

K A H T A L

ECO RESORT △ COSTA MAYA

REGION

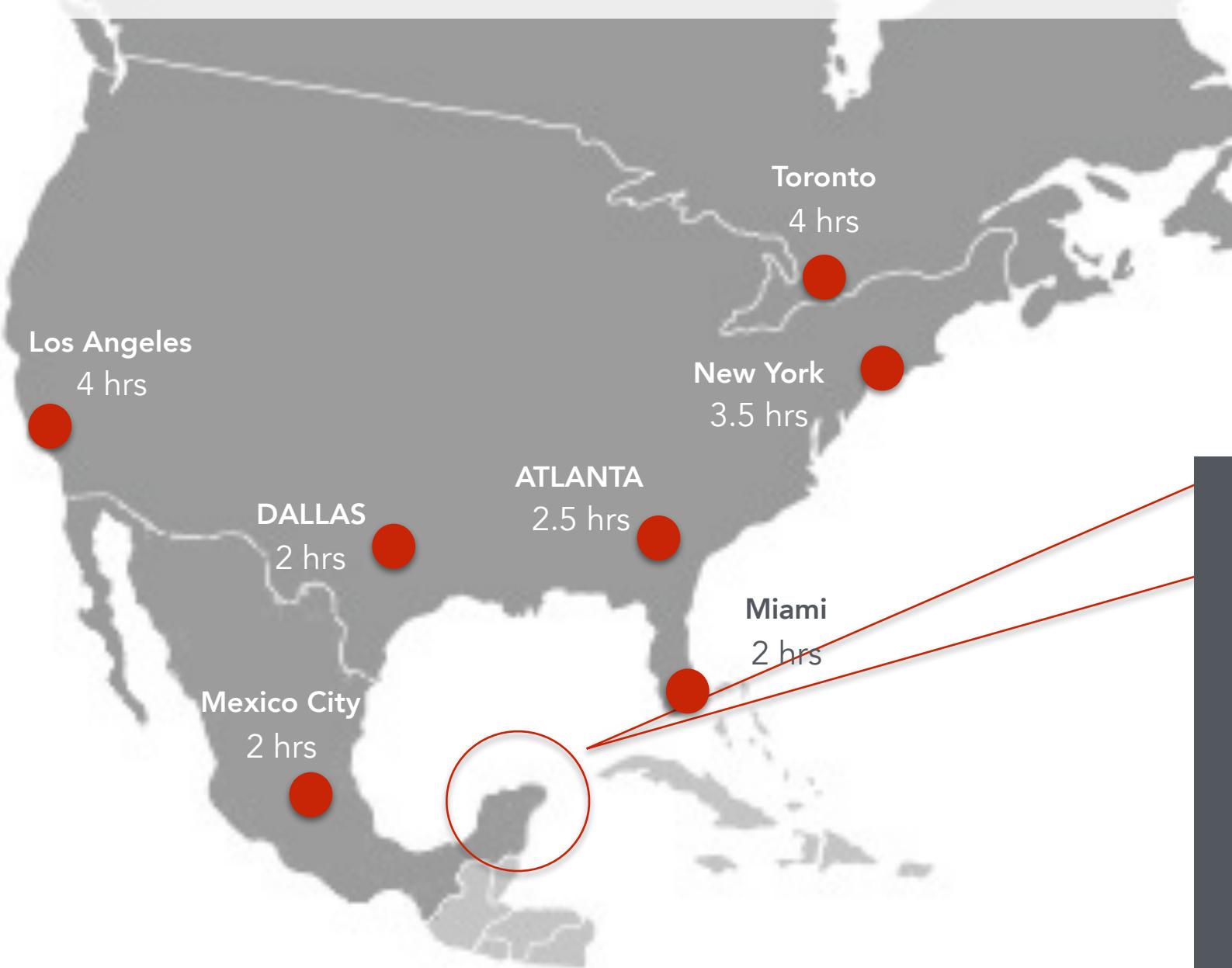
&

PLACE



MARKET

- Quintana Roo is the state with the highest tourism rate in all of Mexico.
- Mexico is currently ranked 9th most visited tourist destination in the world.
- 7 million visitors per year.
- Economic inflow of close to \$8 billion dollars annually.



INVESTMENT IN RIVIERA MAYA STILL STRONG

With more than 21 thousand appraisals for the purchase of real estate during 2016, a growth of 4.0% annual rate, according to the president of the Colegio de Valuadores de Quintana Roo (Covaqroo), Arturo Machuca García.

SPOTLIGHT \ THE YUCATAN PENINSULA

The region is connected to the world with the second busiest airport in the country.

With a global level tourism and hotel infrastructure, the area also features a wide variety of attractions spanning from Cancun to Chetumal with amusement parks, ancient ruins and pyramids, Cenotes (underground rivers), natural reserves, archeological sites, world-class bars and restaurants, tours of all types, the Caribbean Sea and the local gastronomy.

COSTA MAYA

The Next Destination Trend In the Yucatan

Mahahual is a coastal area in the state of Quintana Roo, which is located in the tourist region known as "Costa Maya." The average altitude is 5 meters above sea level and increases to 10 meters in the South toward the village of Xcalak. This port is an important developing tourist center. 2-6 cruises visit the area with a monthly average of 8000 passengers per ship, flights arrive to the nearest airport in Chetumal and the new Pixar Water Park project will continue to increase visitors to the region.



NEW YORK

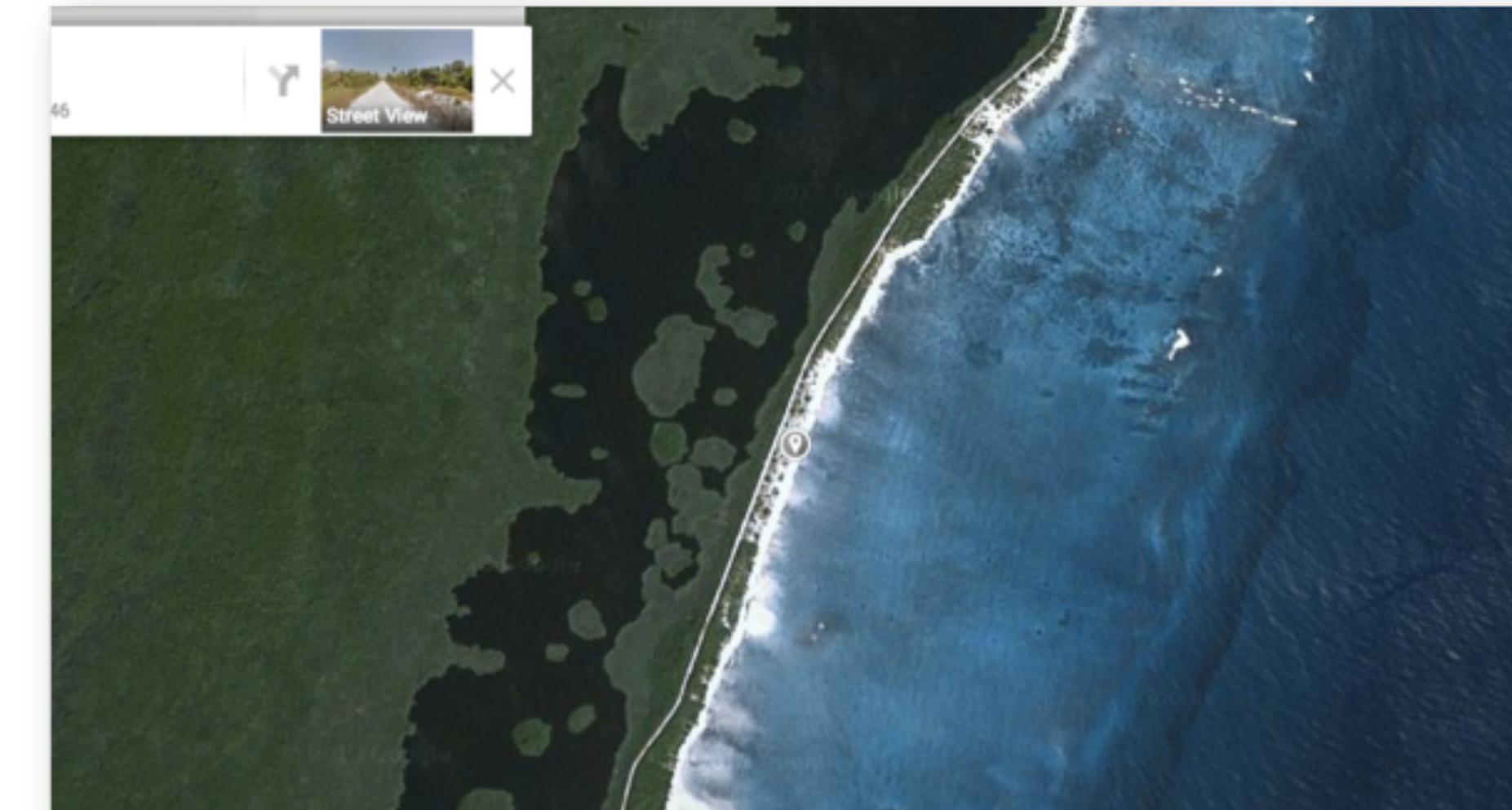
"So what's the next Tulum?"

(according to New York Magazine)

"The paradox of development is that the hipster yuppies who spur it tend to be the first to abandon it as soon as it seems passé.... "some of backpackers have decamped to the Costa Maya," the coastal region south of Tulum that includes Mahahual and Xcalak, and extends to the border of Belize. Adjacent to but more remote than Riviera Maya, the roads and electricity are less reliable, but the environment more pristine and towns less developed."

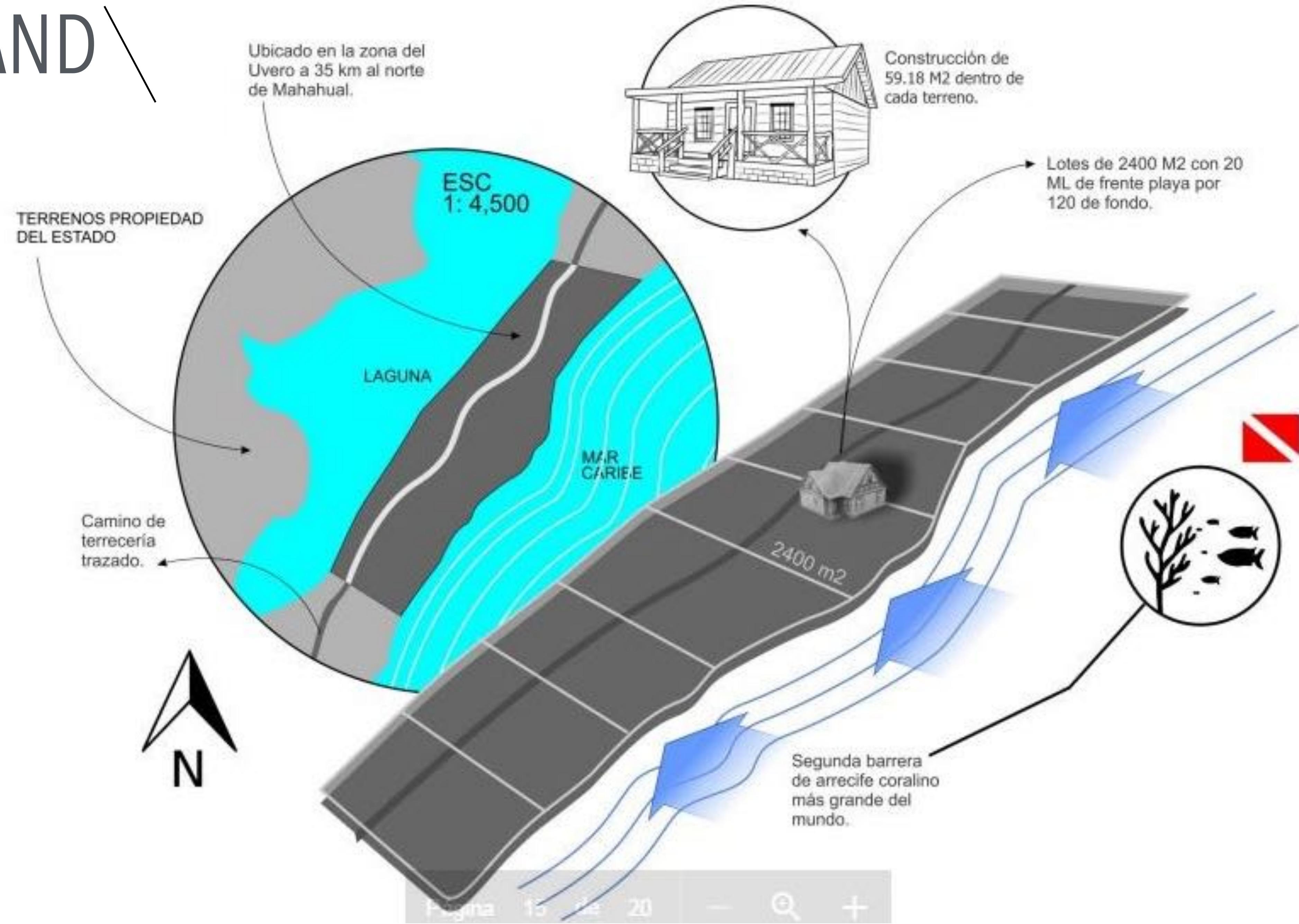
OUR LOCATION

The property consists of 19 parcels of land each with 2400 M2. Our entire property is beach front and spans a total of 1,200M long.



Our Land is situated in Uvero, Quintana Roo – only 30 minutes north of the town center of Mahahual (30km). The location offers easy access from the region's major highway, Carretera Federal Cancun-Chetumal.

OUR LAND



OUR CONCEPT



Designed for those looking to enjoy the last virgin natural resources that remain in the state of Quintana Roo, a stay at Kahtal Eco Resorts (or BesaMar Eco Resorts) integrates gastronomic experiences and submarine adventures in total harmony with the surrounding natural environment.

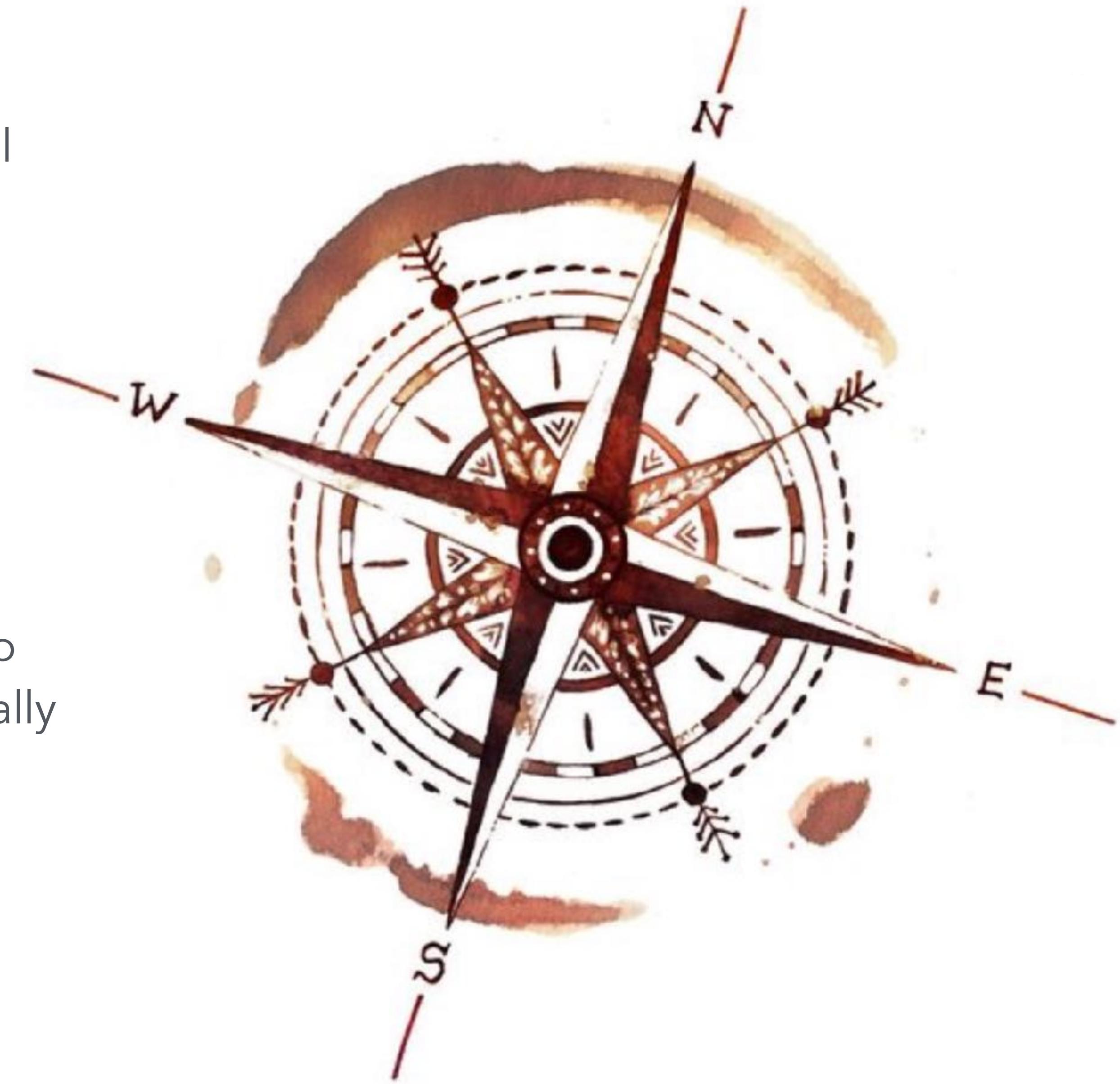
OUR TEAM

We have a collective 35 years of experience in the real estate, hotel & OTA, marketing, PR, design, and food & beverage industries both in the Yucatan Peninsula and many countries abroad.

Having traveled to destinations all over the world, we know that exceeding client expectations is the way to building a strong brand. However our passion and understanding of the nuance and attention to detail to getting the overall vibe of a place just right is what really differentiates our leadership team.

CORE VALUES

Sustainability ▼ *Style* ▼ *Service*



VISION \

To be able to lead by example and inspire others to develop sustainable and profitable business models that, in addition to contributing to the study and conservation of the Mexican reefs, also aid in the economic development of the area and its inhabitants. To receive national and international recognition for quality of service and outstanding hospitality in addition to collaboration with associations and institutions involved in research and conservation of the environment.



MISSION \

To be one of the world's most unique eco resorts operating as a profitable and environmentally responsible business which actively contributes in the natural conservation and educational research of the surrounding reefs.

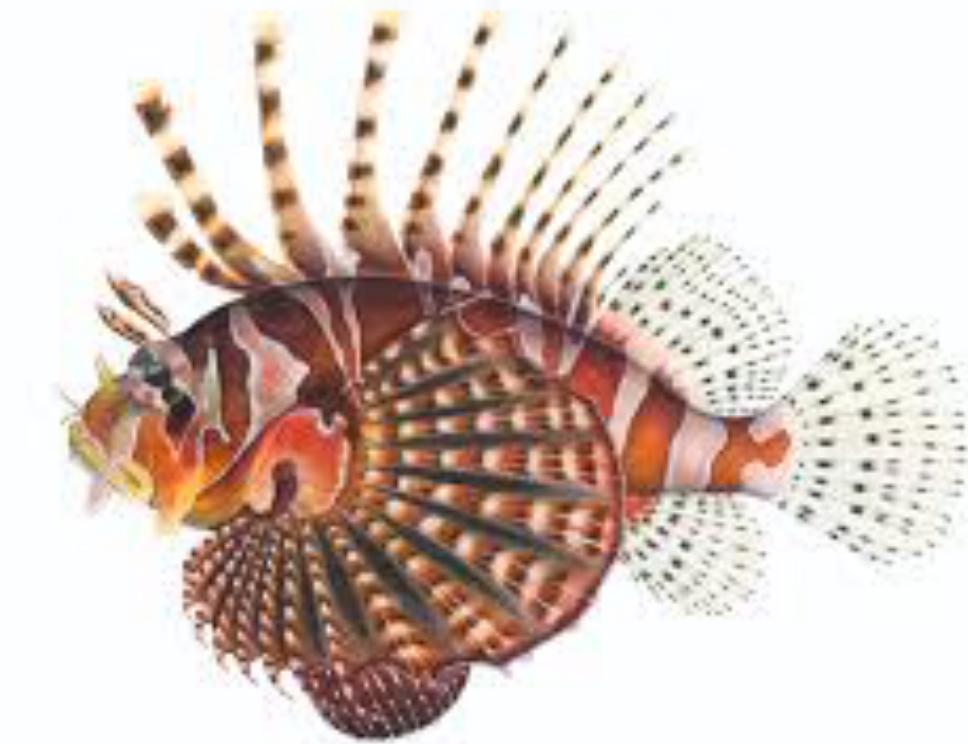
ECO HABITAT

The National Commission for Knowledge and Use of Biodiversity

(CONABIO) implemented the Program for Priority Marine Regions of Mexico which incorporates the port of Mahahual as part of region VII.

The region spans the eastern coast of the Yucatan Peninsula from Cabo Catoche in Quintana Roo all the way south to the border with Belize. This classification governs the coastal and oceanic areas considered a priority due to the region's high biological diversity.

Along the coast of Mahahual and above the continental shelf, is a large reef with multiple ravines and semi-submerged stones; the "cannel" that is formed between the coastline and the barrier reef has variable depths ranging from 0.5 to 200 meters.



DOING OUR PART

We will operate using renewable energies such as solar panels, wind power, and biodigesters among others. By fishing daily for the invasive lion fish and using it as a primary ingredient at the hotel to promote its consumption, we will aid in the conservation of other marine species. Through this we will gain and share valuable information about the reef and the lagoon for future generations to come.



FOOD & BEVERAGE PHILOSOPHY

We are what we eat!

So for that reason we have decided to make a huge effort on finding the menus that really transmit this essence by looking for fresh, natural and organic products from the region with flavors and recipes that will help to enjoy this paradise. A gastronomic experience that will enrich your taste palate in all ways possible.

Our menus for both Food & Beverages are dedicated to people interested in healthy but delicious dishes, juices, smoothies, salads, fresh fish and snacks. We want you to feel better after you stay with us and of course enjoy all the amazing taste of our chef and nutritionist.

- All rooms with ocean view
- Accommodations featuring queen size bed and bathroom
- Air conditioning (solar, if possible)
- Diving tours in front of the hotel as well as at the Chinchorro Reserve
- All-inclusive concept with 3 excellent quality buffet-style meals per day which include fresh catch and harvest of the day. The fresher and more local, the better.
- Hydroponic greenhouse producing lettuce, chard, bok choi and microgreens.
- Central palapa-style lobby
- Bar and restaurant
- Lagoon deck ideal for birdwatching and viewing the sunset
- Beach deck for swimming in the reef as a natural pool
- Hammock zone
- Snorkeling tours
- Dive school
- Tours of the Bacalar Lagoon
- Tours of the village of Mahahual
- Lobster fishing safaris (seasonal) and lionfish (all-year) with Hawaiian.

WHAT WE WILL OFFER



TARGET CLIENTS



- International and domestic tourists who love nature
- Extreme sports aficionados
- Students from domestic and international universities specializing in marine biology and ecological sciences.
- People looking for a unique experience and an escape from commercialism
- People looking for an adventure
- Nature lovers
- Divers
- Marine biologists
- Foodies
- Hipsters
- Couples

MARKETING PLAN

Direct Booking \ Website

In addition to advertising on booking sites, we will also advertise through social media on networks such as Facebook and Instagram. Specifically, we will develop relationships with influencers in each of our target client profiles

Group Retreats \ Private Events

The wedding industry and corporate retreat/team building/sales incentive travel business continue to grow. We plan to reach out to the top travel agencies, large corporations, and wedding planners to market and reach the larger scale revenue drivers.



We also anticipate word of mouth marketing between guests

OTA Booking Sites

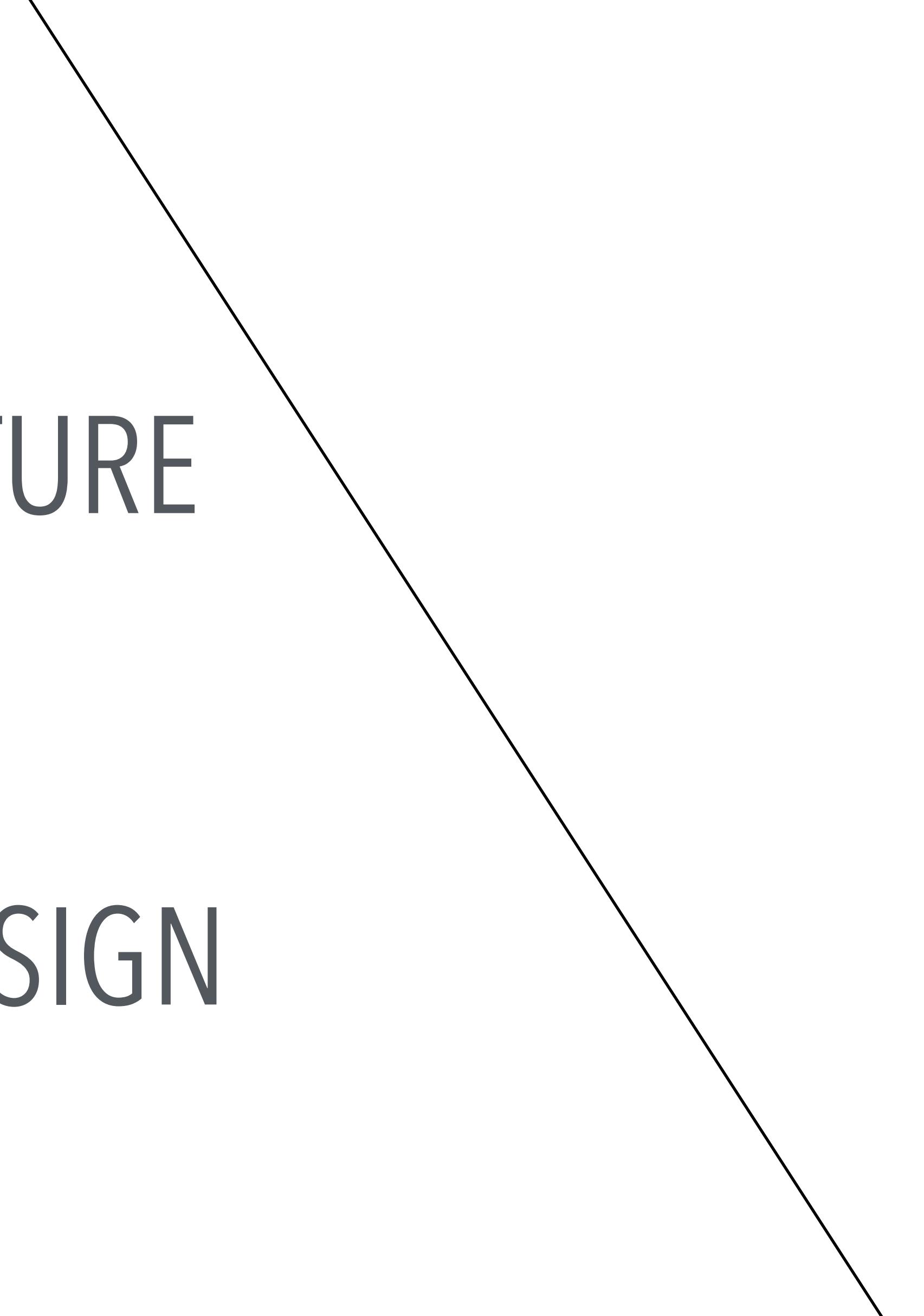
The primary marketing and advertising strategy



Traditional Media \ Advertorial

We will facilitate press releases and advertorials with invitations to key influencers and the media offering stays in exchange for publicity and reviews.





INFRASTRUCTURE
&
DESIGN

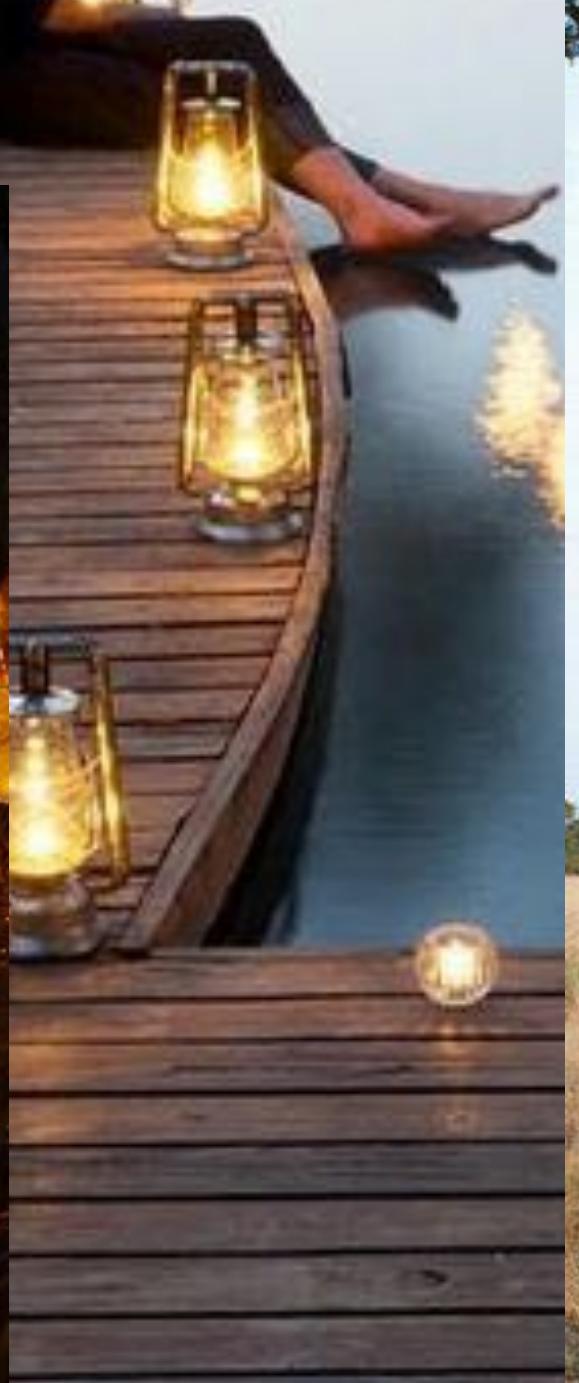
Domes



TRIANGLE STRUCTURES



LIGHTING



COVERED SPACES



...OTHER



INVESTMENT

&

ROI



OBJECTIVES

- To operate a profitable business for our investors.
- To achieve the highest value of the hotel and the land over time.
- To exceed the expectation of our guests with the relation of value and price.
- To provide voluntary stay programs to researchers and international students interested in the second largest reef in the world.
- To reinforce the natural advantages of the region by respecting the environment and helping to preserve it.
- To have a constant annual increase in occupancy.
- To gain recognition for quality service on popular online travel websites such as Airbnb, Trip Advisor, BestDay, Travelocity, etc.
- To host a semi-annual Lionfish hunting tournament with Hawaiiana.
- To promote the consumption and marketing of lionfish meat throughout the region.
- To purchase as many consumable goods and agricultural inputs from the region as possible.

BUSINESS MODEL

Conservation

Sustainability

Comfort

The glamping style accommodations feature five (5) double room cabins and three (3) geodesic domes with all the necessary comforts.

The primary source of income derives from hotel room revenue and an all-inclusive plan for our guests.

The hotel also counts on other means of income through guest consumption via the on-site store, snorkeling tours, classes and dive certifications, aquatic activities, retreats of all types, and private events including bachelor/ette parties and weddings.

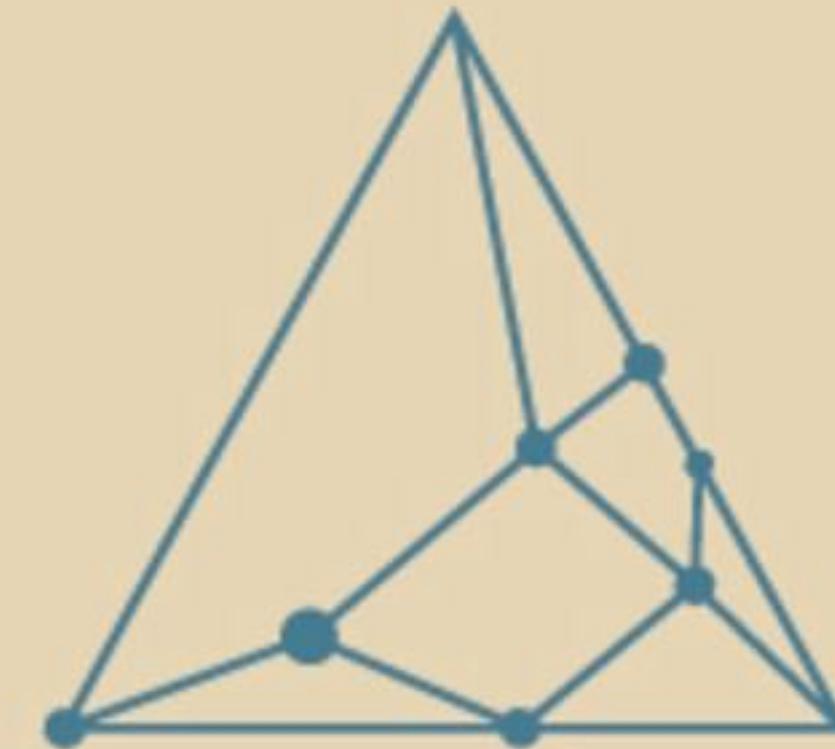
To serve as a research center for the great biological diversity of the marine species inhabiting the reef, hotel stays will also be offered to students and experts in marine conservation in order to attract international publicity surrounding marine sciences. All of this gives place to an embodiment of environmental responsibility and conservation for marine studies.

Diving is one of the most important revenue drivers in the touristic development of the southern region of Quintana Roo. This important market niche is directed at a traveler with high buying power and a great capacity for heavy economic impact.

Our business model also includes programs for international volunteers interested in working at the hotel in exchange for room and board and professional development opportunities. Through this type of program the hotel saves an average of 30% on salaries and maintains a fulltime 24-hr staff ensuring the highest level of security.

INCOME SOURCES

- Room revenue
- Food and beverage
- Transportation
- Tours
- Retreats
- On-site store
- Local art and handicrafts
- Events



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