



HotelCorp

New Location Assessment

Lima - Peru



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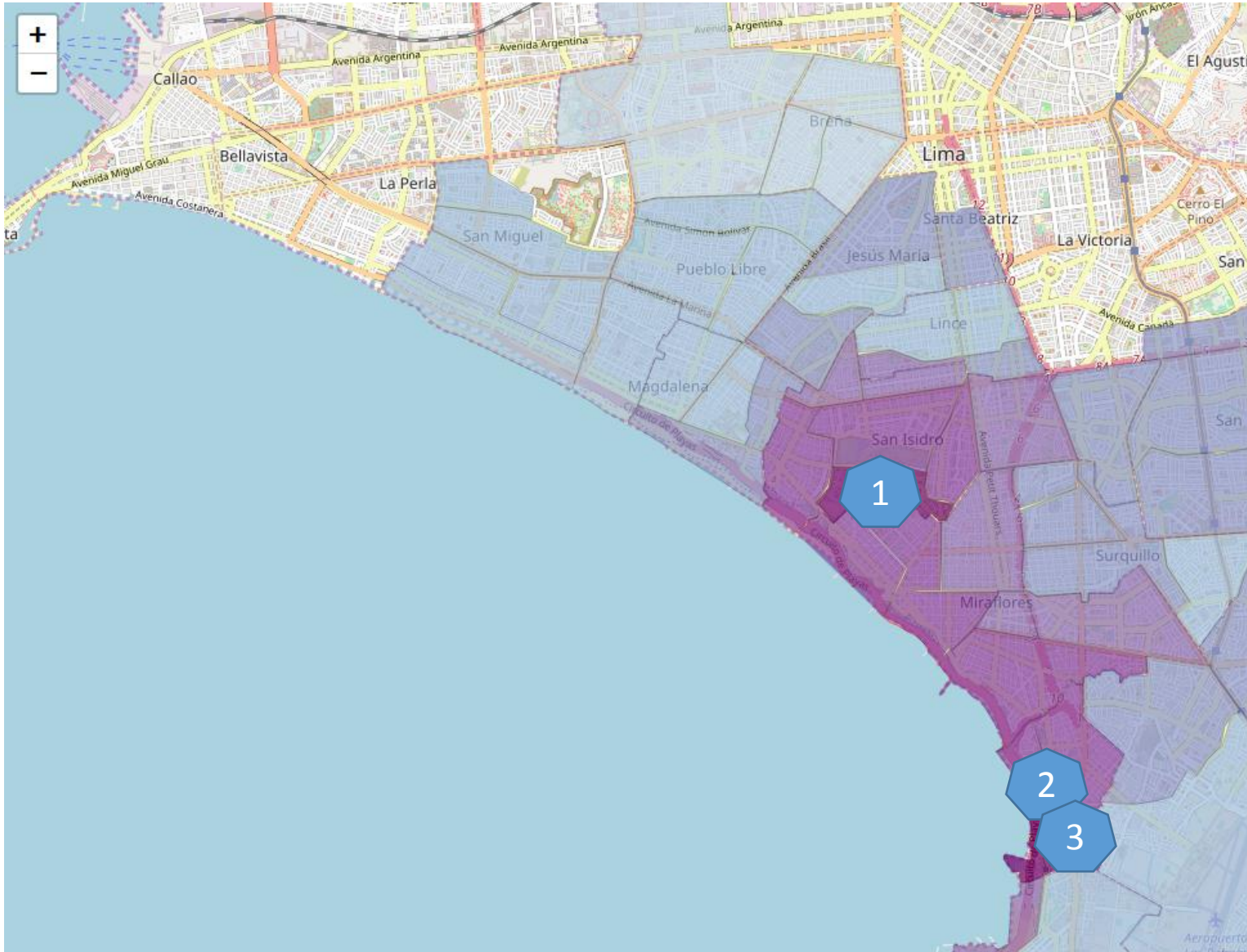
Conclusions

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PART 01

Land Value Analysis

Land Value Analysis



The wealthy zones identified are the following:

- 1- San Isidro Sur(USD\$3141/sqr mtr)
- 2-Barranco Cultural(USD\$2831/sqr mtr)
- 3-Nuevo Barranco(USD\$2784/sqr mtr)

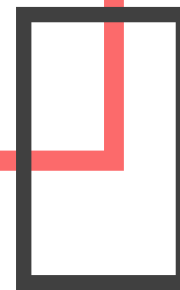
San Isidro is mostly a commercial district, and high rise households. Barranco is a tourist center and have many hostels.

We analyzed the two main wealthy zones.

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PART 02

San Isidro



San Isidro

Officially established on April 24, 1930, San Isidro has become a major financial quarter in recent years, as many banks and businesses left downtown Lima to set up their headquarters in modern office blocks. It is inhabited by mostly upper middle and upper-class families.

Contents

The district has a total land area of 9.78 km². Its administrative center is located at 109 meters above sea level.

Boundaries

Santo Toribio Avenue.

North: La Victoria, Lince and Jesús María

East: San Borja

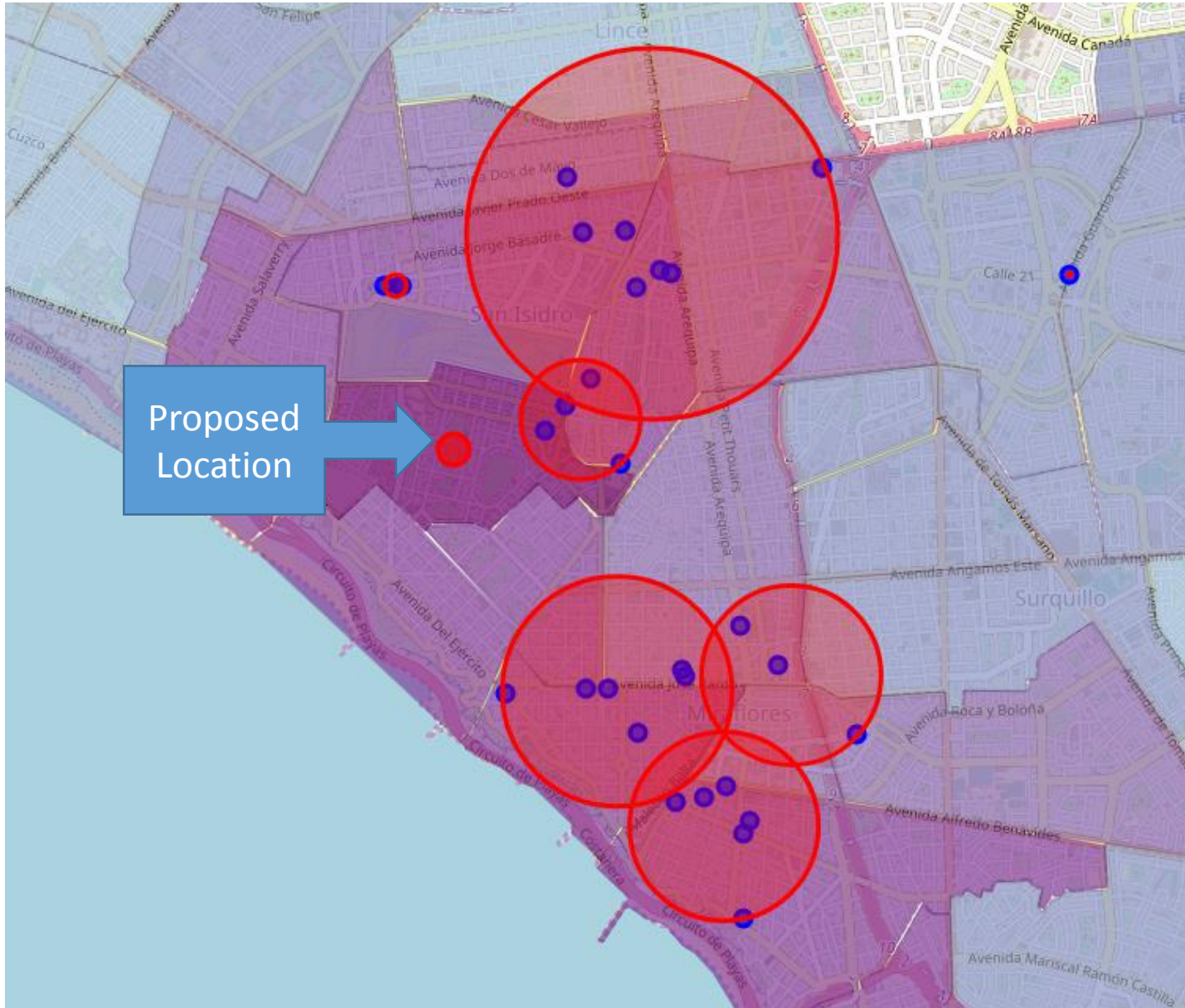
South: Miraflores and Surquillo

West: Magdalena del Mar and the Pacific Ocean

For more than fifty years, the border at the western area of the district has been disputed with neighboring Magdalena del Mar. A judge ordered the councils of both districts to deposit the money of the affected areas' taxpayers in the National Bank of Peru until this long-standing conflict is resolved.



San Isidro



- San Isidro has some medium and small hotels around.
- There are two hotel clusters near.
- The most nearby hotel is 1 KM away from the proposed location.
- There is a golf club near and some luxury restaurants.
- The crime rate is low.

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PART 03

Barranco

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Barranco

The district is considered to be the city's most romantic and bohemian, being the home and working place of many of Peru's leading artists, musicians, designers and photographers. In the 19th-century, it was a very fashionable beach resort for the Limeño aristocracy, and many people used to spend the summer here and in neighboring Chorrillos. Today, Barranco's beaches are among the most popular within the worldwide surfing community, and a marina completed in 2008 provides state-of-the-art services for its yacht club.

The name Barranco (Spanish for ravine) is descriptive of its topography, featuring homes and restaurants in and around a ravine near a cliff overlooking a sand strip which runs from the Miraflores District to Chorrillos (now flanked by a highway, Costa Verde Ave.).

Barranco has many houses in the colonial and Republican style (called "casonas"), flower-filled parks and streets, and appealing beachfront areas. Lima's contemporary art museum, the MAC, is located in Barranco, as well as the Museo Pedro de Osma, which hosts one of the best collections of colonial art and is itself one of Barranco's best kept examples of late-19th-century architectural style. The district includes numerous restaurants, nightclubs, discos, bars and peñas, where one can appreciate Peruvian music shows. On Pedro de Osma Ave., some tracks from the former streetcar (originally a railroad between Chorrillos/La Herradura and Downtown Lima) can be seen.

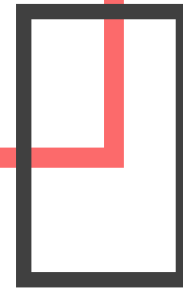
The cliffs of Chorrillos shield Barranco from colder and more humid winds coming from the South. As a result, Barranco has a micro-climate that is warmer and drier than many of the other districts of Lima, which are generally more humid, especially between May and October.



- Barranco don't have many hotels, but have a lot of hostels, that provide a cheaper and convenient housing for the backpackers.
- There are one hotel cluster very near. The other clusters are very far.
- The most nearby hotel is 200 meters away from the proposed location.
- There are a lot of tourist spots nearby.
- The crime rate is high.

PART 04

Conclusion



Conclusions and Recommendations

- 01 Although San Isidro and Barranco are great choices for an luxury hotel, the less crowded and safe San Isidro is the recommended spot for an new luxury hotel.
- 02 The proposed location is centralized and allows easy access to tourist spots.
- 03 The proposed location is near the airport, compared to the most important hotels of Lima, Marriot and Westin.
- 04 It is important to review the district taxes and construction regulations.



WHAT ?



Thank you