

# Hotel Premium Porto Downtown

## PORTO – PORTUGAL

Av. de Rodrigues de Freitas



### Hotel Premium Porto Downtown – Overview

Hotel Premium Porto Downtown is a centrally located, high-quality urban hotel in Porto, ideally positioned to capture leisure travelers, business visitors, and city-break tourists.

With a strong 75% occupancy rate, the hotel demonstrates consistent demand and operational stability.

## Context – Porto Downtown & Tourism Market

- The hotel market in Porto recorded an average occupancy rate of ~74% in 2024, according to regional hospitality reports.
- Peak periods (events, holidays, festivals) often see occupancy rates above 90%.
- Tourism demand in Porto remains strong, driven by cultural diversity, historical heritage, gastronomy and wine tourism, accessibility to the airport and transport hubs, and a growing hotel supply.
- Recent trends show consistent growth in overnight stays, confirming the sector's dynamism and post-pandemic recovery.

Conclusion: Investing in a centrally-located "downtown" hotel in Porto benefits from favorable market conditions: growing demand, high occupancy, and a continuous appeal to tourists seeking historic and cultural experiences.

## Hotel Premium Porto Downtown – Profile & Key Metrics



- Average annual occupancy: 75%
- Revenue 2024: €1,950,000
- Projected revenue 2025: above €2,000,000
- These metrics position the hotel in a stable and favorable spot compared to local competitors, especially if occupancy and average daily rate (ADR) can be maintained or improved.

## Value Appreciation Potential & Competitive Advantages

- Central / Downtown Location: Attracts leisure travelers, business travelers, city-breakers, and short-stay tourists – a segment with consistent demand.
- Strong and growing Porto tourism market: High occupancy rates and visitor growth support stable revenue streams.
- Revenue and operational stability: ~€1.95M in 2024 and projected >€2M in 2025 demonstrate operational feasibility and consistent income.
- Potential for asset appreciation: With a growing tourism market, limited supply in city centers, and demand for quality accommodations, the hotel is well-positioned to increase in value over time.

## Risks & Considerations

- Seasonality / demand fluctuation: Urban tourism can vary by season, holidays, events, and macroeconomic conditions; effective revenue management is essential.
- Growing competition: New hotels and alternative accommodations continue to emerge; differentiation in services is key.
- Operating costs and efficiency: Fixed costs, maintenance, staffing, and other factors can affect net margins; strong management practices are critical.
- Dependence on international tourism: External factors can impact demand; diversifying the customer mix (domestic, business, long stays) helps mitigate risk.

## Conclusion & Recommendation

The “Hotel Premium Porto Downtown”, with 75% occupancy, robust revenue (~€1.95M in 2024, >€2M projected in 2025), and located in a growing tourism market, represents a stable asset with strong potential for appreciation and return.

Recommended actions to maximize potential:

- Implement active revenue management (pricing, seasonality, distribution channels)
- Invest in services and quality to differentiate from competitors
- Leverage visibility and the attractiveness of central Porto
- Monitor tourism trends and adapt offerings accordingly

## 5-Year Financial Projection Setup

- Assumptions:
- Rooms: assumed 50–70 (typical for downtown boutique/premium hotel; can adjust)
- Occupancy: 75%
- Revenue 2024: €1,950,000
- Projected revenue 2025: >€2,000,000
- EBITDA margin: 25–30% (typical for premium city hotels)
- Market growth: 3–5% annual revenue growth, depending on scenario

Scenario	Occupancy / ADR	Revenue Growth	EBITDA Margin
Low	Stable 75%, minor	+2%/year	25%
Medium	75–78% occupancy,	+3–4%/year	27%
Optimistic	78–80% occupancy,	+5%/year	30%

## Example 5-Year Projection (€)

Scenario / Year	Revenue	EBITDA (approx.)
Low	2025: €2,000,000 → 2029:	2025: €500,000 → 2029:
Medium	2025: €2,050,000 → 2029:	2025: €554,000 → 2029:
Optimistic	2025: €2,100,000 → 2029:	2025: €630,000 → 2029:

## **Payback (Based on EBITDA, approximate):**

- Low: ~35–37 years
- Medium: ~31–32 years
- Optimistic: ~25–27 years

## **Strategic Notes:**

- Revenue can be boosted via ADR increases, upselling, F&B, and additional services
- Professional management may increase EBITDA margin further (up to 32–35%)
- Value appreciation expected as Porto tourism continues to grow