

Silent Waters Hotel

A Financial Viability & Investment Analysis



SILENT WATERS

Great River North, Montego Bay, St. James, Jamaica

www.silentwatersvilla.com | Asking Price: US\$12.675 Million



The Opportunity: A Jewel on the Jamaican Coast

This report outlines the financial viability of acquiring the renowned Silent Waters Villa in Montego Bay and transforming it into an exclusive 8-suite luxury boutique hotel. We analyze the market, project costs, forecast revenue, and outline a strategic path to profitability, targeting the high-end experiential travel market.

4.1M+

Annual Stopover Arrivals (Jamaica, Pre-COVID Avg)

\$5.7B

Annual Tourism Expenditure (Projected 2025)

75%

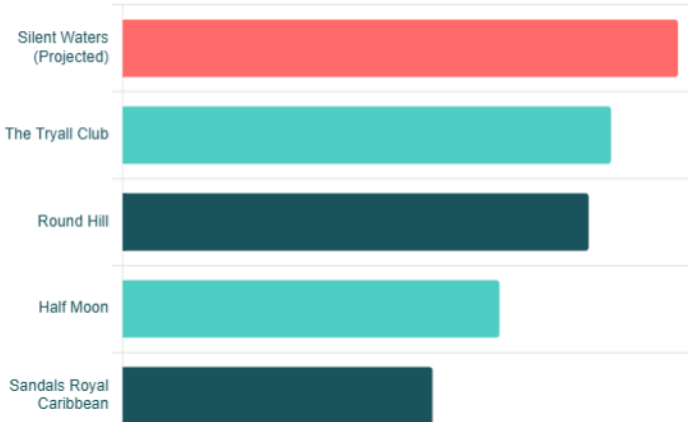
Avg. Luxury Hotel Occupancy (High Season)

\$950+

Competitor Average Daily Rate (ADR)

Competitive Landscape: Average Daily Rate (ADR)

Silent Waters, positioned as an ultra-luxury boutique hotel, can command a premium ADR, placing it at the top of the market alongside established competitors like The Tryall Club and Round Hill. This chart illustrates the ADR positioning for luxury properties in the Montego Bay area.

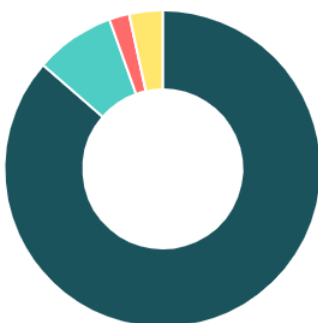


Phase 1: Total Initial Investment Breakdown

Capital Requirement Estimate

The total upfront investment is estimated at \$14.675 million, dominated by the property acquisition cost. A significant budget is allocated for luxury-grade renovations and a contingency fund to mitigate unforeseen expenses during the conversion process.

Property Acquisition Renovation & Design Closing Costs & Legal Contingency Fund



Path to Launch

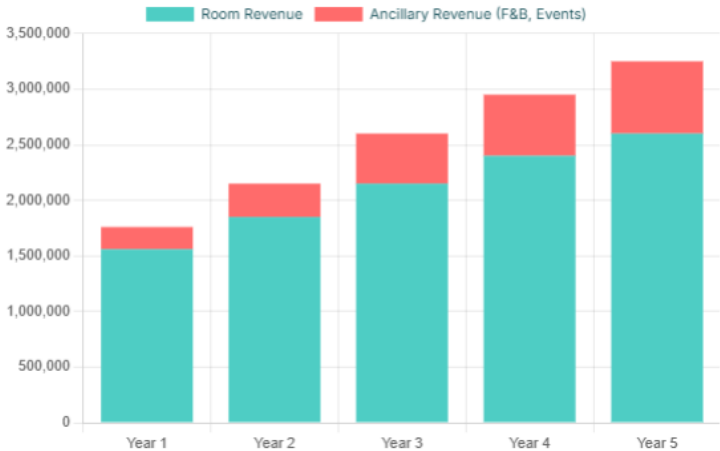
The conversion process follows a structured timeline from acquisition to grand opening, ensuring all legal, branding, and operational aspects are meticulously planned and executed.

- 1 Acquisition & Legal**
Secure property, complete legal due diligence, and transfer of title.
- 2 Permits & Licensing**
Obtain all necessary hotel and tourism board licenses.
- 3 Renovation & Design**
Execute property upgrades and interior design refresh.
- 4 Staffing & Marketing**
Hire key personnel and launch pre-opening marketing campaigns.

Phase 2: Five-Year Revenue Projections

Projected Annual Revenue Growth (USD)

Revenue is projected to grow steadily, driven by increasing occupancy rates and ADR as the hotel establishes its brand. Ancillary income from F&B and exclusive events is expected to become a significant contributor by Year 3. This forecast models a conservative ramp-up period.



Financial Performance & Viability

Annual Operating Expenses by Category

Operational costs are substantial, with staffing being the largest expense, reflecting the high level of service required. Utilities and marketing are also key cost centers that require careful management to ensure profitability.



Projected Profitability (Year 5)

By Year 5, the hotel is projected to achieve a healthy Net Operating Income of over \$1.1M, yielding an attractive Cap Rate of 13.5%, signifying a strong return on the initial investment and a financially sound operation.

\$1,150,000
Projected Net Operating Income (NOI)

13.5%
Capitalization Rate (Cap Rate)

58%
Breakeven Occupancy Rate

SWOT Analysis

A balanced view of the project's internal strengths and weaknesses against external opportunities and threats is crucial for strategic planning and risk mitigation.

Strengths

- ✓ Existing ultra-luxury brand recognition and reputation.
- ✓ Unmatched privacy, views, and on-site amenities (helipad, pools).
- ✓ Turnkey asset requires minimal structural conversion.

Weaknesses

- ! High operational and maintenance costs due to property scale.
- ! Not originally designed for individual room rentals; potential flow issues.
- ! Dependence on high ADR to maintain profitability.

Opportunities

- Tap into the growing demand for experiential, private luxury travel.
- Develop a high-margin destination wedding and corporate retreat niche.
- Leverage Jamaican government incentives for tourism investment.

Threats

- ! Competition from established luxury resorts and all-inclusive hotels.
- ! Economic downturns impacting the ultra-luxury travel segment.
- ! Hurricane season and climate change risks leading to travel disruption.

Interactive Viability Analysis Report
<https://treasuresortsja.hstn.me/silent-waters-acquisition-viability.html>

Full Acquisition & Conversion
Viability Analysis Report
https://drive.google.com/file/d/1SV0YKp03tXdcBxSC_f61A85-IGdKfY-/view

Video Presentation
Of Silent Waters
www.youtube.com/watch?v=DH_7ke-CBRg

Real Estate Listing
www.sothebysrealty.com/jamaicasir/eng/sales/detail/874-l-2812971-91898/silent-waters-villa-montego-bay-sj

Investment Offering

Silent Waters is one of 10 turnkey luxury villas in Jamaica that **Treasures Hotels & Resorts Jamaica Ltd** is currently promoting as investment and business opportunities in order to acquire, renovate then market and operate the villas under our future subsidiary company called **Beds & Villas Jamaica Ltd**.



The other 9 villas in this investment offer all are located at **The Tryall Club** (www.tryallclub.com) in Sandy Bay, Hanover. The villas include:

- **Sunset Villa** | <https://tryallclub.com/villa/sunset/>
- **Pinnacle Villa** | <https://remax-elite.com.jm/property/Hanover++Sandy+Bay/MLS-78214>
- **Little Hill Villa** | <https://tryallclub.com/villa/little-hill/>
- **Villa Lolita** | <https://tryallclub.com/villa/villa-lolita/> | www.villalolita-tryall.com/
- **Seaclusion Villa** | www.newlocay.com/property/seaclusion-villa-for-sale-at-tryall-club-hanover-luxury-waterfront-living/
- **Bali Hai Villa** | <https://tryallclub.com/villa/bali-hai/>
- **Coo Yah Villa** | www.thefinestretreats.com/properties/Caribbean/vacation-jamaica-CooYah.htm
- **Avalon Villa** | <https://tryallclub.com/villa/avalon>
- **Jubilation Villa** | <https://tryallclub.com/villa/jubilation/>

For a financial viability and investment analysis of acquiring the villa portfolio at **The Tryall Club** visit www.treasuresortsja.com/tryall-villas-teaser-deck

We are seeking business partners who would like to invest in our company and join us operating these 10 amazing villas. The total estimated investment to acquire, renovate, market and operate the villas is **US\$100 million**. After reviewing financial viability and investment analysis of the villas, investors can partner with us and choose to operate 1 or more of the villas.

Investors will be offered up to **10%** or **10 million** shares in both **Treasures Hotels & Resorts Jamaica Ltd** and **Treasures Beds & Villas Jamaica Ltd** as well as **50%** ownership of the villas they choose operate with us. Therefore, investors will not only earn from revenues of the properties but also earn dividends from the profits of our future hospitality services and other hotels, resorts and villas that we acquire or develop.

The investment of **US\$100 million** can be provided all at once or in the following 4 stages:

1. Purchase of 10 million shares in our existing company: **US\$5 million**
2. Acquisition of villas: **US\$67 million**
3. Marketing & advertising, renovations/expansions, and operating expenses: **US\$23 million**
4. Purchase of 10 million shares in our subsidiary company: **US\$5 million**

The **US\$10 million** invested to purchase shares in our companies will mainly be used for:

- Acquiring office space, furniture and equipment.
- Paying the salaries of management teams and staff members of the companies and villas.
- Legal expenses, working capital and conduction of due diligence and site inspections.

For more information about this and other investment opportunities at **Treasures Hotels & Resorts Jamaica Limited** visit www.treasuresortsja.com/invest.



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