





Qubviva is not just a hotel; it is a philosophy of life where nature, health, and humanity reunite. From the stones of Alaçatı, the wind of Kaz Mountains, and the beauty of Turkey
born from the power of renewal.

For us, every investment is an investment in human improvement.

With our energy fed by the sun, oxygen from nature, and living spaces integrated with health, Qubviva brings the healthy living culture of the future to the present.

**This project is not only for Turkey,
It will also shape the world's health tourism vision.**

Veysi Kubba / CEO / Chairman of the Board



QUBVIVA BRAND STORY

According to legend, in the heart of Alaçatı, in these lands fed by oxygen from the Kaz Mountains where the winds dance, there was a sacred spring where the gods once kept the secret of "rebirth".

They called this source "Viva" — the essence of life, the breath of nature.

For centuries, this spring has provided healing to those seeking to purify their bodies and souls. One day, as humanity began to return to nature, this ancient secret was rediscovered. Qubviva is the modern reflection of this legend.

Here, health and nature, science and mythology merge. It renews both body and soul. With the pure oxygen of the Kaz Mountains, the salty breeze of Alaçatı, and the ancient energy of the sun, every breath becomes a purification, every touch a healing.

Staying at Qubviva isn't just a hotel stay—it's about rewriting your own healthy living story. Here, the essence of life is revitalized. Because Qubviva isn't just a place; it's the source of healthy living.



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QUBVIVA LOGO

The Qubviva logo represents the sacred balance between nature and humanity. It is composed of two words:

"Qub" – represents geometry, structure, balance, and human intelligence. (Comes from the Latin root cubicum, meaning "golden ratio")

"Viva" – symbolizes the essence of life, the breath of nature and the energy of the soul.

When these two concepts are combined, they describe the union of human intelligence and the pure energy of nature—Qubviva exists precisely with this philosophy:
It combines science and nature, technology and healing.

The circular form with the golden ratio used in the logo represents the healthy life cycle; the intertwined spiral shapes symbolize the oxygen coming from the Kaz Mountains and the thermomineral water coming from the depths of Alaçatı.





Vision

Qubviva aims to create a "health and healing destination" unlike any other in the world by combining the healing power of nature with the power of science. Nurtured by the high-oxygen breezes of Alaçatı's Kaz Mountains, this unique facility offers guests not only accommodation but also a holistic wellness experience.

Mission

To provide our guests with a simultaneous experience of health, peace, and renewal. Through the integration of Medical Point Izmir Hospital, we combine medical safety with the nature, sun, and energy of the Aegean region to provide health tourism services at international standards.

Our values

- Dedication to Human Health
- Scientific Assurance
- Respect for Nature
- Sustainability

Concept

Qubviva is Turkey's first and only hospital-integrated health hotel, positioned within the triangle of "health, nature and balance."

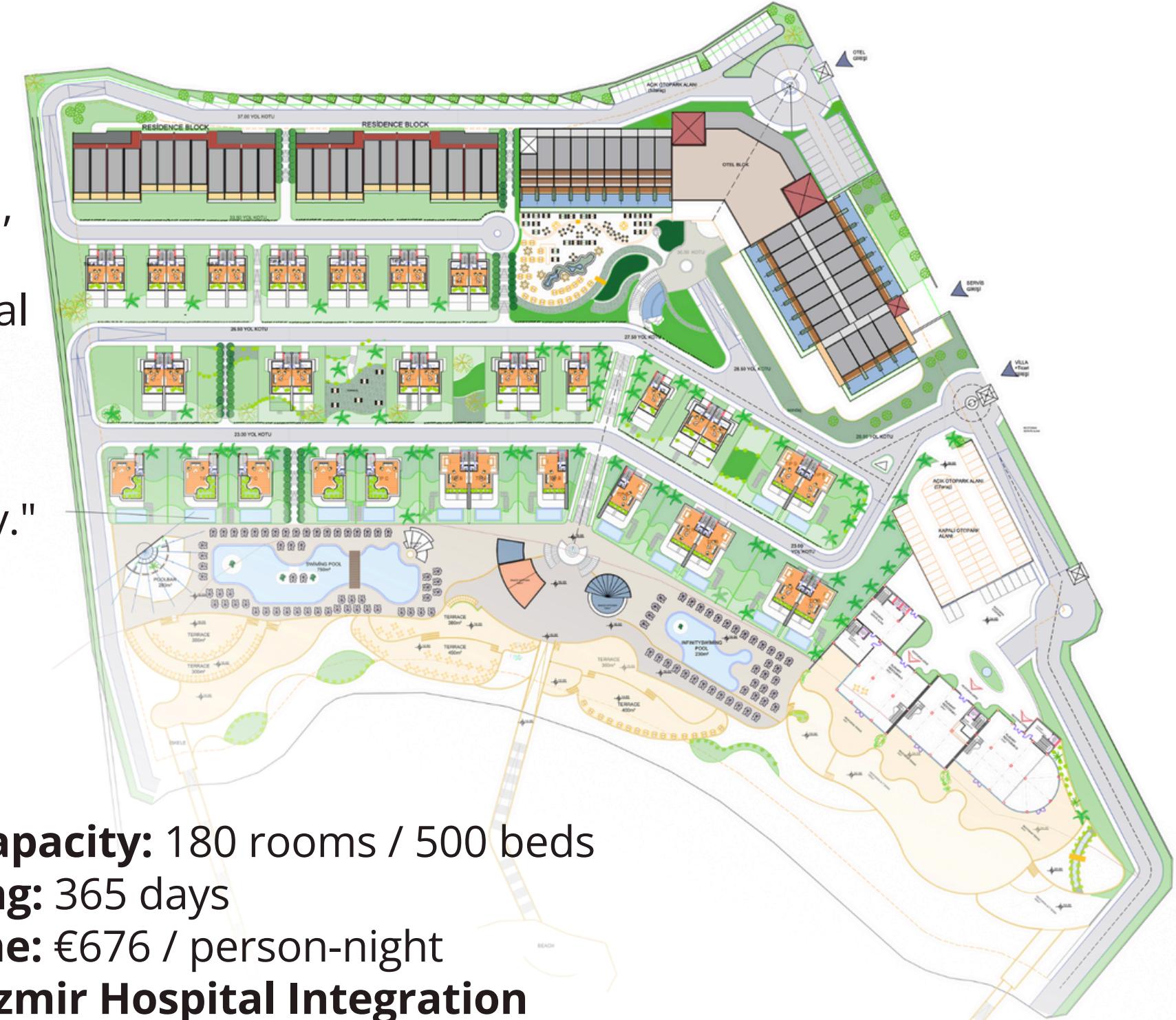
- It will operate fully integrated with Izmir Medical Point Hospital and will be open 365 days a year.
- With the wind coming from the Kaz Mountains and the high oxygen level in the region, it will have the distinction of being "the health destination with the highest oxygen rate in Turkey."
- The facility will operate on renewable energy (100% solar energy) and aims for LEED Platinum Certification.

Project Summary

- **Location:** Alaçatı, İzmir
- **Company:** Alachaty Tourism Inc.
- **Construction Area:** 55,500 square meters
- **Total Number of Rooms:** 230

- **Room & Bed Capacity:** 180 rooms / 500 beds
- **Annual Opening:** 365 days
- **Average Income:** €676 / person-night
- **Medicalpoint Izmir Hospital Integration**


QUBVIVA & **MEDICALPOINT**
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Location / Location Advantage

- Çeşme Alaçatı 4554 island 1 parcel
- 45 minutes to Izmir Adnan Menderes Airport
- 60 km from Izmir city center
- On the highway and the new health tourism corridor
- 2 km to the sea, highway connection available



Target Markets

- High-income group health tourists
- Guests from the Middle East, Europe and the USA seeking “wellness + medical tourism”
- Local guests who prefer premium health holidays in Türkiye
- Health insurance companies and international agencies.
- Joint campaigns and brand collaborations with luxury lifestyle brands.



Services

- Longevity Applications
- Aesthetic (beauty, dental, etc.) medicine
- Regenerative treatments
- Mental health
- Eastern healing and the Mediterranean lifestyle
- 5-star hospitality and immersive tranquility
- Luxury, service, experience and physical revitalization
- Medical check-up, detox, rehabilitation
- Diet programs
- Functional Medicine Applications
- Purification Therapies
- Thermal and spa therapies
- Wellness applications
- Art therapy and nature walks
- Organic restaurants and “healing food” menus

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Market Analysis

- Türkiye's health tourism growth trend
- World, Europe & Middle East health tourism flows



Business Model

- Medical Spa & Wellness Services
- Clinically supported accommodation concept
- Digital health monitoring systems
- International patient referral protocol



Socio-Economic Contribution

- Employment of 250 people
- Annual foreign exchange inflow of 30 million Euros
- Contribution to Turkey's health tourism image
- Contribution to the diversification of tourism services.
- Tourism period extending throughout the year.



Sustainability & Certification

- 100% solar energy usage.
- LEED Platinum target.
- Waste and water management system.
- Seawater desalination plant.



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Digital and Global Marketing Strategy

- International promotional campaign: "Alaçatı Breathes Life."
- Google Health & Travel Ads, Forbes Travel and Condé Nast collaborations
- Social media: Instagram, LinkedIn, YouTube global campaigns
- Participation in health tourism fairs (Berlin, Dubai, London)
- "Wellness Influencer" invitation programs

Revenue Model / Revenue Channels

- Direct bookings (website & global OTAs)
- Medical Point patient referral system
- Spa, wellness, aesthetic and health program revenues
- Corporate membership & "Healing Club" dues system



THE STORY OF OUR THERMOMINERAL WATER

Deep beneath Alaçatı lies a source of energy that has quietly persisted for thousands of years. Rising from the geothermal layers beneath the earth, this special water carries both the power of nature and the wisdom of time.

This thermomineralized natural spring water, discovered during geothermal exploration in the Qubviva area, reaches the surface from a depth of 410 meters. Its natural temperature is 34°C, making it perfectly compatible with the human body.

It contains high levels of calcium, magnesium, sulfate and silica. These components make the water unique in terms of both physical renewal and spiritual balance.

At Qubviva, this water is not only a thermal spring, but also a symbol of the natural cycle and the continuity of life. Every drop carries the energy of thousands of years of geological journey; every touch harmonizes body and mind.

Today, Qubviva combines this unique water with modern health science to offer a pure rejuvenation experience straight from nature. Here, water is life in its purest form—a source of balance, rebirth, and peace born from nature.

ANALYSIS

Mineral	(mg/L)
Total Mineralization	36,585 mg/L
Sodium	11,178
Chlorine	19,760.57
Calcium	1,434
Magnesium	831
Sulfate	2,555.28
Potassium	422
Iron	15
Fluoride	194
pH Value (approx.)	7.2 – 7.5
Spring Temperature	34°C
Depth	410 m



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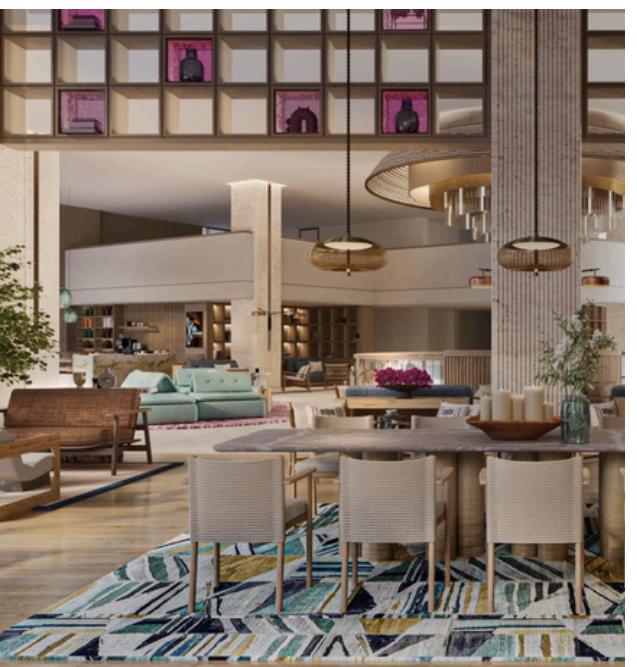
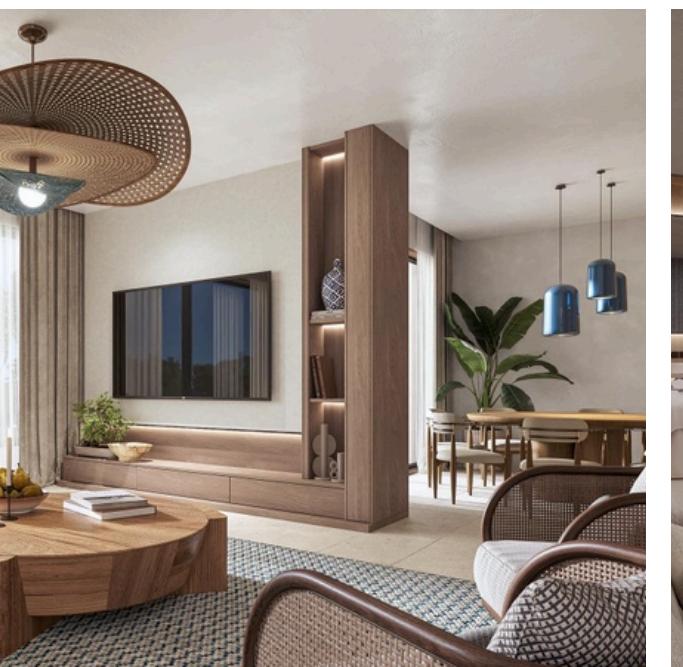






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Alachaty Tourism Inc. - Alaçatı, Izmir

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