

SPECIAL TOURIST PROJECT “VIVA LA VIDA BEACH CLUB RESORT”	
Sector	Tourism
Thematic focus	Tourism Infrastructure
Entities/areas	Ministry of Commerce, Industry and Tourism
Contributing partner	El Cielo Construcciones S.A.S
Plan Strategy National development to which it points	“Plan Nacional de Desarrollo 2022- 2026 Colombia Potencia Mundial de la Vida”: <ul style="list-style-type: none"> • Strategy for the global and regional positioning of Colombia as a World Power of Life.
Target SDGs	1.No Poverty 6. Clean Water and Sanitation 7. Affordable and Clean Energy 8. Decent Work and Economic Growth 9. Industry, Innovation and Infrastructure 10. Reduced Inequalities 11. Sustainable Cities and Communities 15. Life on Land
Description of the Project	Project’s Purposes Invest in sustainable development in said territory, contributing to economic growth in Fusagasuga, while promoting sustainable tourism in the area.
	Objectives 1. Infrastructure Design 2. Publicize the offer of natural and cultural tourist attractions in the area of influence. 3. Contribute to the growth of tourism development in the country. 4. Generate significant impacts on employment generation and increased income in the region. 5. Increase foreign exchange income to the country.

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	Geographic Area Municipality: Fusagasugá Department: Cundinamarca Area of influence: (Sumapaz Province), the department of Cundinamarca and surrounding departments.
	Part of the National Development Plan Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	Structuring Phase Formulación Documento Técnico Soporte - DTS
	Goal: (km) Special Tourism Project approved
	Located in a protected area or with indigenous/ Afro-descendant communities: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Duration by Phases Stage 1A: 18 months Stage 1B: 15 months Stage 1C: 24 months Stage 2: 36 months Total: 6 years Note: months overlap.	
Contributions	Total \$ 482.386.259.500
	National Governmental Investment \$0,00
	Local Governmental Investment \$0,00
	Private Investments \$ 482.386.259.500
Investment Opportunity Investors interested in tourism projects, private equity firms or investment funds. Especially useful for innovative or high-risk projects. Investors contribute capital in exchange for a stake in the property; this is the case for financing the first stage of the project: urban planning, landscaping, utilities, Viva la Vida Hotel, Viva la Vida restaurant, Seratta Boulevard, Spa, Inland Sea, Beach, Beach club and the Concert and Show Stage.	

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Market Analysis	<ol style="list-style-type: none"> 1. Territory’s Current state 2. Identified Opportunities 3. Economic analysis with demonstrable contributions of territorial impact. <ol style="list-style-type: none"> a. Economic growth b. Employment generation 4. Study of the social and cultural characteristics of the area.
Financial Projections	<p>Investment recovery in the different scenarios:</p> <ul style="list-style-type: none"> - Pessimistic scenario <ul style="list-style-type: none"> - Occupancy: 55% Occupancy: 55% Occupancy: 55% - Occupancy: 55% Occupancy: 55% Occupancy: 55 - Profitability: 12.58% A.E. - Appreciation: 10% E.A. - Investment recovery in years: 5.9 years. - Conservative scenario <ul style="list-style-type: none"> - Occupancy: 70% Occupancy: 70% Occupancy: 70% - Occupancy: 70% Occupancy: 70% Occupancy: 70% - Profitability: 16.4% E.A. - Appreciation: 12% E.A. - Investment recovery in years: 3.9 years. - Optimistic scenario <ul style="list-style-type: none"> - Occupancy: 85% Occupancy: 85% Occupancy: 85% - Occupancy: 85% Occupancy: 85% Occupancy: 85 - Profitability: 19.8% A.E. - Appreciation: 14% E.A. - Investment recovery in years: 2.9 years.
Considerations of Sustainability and ESG	Does not supply
Evaluation and Mitigation of Risks	Financial risks that could negatively affect the project, such as changes in interest rates or fluctuations in the real estate market, are identified until the economic viability of the project is found in the context of the integrated tourism market segments, the real estate/tourism products, the state of the economy behind health and wellness, the public service delivery segment and the socio-environmental business that is intended to be integrated into the project.

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Project Team and Experience	The project includes a conglomerate of companies with extensive experience in the construction, gastronomy, hotel, health, beauty and lifestyle sectors.
Additional Information	<p>The special tourism projects defined by the Ministry of Commerce, Industry and Tourism, within the National Development Plan "Colombia Potencia Mundial de la Vida" are at the sixth level within the TERRITORIAL PLANNING DETERMINANTS AND THEIR ORDER OF PREVALENCE.</p> <p>This means that the municipalities and districts in the elaboration and adoption of their Land Management Plans, must take into account the determinations made by the MinCIT from the PTE, since it constitutes a higher hierarchy norm from the land management.</p>