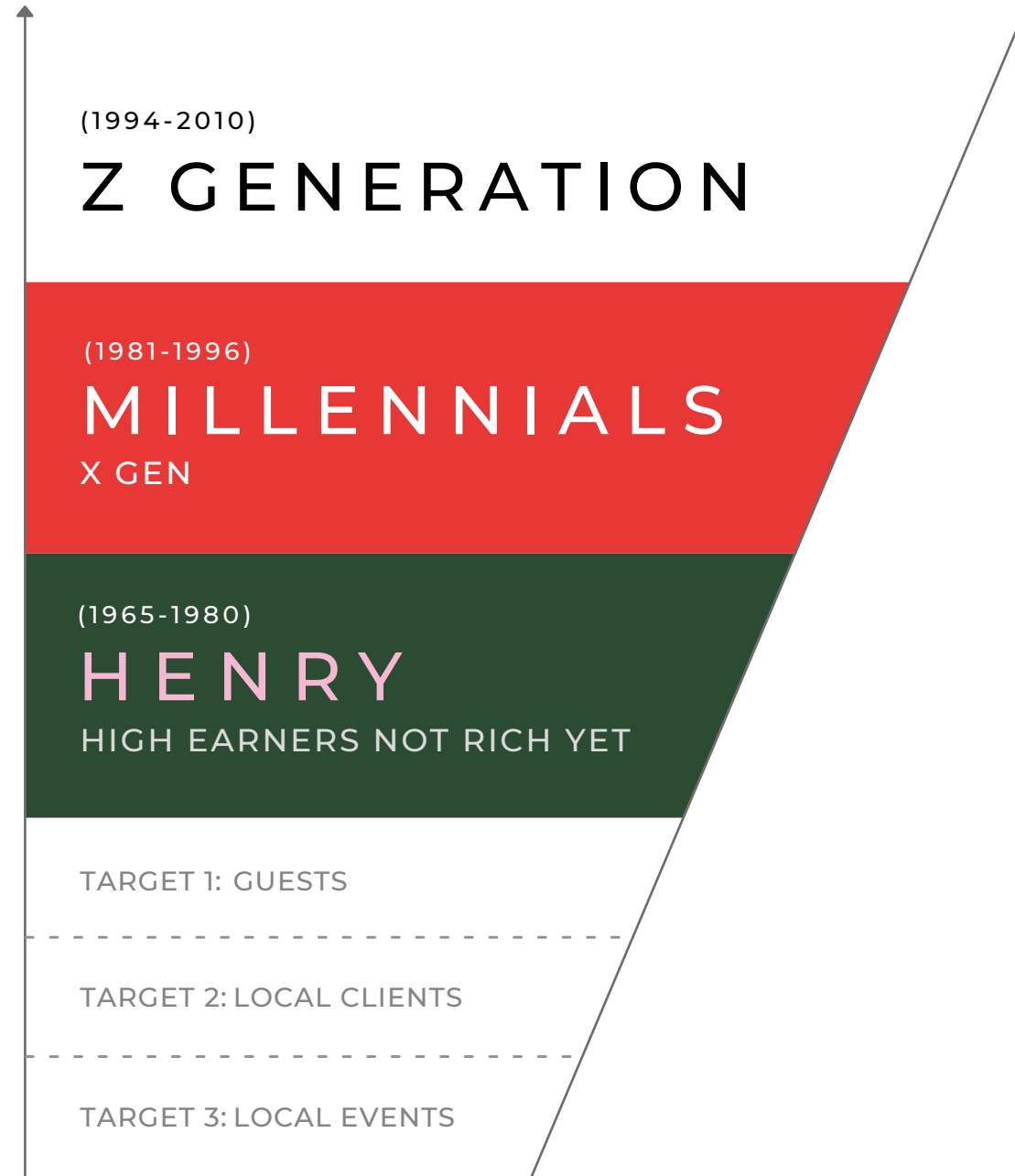
METRO



ESTACIÓN EL POBLADO

5 MIN.

TARGET AUDIENCE



MILLENNIALS

A HIGHLY TECHNOLOGICAL GENERATION.

They consult others' opinions before their own.

They like highly instagramable spaces, especially with good design and style.

THEY TRAVEL SEEKING UNFORGETTABLE EXPERIENCES

EXTREMELY SOCIAL.

They seek local cultural experiences.

HENRY

THEY INTERACT WITH THE BRANDS THAT THEY SUPPORT AND THAT REPRESENT A CAUSE OR A COMMUNITY.

TODAY THE MODERN VISION THAT THEY HAVE OF A LUXURY BRAND is directly related with the brand's ethical and moral values, seeking brands that have a deep impact in society.

TARGET **VACATIONER-BLEISURE**

Tourism vacations, bleisure or business travel, typically accompanied by a significant other or friends.

Bleisure. In their travels they look to also do business.

The location of the hotel is key, as it must be in the "zona rosa".

They seek local experiences, the best restaurants, bars, clubs and locally-preferred destinations.

The hotel where they stay in gives them status.

They have a good amount of disposable income which they spend on enjoyment and experiences.

They're selective with the places they frequent.

TOURISM AND HOTELS



• HOTEL OCCUPANCY • % HISTORICAL IN ANTIOQUIA



DURING 2021

THE HOTEL OCCUPANCY RATE WAS HIGHER THAN THE **39,3%** RECORDED IN THE 2020 AND THE **70,3%** RECORDED IN THE 2019.



Between January and October 2021, the expenditure in the city was **215 MILLONES DE DÓLARES** growing 93,3% in comparison with 2020, and 11,6% with the 2019

• TOURISM LAW •

From January 1 of this year, Colombians have a **VAT reduction from 19% to 5% for the sale of air tickets** for national and international flights, amongst other benefits.

• INTERNATIONAL PASSENGERS •



DURING 2021

JOSÉ MARÍA CÓRDOVA AIRPORT HAD A TRAFFIC GROWTH FOR 2021 OF **13.1%**, WITH AN INCREASE OF **116.781** PASSENGERS, COMPARE WITH 2020.



During December 2021, **42.1%** of visitors were **foreigners** and **57.9%** were **nationals**, exceeding the numbers recorded in 2020.

The area with the highest number of foreign visitors is **El Poblado**, with an occupancy rate of 84%, followed by Oriente with 8%, Laureles - Estadio 6% and other areas of Metropolitan Area with 2%

1. www.elspectador.com/especiales/mundo-destinos/las-cifras-record-que-el-2019-le-dejo-al-turismo-en-colombia-articulo-906186/#:~:text=Las%20cifras%20as%3AD%20lo%20demuestran,7%25%20m%C3%A1s%20que%20en%202017

2. www.mincit.gov.co/prensa/noticias/industria/comercio-y-turismo-motores-crecimiento-economico

3. Fuente: reporte SITUR 2019

4. PDF -PAG 40. www.camara.gov.co/sites/default/files/2020-09/P.L.403-2020C%2028LEY%20GENERAL%20DE%20TURISMO%29.pdf

5. www.medellin.gov.co/irj/portal/medellin?NavigationTarget=contenido/9137-Para-seguir-impulsando-la-reactivacion-del-turismo-Medellin-sera-el-eje-estrategico-de-nuevas-rutas-aereas-desde-y-hacia-el-exterior#:~:text=De%202015%20a%202019%20la%20la.visitantes%20en%20los%20pr%C3%B3ximos%20a%C3%B1os.

6. www.colombiacheck.com/chequeos/bogota-es-la-ciudad-del-pais-que-mas-turistas-extranjeros-recibe#:~:text=Las%20cifras%20de%20la%20legada,la%20ciudad%201'254.657%20personas.

CITY PROGRESS

Tourism and hotels



¡El Parque Lleras under renovation!

The renovation project is aimed at cultural and commercial development, in addition to benefiting road and pedestrian mobility and improving the quality of the environment.

Intervention that will definitively help the integral relationship of Lleras Park between pedestrian - public space and services (PES).



GREEN AREAS WITHIN THE PARK



PEDESTRIAN IMPROVEMENT AROUND THE PARK



VITALITY



SENSE



ADAPTATION



ACCESS



PERCEPTION

A PROFITABLE INVESTMENT

THAT FLOURISHES EVERY DAY

CALLEFLORA
HOTEL



Profitable Hotels

Associate yourself with us.



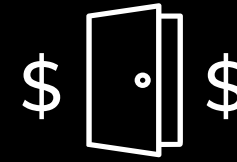
**LOT
OPPORTUNITY**



**PREFERENTIAL
ZONING**



**DEVELOPS
BUILDS
MANAGES
PARTNER**



**MOST
PROFITABLE
OFFERING
PER NUMBER
OF UNITS**



**PRIVILEGED
LOCATION**



**MAIN PROPERTY
MANAGER OF
HOTELS
FOR 2013**



**PROPERTY
MANAGER IS 100%
ALIGNED WITH
OWNER'S
INTERESTS**



PROFITABLE
BY NATURE



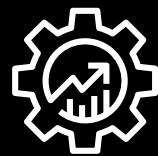
**EXPERIENCED
PROPERTY
MANAGER WITH
HIGHER-THAN-MARKET
OCCUPANCY
RATES**



**ACCESS
TO HOTEL
TRENDS
AND ONLINE
PLATFORMS**



**INDIVIDUALLY-TITLED
WITH
COLLECTIVE
RENT**



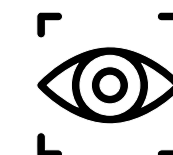
**LIGHT
PROPERTY
MANAGEMENT**



**HOTEL
INCOME**



**COMMERCIAL
SPACE INCOME**



**ICONIC
PROJECT**



A SUCCESSFUL PROPERTY MANAGER



**AN EASY, SAFE
AND PROFITABLE INVESTMENT**

LEAVE IT UP TO THE PROPERTY MANAGER.

01

Promotes and markets your property physically and through virtual media

02

Immediate attention to damages caused to the hotel.

03

Manages a replenishment and renewal fund for your unit.

04

Manages the relationship with clients and investors.

05

Payment of the profitability obtained directly to the owner.

06

Administration of property expense (administration expenses, public services, property taxes, maintenance, replacement of endowment).



PERCENTAGE OF OCCUPANCY IN THE HOTELS JALO MANAGES 2020

% MONTH	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
PERCENTAJE OF OCCUPANCY	87.9%	93.5%	80.2%	60.9%	61.8%	62.2%	63.6%	58.2%	65.7%	92.3%	96.6%	95.5%

PERCENTAGE OF OCCUPANCY IN THE HOTELS JALO MANAGES 2021

% MONTH	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
PERCENTAJE OF OCCUPANCY	97%	97%	93%	85%	85%	90%	95%	94%	92,5%	89%	87,3%	88,3%



POSITIVE REVIEWS

Booking.com

tripadvisor

Expedia®



Juliana
February - 2021

Sebastian was very kind and answered all my concerns, the facilities are divine, the apartment is super well equipped, I loved the gym! In addition, the building is close to many places of interest. When I return to Bogota I hope to return, I really loved everything.



Marco
March - 2021

In general it was spectacular, although I had an impasse upon arrival and lost a day of lodging due to personal issues, I loved the place, magnificent hosts, I will repeat when I return to Bogota.



Neygred
April - 2021

I recommend this accommodation. The building facilities are well equipped. And the apartment itself is very cozy and its view of the city is simply spectacular.



Aldemar
April - 2021

It is a great experience, exceeds expectations, very comfortable, quiet, good view, excellent treatment. Valentina is very friendly and attentive to any concerns and needs that may arise. Super recommended.

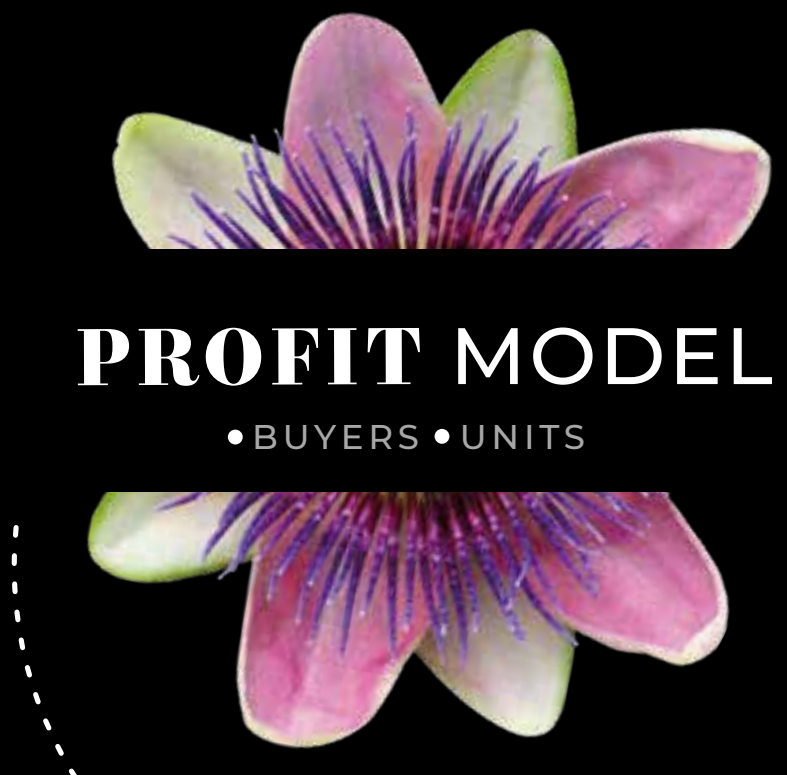


Sergio H
March - 2021

The facilities and the location of the building are excellent. The apartment was found immaculate and well equipped. The attention from the front desk staff greatly improved communication problems prior to arrival. I will always recommend this accommodation.

PROFIT MODEL

• BUYERS • UNITS



1



INVEST IN A ROOM AND RECEIVE A PROPERTY TITLE ON YOUR UNIT.

INVESTORS / ROOM

2



OPERATION
THE HOTEL OPERATOR WILL BE IN CHARGE OF MANAGING AND MARKETING YOUR INVESTMENT.

3



THE HOTEL OPERATOR WILL BE IN CHARGE OF THE PAYMENT OF COSTS AND EXPENSES ASSOCIATED WITH THE ADMINISTRATION

4



RECEIVE INCOME ON ALL THE HOTEL BUSINESSES.

PROFIT PAYMENT

BUSINESS

MODEL

**TOTAL
INCOME**

**COST
& EXPENSES (25%)**

**OPERATING
PROFIT**

JALO (15%)

**PROFIT
BEFORE TAXES**

\$546,983

USD

\$ 136,746

USD

\$ 410,238

USD

\$61,536

USD

\$348,702

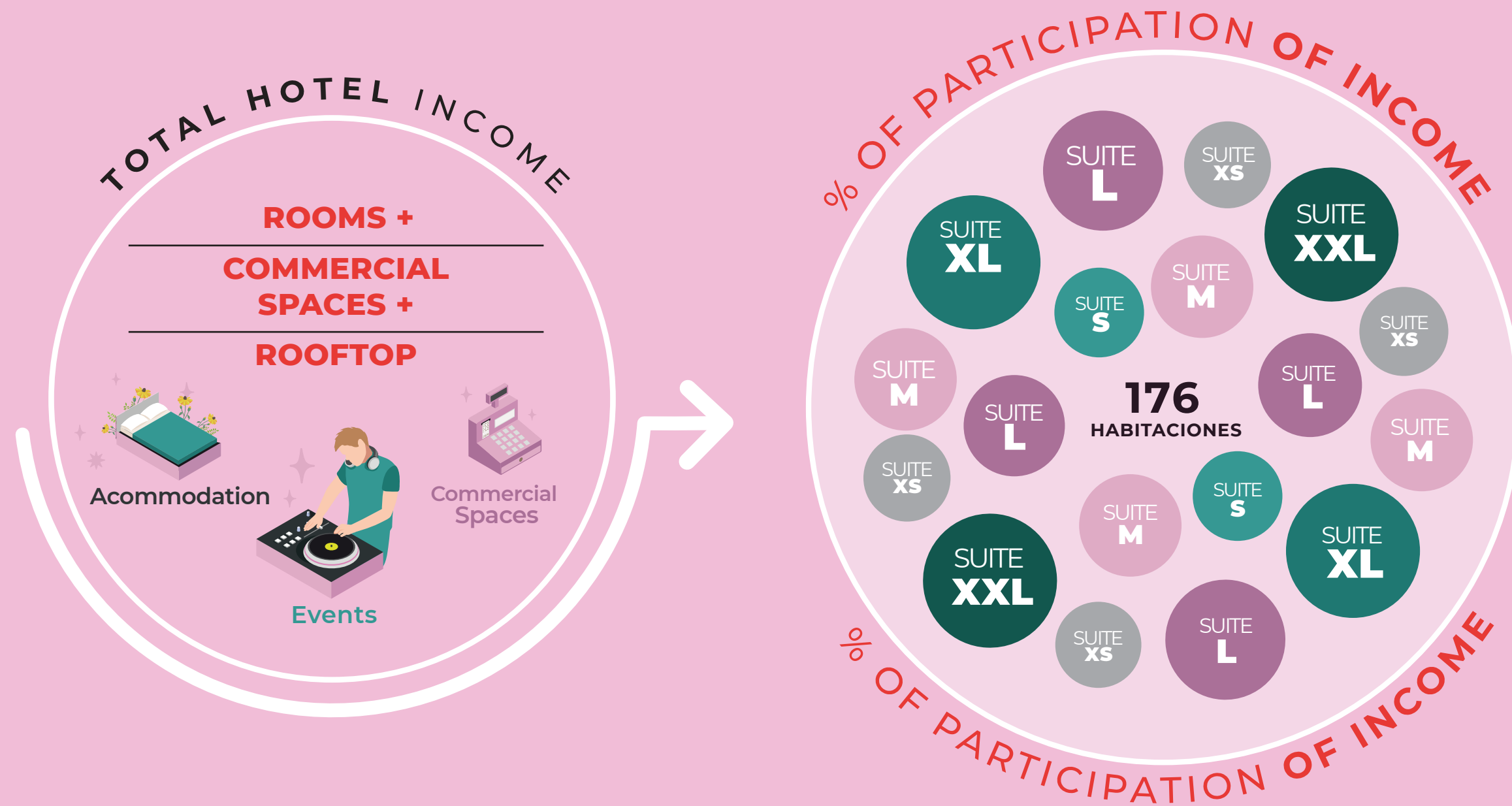
USD

CALLE  FLORA

HOTEL

DOLLAR EXCHANGE 3,800 COP

BUSINESS MODEL



FLOWERS PER FLOOR



DEL-FINIOS



CARDO AZUL



FLOR DE LAS MARIPOSAS



PASSIFLORA



HELICONIA



AN-TURIO



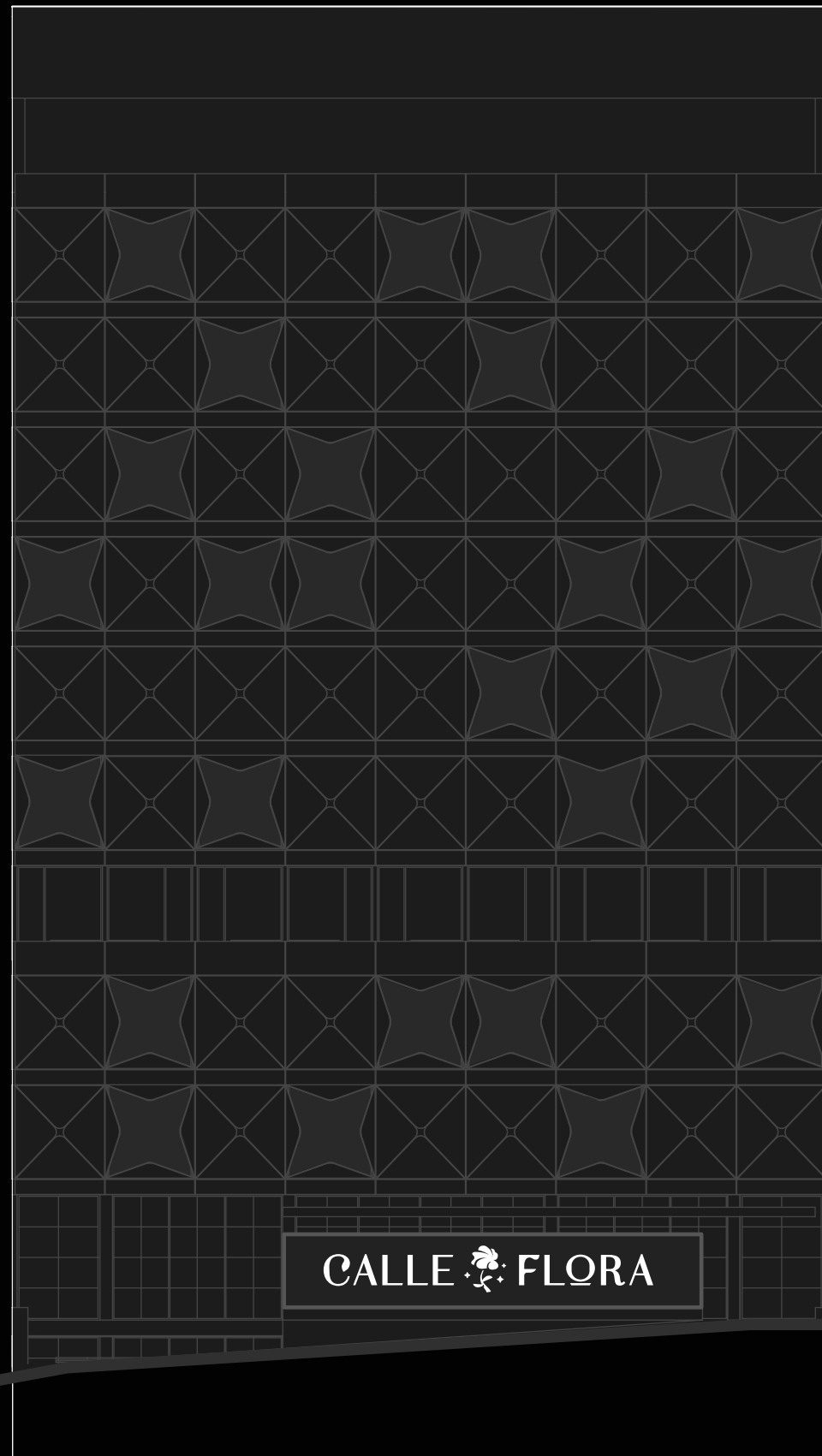
ORQUÍ-DEA



GER-BERA



PRO-TEA PINCUSHION



B **R** ROOFTOP

DUPLEX

HD

DUPLEX L, XL **HD** FLOOR 10

XS, S **H** FLOOR 9

XS, S **H** FLOOR 8

XS, S **H** FLOOR 7

XS, S **H** FLOOR 6

XS, S **H** FLOOR 5

XS, MJ **H** FLOOR 4

XS, M **H** FLOOR 3

XS, M **H** FLOOR 2

Commercial Spaces +Lobby **C** LOBBY

Commercial Spaces **C** FLOOR 1

HD

DUPLEX ROOMS

R



ROOFTOP

H



ROOMS

B



BAR-RESTAURANT

C



COMMERCIAL SPACES

CALLE FLORA HOTEL

COMMERCIAL INFORMATION



10 FLOORS OF GOOD DESIGN

In Calle Flora Hotel, nature will be present in every corner, allowing for each moment to be an unforgettable experience and a photo to share. A delight for the mind and the senses.

Investing in one of the hotels with the highest attention to detail and experiences around flowers is very easy.

**An easy
and reliable
investment.**

Be the owner of a profitable and captivating hotel.

A living proof that

PARADISE EXISTS.



The images are illustrative and therefore may present modifications. In addition, they contain elements of aesthetic appreciation that are an interpretation of the creator and do not compromise the promoter company.

A SAFE INVESTMENT



FLOOR 1

**COMMERCIAL
SPACE FLOOR 1**



THE MOST EXCLUSIVE RESTAURANTS, BARS AND COMMERCIAL SPACES WILL BE LOCATED ON THE FIRST FLOORS, GIVING A WARM WELCOME TO ALL GUESTS AND RENTERS.



COMMERCIAL SPACE LOBBY



SPACES THAT WILL BE PERFECT FOR SHARING AND LIVING UNIQUE MOMENTS.
OUR PROPERTY MANAGER TAKES CARE OF MANAGING OUR HOTEL
YOU TAKE CARE OF ENJOYING YOUR PROFITS.



Medellin
TRADICIONES
QUE FLORECEN



F.3

M

DOUBLE
ROOM

The images are illustrative and therefore may present modifications. In addition, they contain elements of aesthetic appreciation that are an interpretation of the creator and do not compromise the promoter company.

ALL THE EYES WILL BE ON THE KINETIC FLORAL
WINDOWS OF A HOTEL THAT WILL BE
CONCURRENT AND ICONIC.



F.2 F.3 H GERBERA



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- ✿
XL
- ✿
L
- ✿
MJ
- ✿
M
- ✿
S
- ✿
XS

✿
F.4 MJ
ROOM WITH
JACUZZI

TYPOLOGIES.
BEDROOMS.

The images are illustrative and therefore may present modifications. In addition, they contain elements of aesthetic appreciation that are an interpretation of the creator and do not compromise the promoter company.

✿
F.4 MJ
ROOM WITH
JACUZZI

176 THEMED FLORAL ROOMS

THAT WILL MAKE EVERY STAY A UNIQUE MOMENT.

WHEN YOU INVEST IN A PROJECT YOU EXPECT THE BEST FINISHES, DETAILS, LOCATION AND EXPERIENCES THAT MAKE EACH GUEST RETURN FOR A NEW EXPERIENCE.

All of this can be found at Calle Flora Hotel.

F.4

H

ORQUÍDEA





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F.7



S

BEING A PARTNER OF A HOTEL

LOCATED IN THE HEART OF MEDELLIN

THAT TAKES THE ESSENCE AND STRENGTH OF FLOWERS TO ANOTHER LEVEL


IS NOW POSSIBLE.

10TH FLOOR
DUPLEX



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AN EASY AND TRUSTWORTHY INVESTMENT.

F.10 XL

DUPLEX



OUR PROPERTY MANAGER TAKES CARE OF MANAGING OUR HOTEL
YOU TAKE CARE OF ENJOYING YOUR PROFITS.

F.70 H DELFINIOS

Level
1



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Level
2

F.10 H DELFINIOS





ROOFTOP 10TH FLOOR

EXPERIENCES, MUSIC AND ALL THE ENERGY OF A PLACE THAT WILL BLOOM IN THE MOST TOURISTIC AREA OF EL POBLADO.

IMAGINE BEING THE OWNER OF ONE OF THE PLACES WITH A SPECTACULAR ATMOSPHERE, A LUXURY SERVICE AND ONE OF THE BEST VIEWS OF THE CITY.

PERFECT FOR EVENTS AND ALL THE SOCIAL SCENE OF EL POBLADO.

ROOFTOP

R



NEXT LEVEL FLOWER HOTEL IN MEDELLIN

The images are illustrative and therefore may present modifications. In addition, they contain elements of aesthetic appreciation that are an interpretation of the creator and do not compromise the promoter company.



ROOM TYPE



ROOM TYPE



+ BALCONY



ROOM TYPE



+ BALCONY



ROOM TYPE

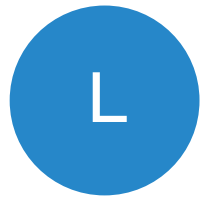


+ JACUZZI

ROOM TYPES

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ROOM
TYPE



LEVEL 1



LEVEL 2



LEVEL 1



LEVEL 2

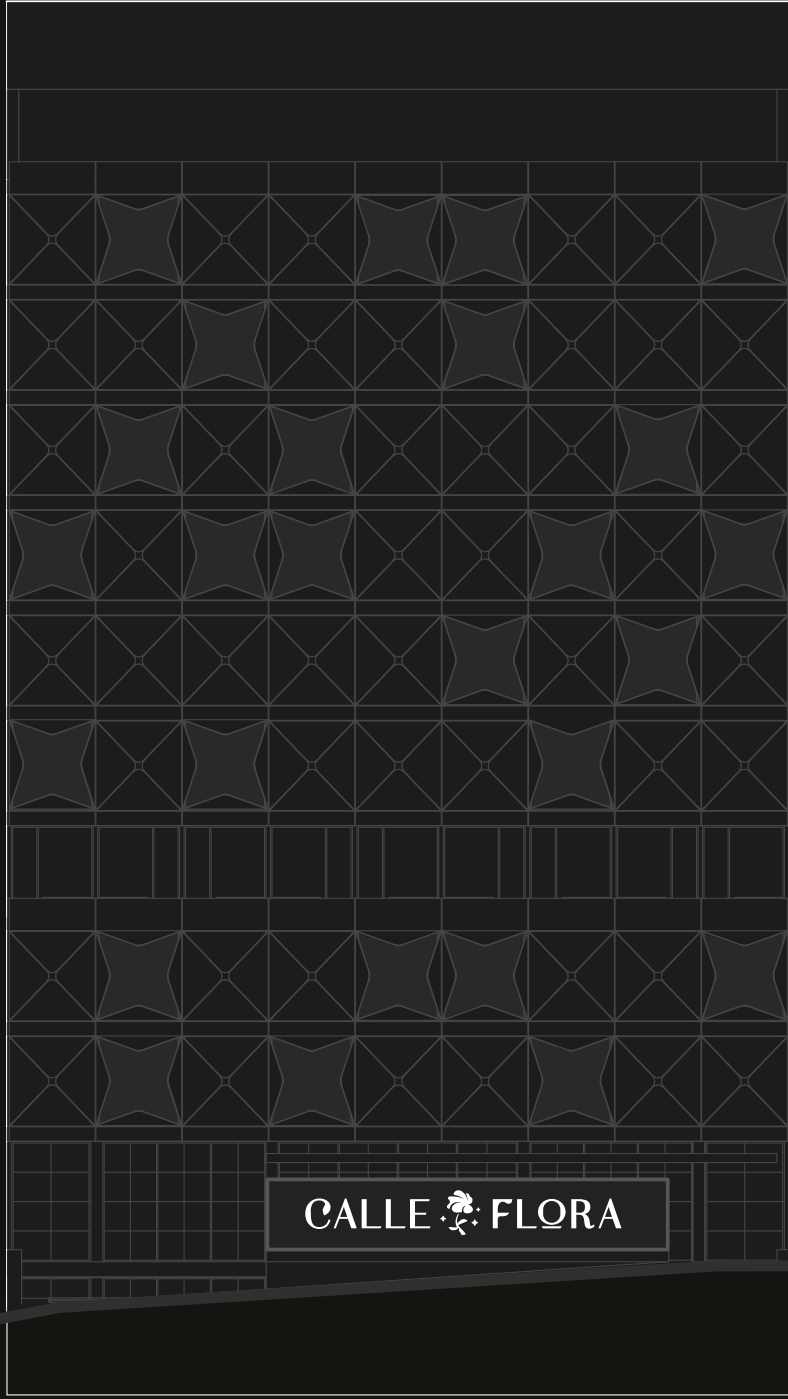


ROOM
TYPE



ROOM TYPES

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CALLE FLORA

-  DEL-FINIOS
-  CARDO AZUL
-  FLOR DE LAS MARIPOSAS
-  PASSI-FLORA
-  HELI-CONIA
-  AN-TURIO
-  ORQUÍDEA
-  GER-BERA
-  PRO-TEA PINCUSHION

EXHIBITIONS WITH FLORAL THEMES

THEMES will be part of the hotel, making it a benchmark in style, art and design. This will create a dynamic environment in which both tourists and visitors want to know every month what happens in Calle Flora Hotel.



EXPERIENCES



The decoration for romantic dinners or special dates will be at another level, saying goodbye to the clichés of the roses, guests will be surprised with creations that will be perfect for a photo on social networks and an unforgettable experience.



EACH ONE OF THE 10 FLOORS WILL HAVE A DIFFERENT SUBTLE FLORAL SCENT THAT WILL DIFFERENTIATE AND PERSONALIZE EVERY STAY.



THANK YOU



GOOD NIGHT SLEEP



TRANQUILITY

Floriography

There is a language in which each flower has a meaning. This will create a unique form of communication with guests and complicity among those who visit Calle Flora Hotel.

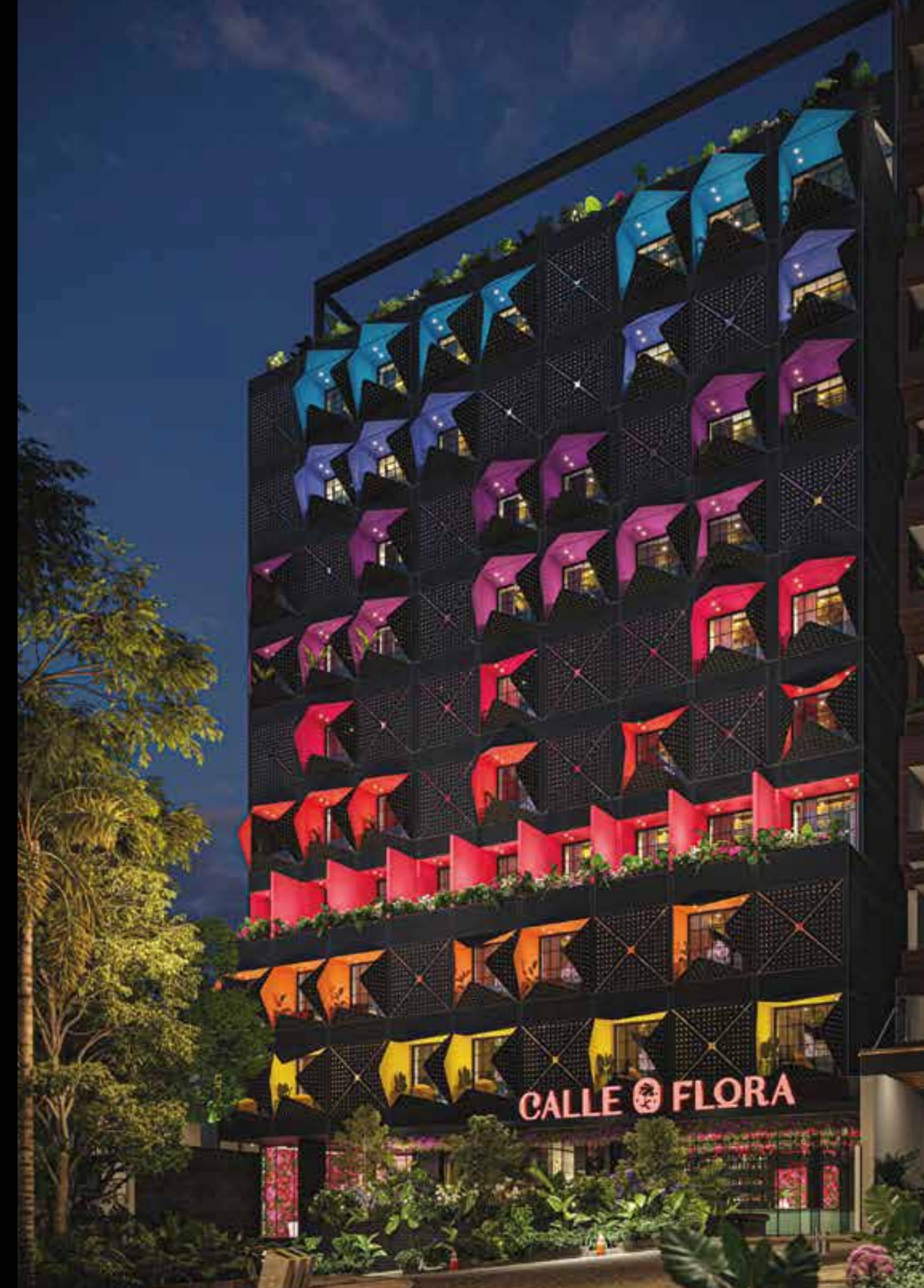


CENTER OF ALL LOOKS

One of the main attractions of the hotel will be the windows and their openings.

The kinetic façade resembles flowers and, being fully open, will undoubtedly make passersby and curious people want to know more about an iconic hotel in Medellín.

Kinetic FACADE





MORE THAN 10 YEARS OF EXPERIENCE.

- + Market leaders.
- + Experience and global network, which allows for opportune investments in attractive and profitable projects.

USD \$211,787,579

ASSET MANAGEMENT

USD \$41,555,000

HOTELS

USD \$13,858,421

RESIDENTIAL

USD \$31,810,527

COMMERCE AND OFFICES

16

PROJECTS

6

HOTEL PROJECTS

8

RESIDENTIAL PROJECTS

2

COMMERCIAL PROJECTS

6

PROJECTS UNDER CONSTRUCTION

3

DELIVERED PROJECTS

7

PROJECTS FOR SALE

OUR BEST PROJECTS

CANTERO LIGHTLY LIVING

Marsella APARTAMENTOS

SALAMANCA LINARES

GO LIVING&SUITES

GRAND LINARES

FLATS LINARES

WALL LINARES

ANTEJARDIN AMBIENTES DE TRABAJO

PLEX CORPORATIVO

Hashtag 98 HOTEL

NAKUA STAY + WORK

HEISS MED





M+ GROUP

We interpret ideas, concepts and lifestyles to turn them into works of architecture and spaces for human beings, life and work, through the flexible practice of creativity and the rigor of professional technique. During our trajectory we have developed and designed more than 300 projects reflected in 1,342,545.00 m2 built nationally and internationally.



Andrés Felipe Mesa Trujillo

CEO M+GROUP

We understand the real estate business as teamwork where it is essential to link different disciplines, which has allowed us to create our own brand seal in the sector at the national and international level..



| Medellín

CALLE  FLORA
HOTEL

| Colombia

GET IN TOUCH WITH US  310 529 9100

 CalleFloraHotel

www.calleflorahotel.com

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