



# INVESTMENT PROPERTY

## HOTEL IN SLOVAKIA

Presentation – 2023





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DEMAND

# SLOVAKIA | EUROPE

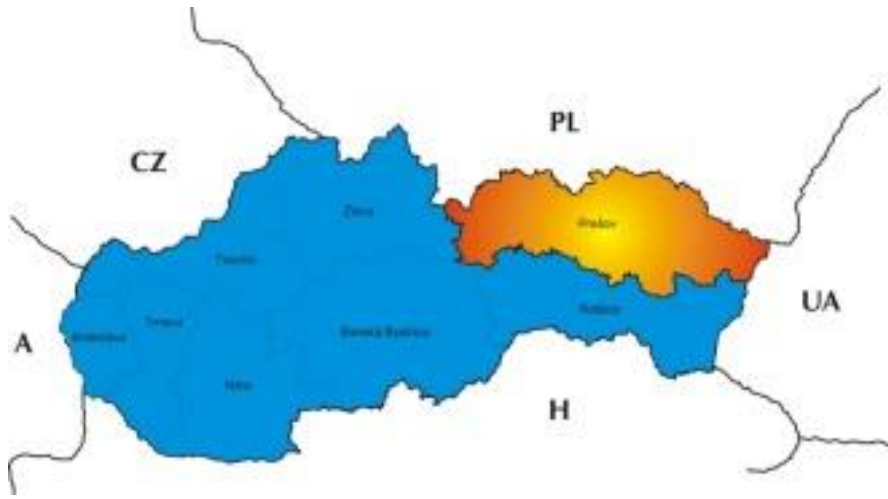


[Click here to open the map in a web browser](#)

- Slovakia is located in Central Europe and neighbors Poland and the Czech Republic to the north, Austria to the west, Hungary to the south and Ukraine to the east. The total area of Slovakia is 49,035 square kilometers.
- The country has a population of 5.4 million, with a population density of 111 people per square kilometre. The capital city of Slovakia is Bratislava.
- The main economic sectors are services (66.2 per cent), industry (30.4 per cent) and agriculture (3.4 per cent).

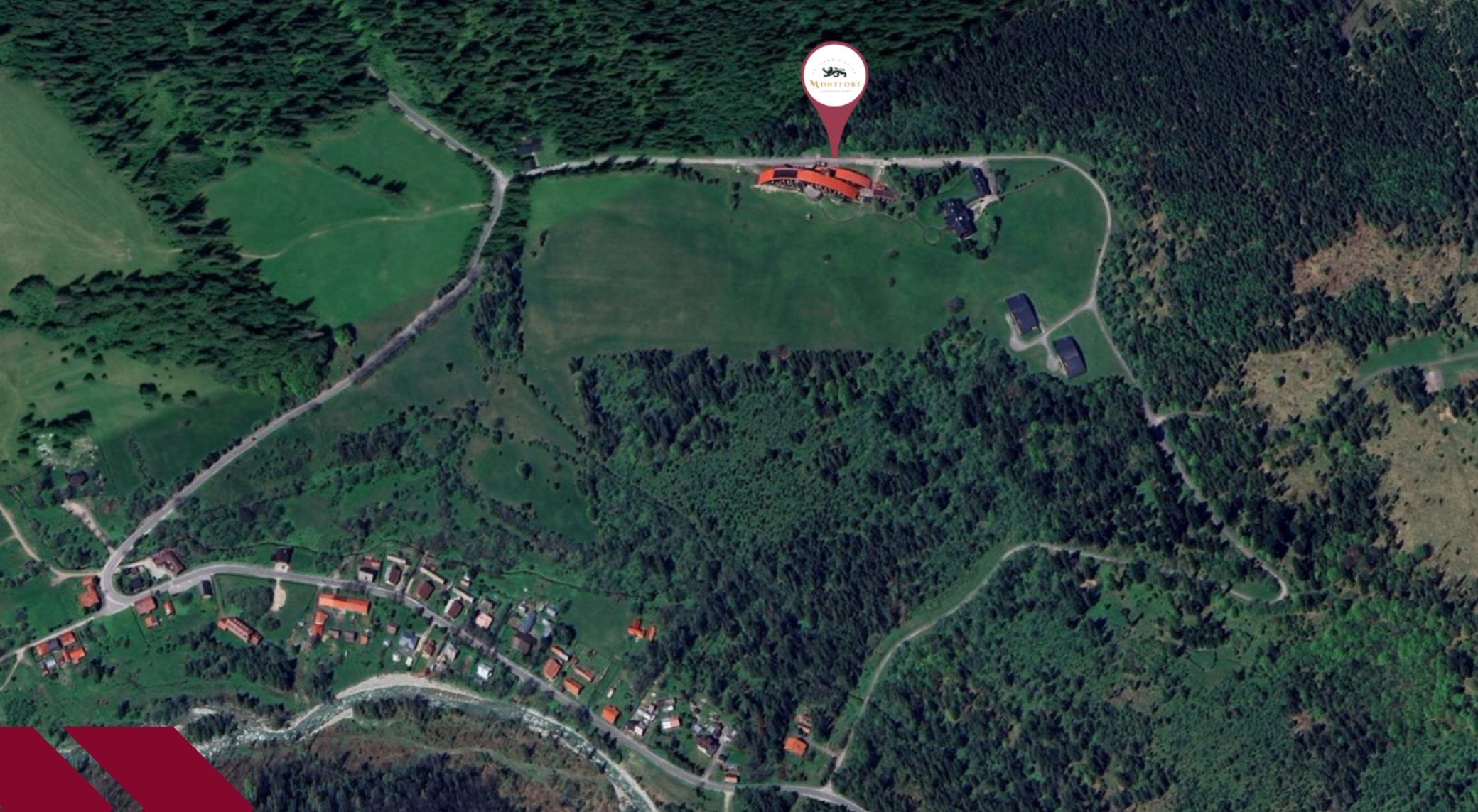




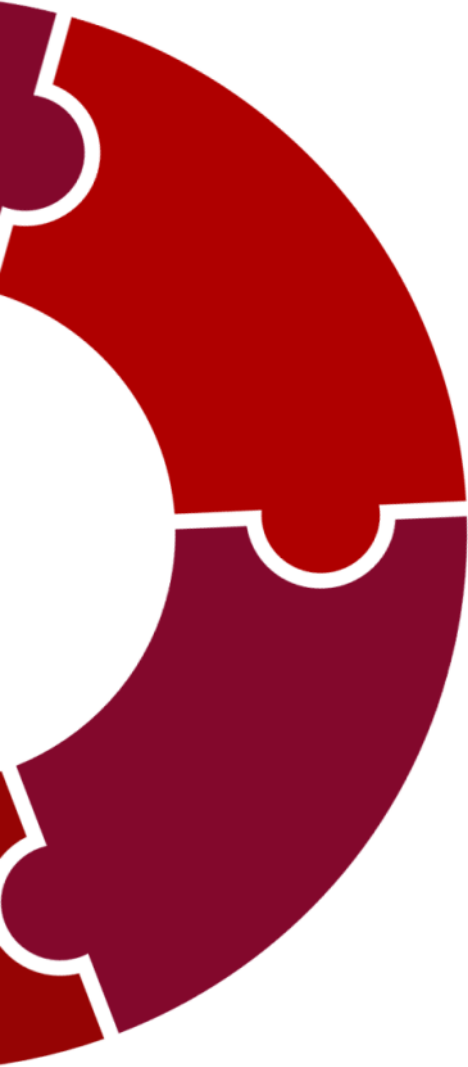


The Prešov region is located in the north-east of Slovakia, bordering Poland to the north and Ukraine to the east. Prešov is the most densely populated region in the country. The capital of the region is the town of Poprad. The landscape of the region is mainly mountainous. The spurs of the Tatra Mountains - the Vysoké Tatry and the Belianske Tatry - are almost entirely within the region, including the highest point in Slovakia, Gerlachovský štít, which is 2,654 metres above sea level..





President Hotel Montfort - located near the Polish border in Tatraska Javorina in the region of Prešov, bordering the region of Małopolska (Poland).

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- ✓ **Hotel Montfort** is located about 2 km from the Polish-Slovak border in the High Tatras in the small village of Tatranska Javorina, 12 km (10-15 minutes by car) from Ždiar and 24 km (30-40 minutes by car) from Zakopane - the two nearest major tourist destinations on the Slovak and Polish sides respectively. The junction where Route 49 joins Route 66 is 4 km towards Ždiar. This is where most of the traffic from Krakow and eastern Poland enters Slovakia. Although Route 49 is considered the cheapest road to Poland for commercial reasons, most tourists choose Route 66 because of the unique scenery along the winding road in the Polish and Slovak Tatras.
  - ✓ Situated on a hill in a valley between the dizzying peaks of the Tatra Mountains, the hotel offers beautiful views in all directions, with direct views limited by trees.
  - ✓ Due to its secluded location, the hotel enjoys a tranquil setting with serene views in all directions. Apart from the surrounding mountains, the main attractions are the Beljanska Cave (19 km away) in Slovakia and the Morské oko Mountain Lake (the starting point of the route is 2.5 km from the hotel on the Polish side of the border). Morské oko serves as a stopover on the way to the highest point of the Tatra Mountains - Risi Peak, which can be reached on foot with a guide. The hotel is situated in the central part of the High Tatras on the border of the Slovak Tatra National Park (TANAP) and the neighbouring Polish Tatra National Park (Tatrzański Park Narodowy), which were jointly included in the UNESCO World Natural Heritage List in 1993.
  - ✓ The total length of the 68 hiking trails on the Polish side of the Tatra Mountains is about 275 km on an area of 215 km<sup>2</sup>; entrance fee. The Tatra National Park (TANAP) in Slovakia covers an area of 738 km<sup>2</sup> and the sanitary zone around the park is 307 km<sup>2</sup>, making a total of 1,045 km<sup>2</sup>. The park has 600 km of hiking trails and 16 marked and maintained cycling routes.

# INFRASTRUCTURE AND ACCESSIBILITY

## By air

- There are three international airports that play an important role for visitors to the High Tatras: Košice International Airport, Poprad International Airport and Krakow International Airport.
- The (Poprad-Tatry Airport) is located 45 kilometres from the village of Tatranská Javorina, a 45-minute drive. It operates charter and scheduled flights and is a base for air search and rescue operations.
- Košice International Airport is located 160 km from Tatranská Javorina, only a 2 hour drive, and is connected to Poprad by motorway. Despite its distance from the Vysoké Tatry mountains, it is the second busiest airport in Slovakia and plays an important role in the traffic of this tourist destination..
- Kraków International Airport (John Paul II Kraków-Balice) is located 114 km from Tatranska Javorina, which is only a two-hour drive.

## By train

- Most of the towns in the High Tatras are connected to the Slovak railway network, which makes the regional railway network very convenient.
- Rail transport in the High Tatras is provided by the Tatra Electric Railways, and there is also a network of funiculars. Tatra Electric Railways operates the lines Poprad - Tatras - Stry Smokovec - Štrbske Pleso and Stry Smokovec - Tatranská Lomnica; the total length of the network is 40 km with 15 trains.
- Košice and Prague are connected by a day and night railway line via Žilina and Poprad. There are 9 IC (InterCity) class express trains between Košice and Bratislava.
- The village of Tatranska Javorina cannot be reached by train, as there is no railway connection between Poland and Slovakia in this mountainous area.

## By car

- Several sections of the D1 motorway are currently being planned. Once completed, the route will connect western and eastern Slovakia and significantly reduce travel time. The route is as follows Bratislava - Trnava - Trenčín - Puchov - Žilina - Martin - Poprad - Prešov - Košice - Michalovce - Ukrainian-Slovakian border.
- The infrastructure in the High Tatras is at an average level of development, but there have been significant improvements in the last 10 years. One of the reasons for the regional differences in economic development is the lack of adequate infrastructure in the western regions of Slovakia.
- Slovak Route No. 66 connects the Slovak and Polish sides of the river, passes the Hotel of Interest and continues on the Polish side as Route 49.



# PROPOSALS AND HISTORY





- ✔ Opened in 1977, the hotel was a holiday destination for government officials and the political elite until the regime change in the early 1990s. At the time of its construction, it was one of the first hotels in the High Tatras to offer full service and a wide range of additional facilities, in addition to an award-winning architectural design.
- ✔ The undoubted prestige that the hotel has acquired in its 45-year history is underlined by the fact that the Act of Dissolution of Czechoslovakia was signed in the hotel building in 1993, and the Presidential Mansion is still adjacent to the hotel. The Presidential Mansion is open to the public as a museum for most of the year when the President is not in residence.
- ✔ During its long history, the hotel has changed hands and names several times. The last owner ran the hotel from 2003 to 2014 under the name Hotel Kolowrat. According to our information, the hotel has lost its former reputation due to mismanagement and lack of investment by the previous owner, especially in the last two years of operation.
- ✔ It is also important to note that while in previous decades the hotel was one of the few to offer a limited range of spa and wellness facilities, this is now a requirement even for small family hotels.
- ✔ The complete repositioning of the hotel began with a change of name to Hotel Montfort - after the once famous and powerful lords of the region who belonged to the Germanic Hohenlohe family. The Hohenlohe family traces its roots back to the Crusades, when the Teutonic Knights built the first fortress in the Holy Land and named it Montfort (strong fortress). It is no coincidence that the hotel bears the Hohenlohe coat of arms.

# CONCEPTION HOTEL



**THE CAPACITY AND DIMENSIONS OF THE HOTEL'S MAIN BUILDINGS ARE SHOWN IN THE FOLLOWING TABLE:**

<b>ROOMS</b>	<b>SIZE</b>	
Number of residential floors	5+1	
Number of rooms 60 (in a total area of 1993 m <sup>2</sup> )		
Total living area 3402 m <sup>2</sup> (working area 2677 m <sup>2</sup> )		
<b>Catering facilities</b>	<b>LOCATION</b>	<b>SIZE</b>
Bowling	Basement	16,5 m <sup>2</sup>
Vinoteca	First Floor	62,9 m <sup>2</sup>
Main restaurant	Second Floor	236 (166+70) m <sup>2</sup>
Koliba ("signature restaurant")	Second Floor	96,9 m <sup>2</sup>
Café/lounge	Second Floor	211,8 m <sup>2</sup>
<b>MEETING FACILITIES</b>	<b>LOCATION</b>	<b>SIZE</b>
Cinema/conference hall	Second Floor	117,2 m <sup>2</sup>
Meeting room	Second Floor	103,3 m <sup>2</sup>
Red lounge	Second Floor	86,2 m <sup>2</sup>
<b>Other facilities</b>	<b>LOCATION</b>	<b>SIZE</b>
Lobby	First Floor	397 m <sup>2</sup>
Squash room: 62,4 m <sup>2</sup> Billiard room: 55,9 m <sup>2</sup> Fitness room: 51,5 m <sup>2</sup> Bowling : 134,5 m <sup>2</sup>	Basement	304.3 m <sup>2</sup>
Children's playroom	Second Floor	58 m <sup>2</sup>
Spa and Wellness Centre	First Floor	507 m <sup>2</sup>
Other utility rooms (including kitchen, storage, etc.)	Different Floors	2,720 m <sup>2</sup>
Total floor area		8,320 m <sup>2</sup>
Total area		138,7 m <sup>2</sup>



## HOTEL TECHNICAL EQUIPMENT

- ✓ Heating - Gas boiler
- ✓ Water supply and sewerage - mains water supply
- ✓ Power supply - grid and 80kW solar panels.  
In 2023, 2 electric vehicle charging stations will be installed.
- ✓ Telecommunications - Internet, TV
- ✓ Car parking - on the street
- ✓ Ski storage room



## Advantages

The High Tatras are considered the number one destination for domestic tourism in Slovakia, and the number of visitors is growing year after year;

The High Tatras offer a wide range of natural and man-made facilities, including mountain trails, cycling routes, mineral springs, caves, ski slopes, diverse flora and fauna, professional golf courses, water parks and much more.

The region is well placed geographically, within reach of three countries.

Rich cultural and historical heritage (wooden churches, folklore, the Presidential Palace - the place where the Act of Slovak Independence was signed, historically Germanic knights were the owners of this land, etc.).

The hotel is located 30 minutes from the famous Polish tourist town of Zakopane and 15-30 minutes from the best ski slopes in Slovakia (Tatranska Lomnica, Bachledova, Ždiar, etc.).

Unobstructed panoramic views of the Tatra Mountains due to its location within a National Park where future development is extremely restricted;

Close to Morský oc, an extremely popular mountain lake, and Risi Peak, the highest mountain peak accessible with a professional guide from either side of the Tatras;

Thermal spas an hour's drive from the Polish side of the border;

The existing hotel offers a wide range of facilities including a spa, bowling alley, squash court, gym and conference and event facilities.

Average unit size is competitive with similarly positioned hotels.

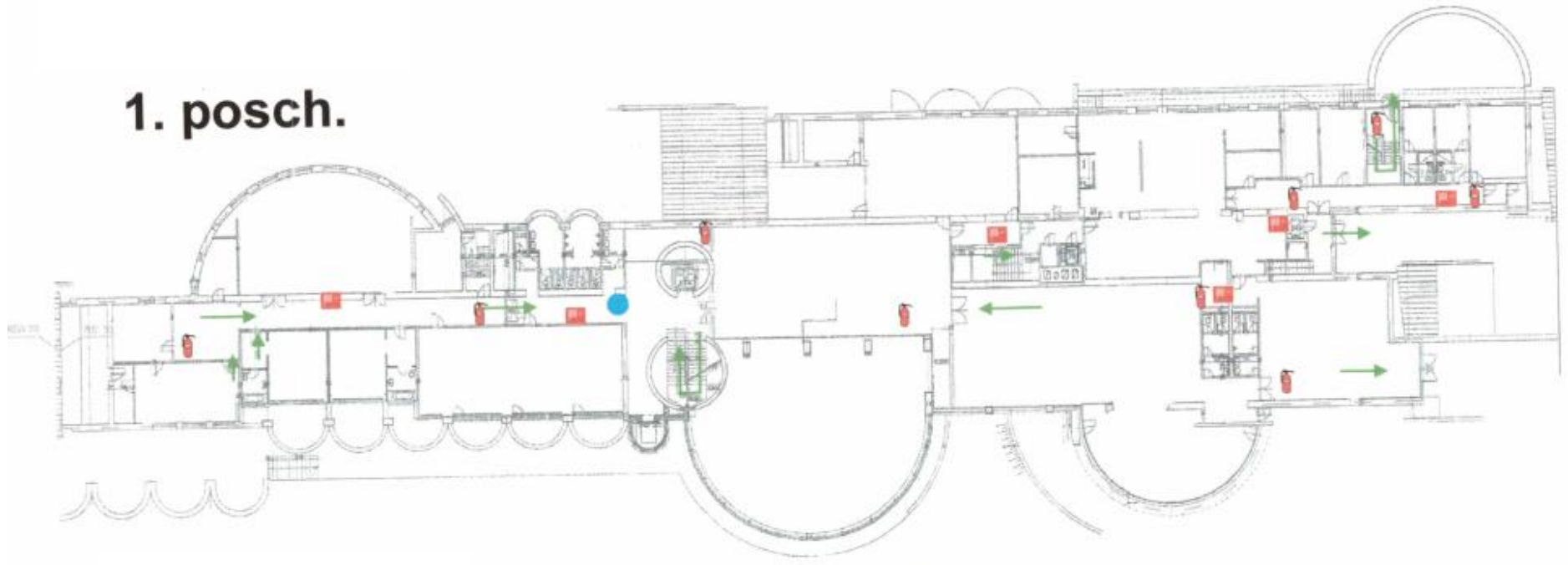
The High Tatras region has extensive experience in the development of the holiday property market and an extensive rental property base which could help to finance the planned development of the hotel we are interested in;

The presence of a spa centre in the hotel and the opportunities for its development can increase the number of visitors to this tourist destination.

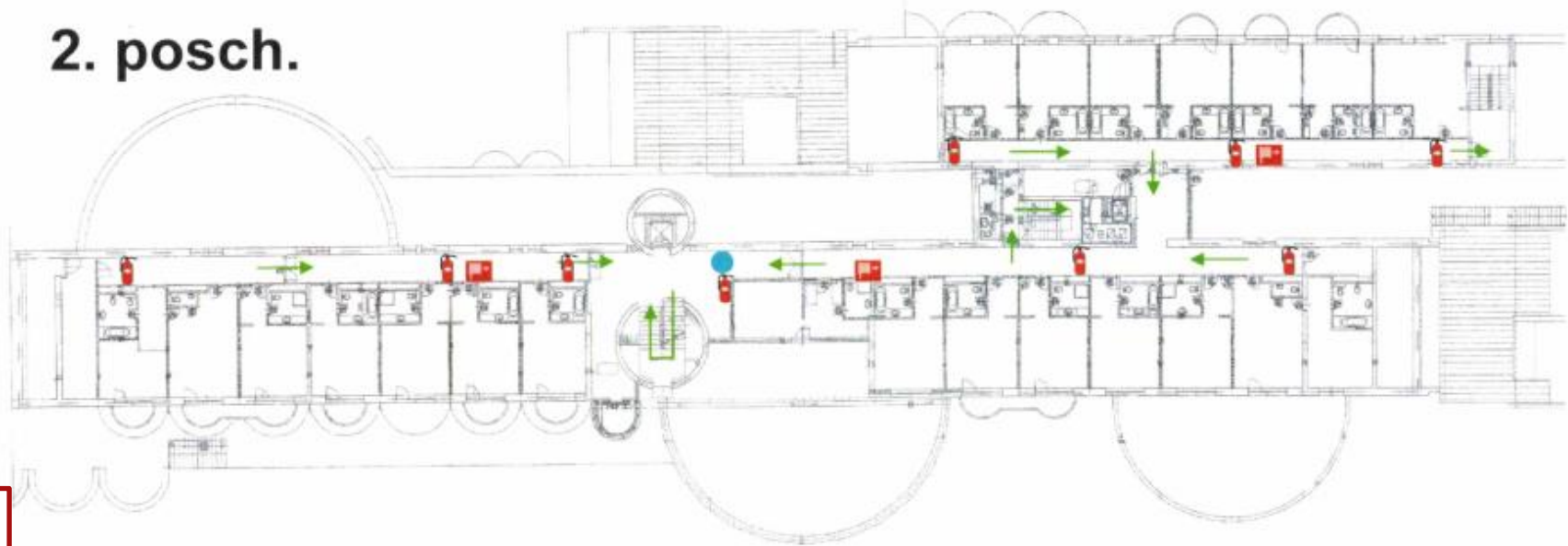
With the appropriate use of the right design applied to an existing unique architectural style, this can be one of the UTPs of a proposed development project (e.g. living green roof, renewable energy solutions, etc.);

A completely unspoilt landscape.

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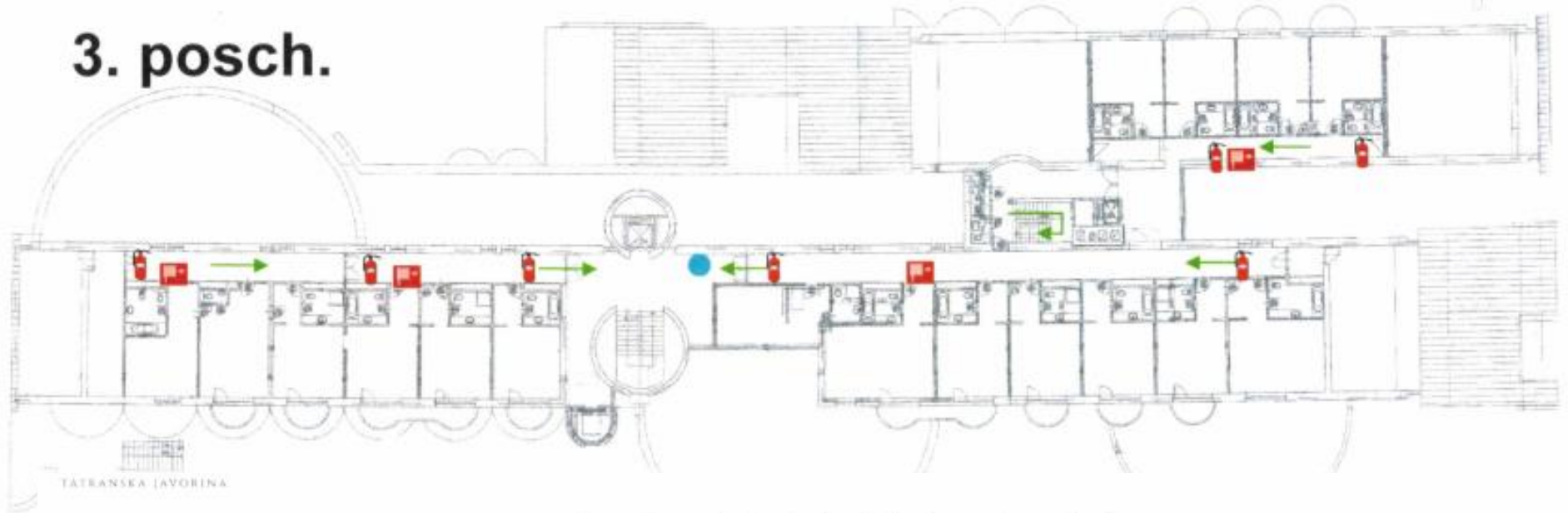


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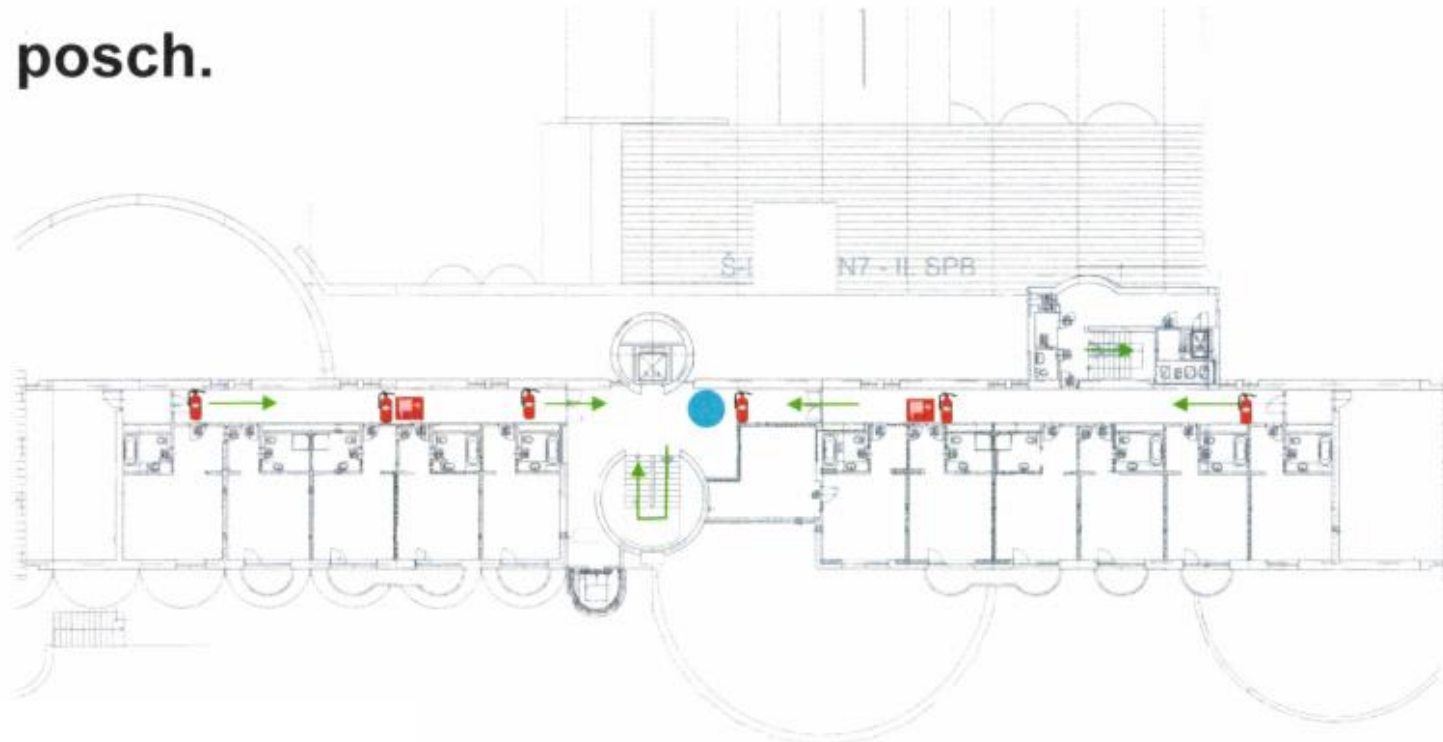




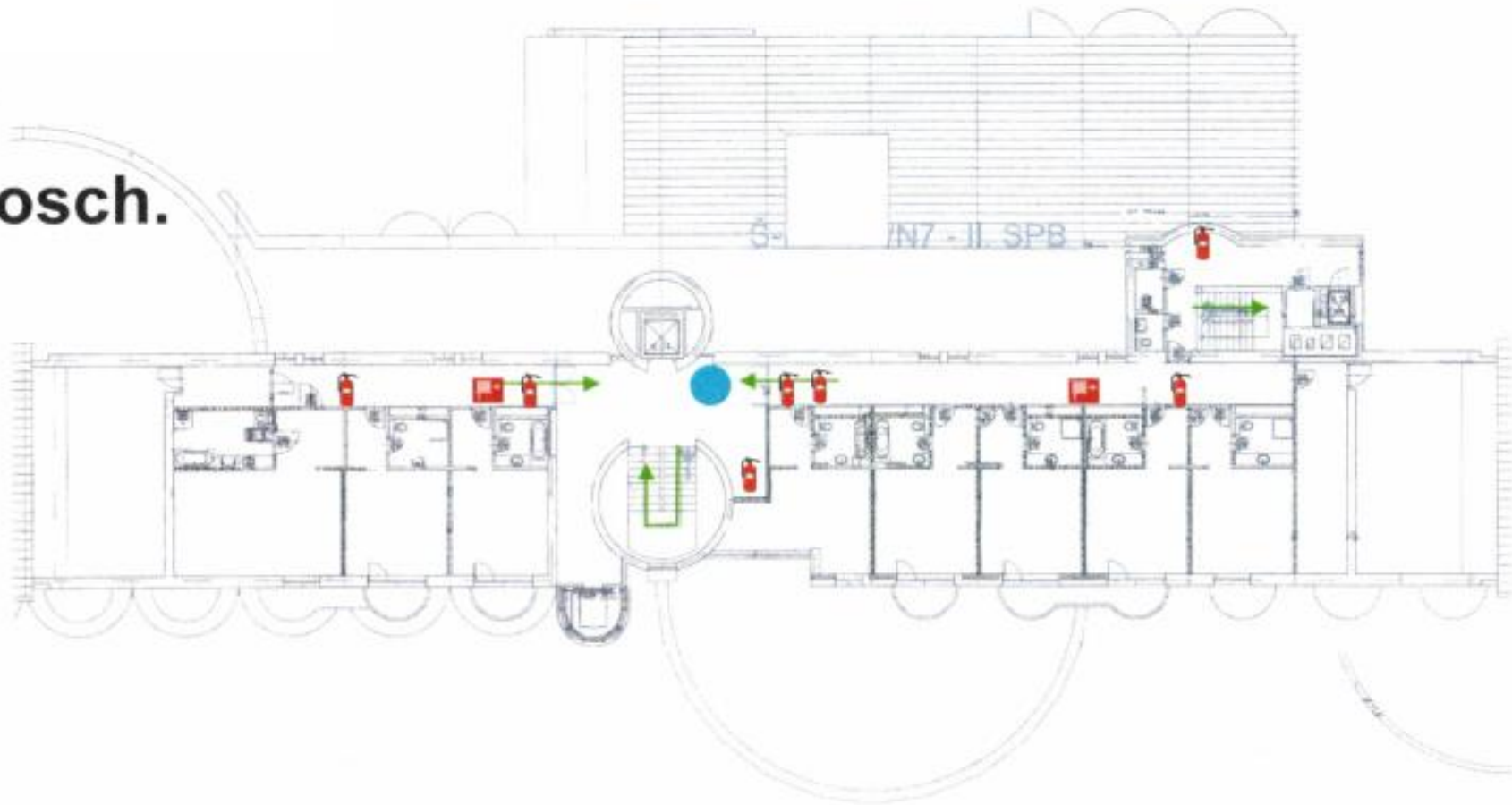
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# DEMAND AND TRENDS

## OVERVIEW





# TOURIST POTENTIAL OVERVIEW

Vysoké Tatry and Tatranská Javorina

There are many tourist sites and attractions from the cultural and natural heritage area, such as Vysoké Tatry and Tatranská Javorina.

The High Tatras and Tatranská Javorina are home to many tourist sites and attractions of cultural and natural heritage, such as those listed below:



**Tatra National Park** - as the hotel is very conveniently located within the park, it has a good view of Mount Kriván;



**Morskie oko**- the largest lake in the Tatra National Park (35 hectares), is located on the Polish side of the border and is ideal for hiking;



**Spišský hrad (Spišský hrad)**- is one of the largest castles in Europe, a UNESCO World Heritage Site;



**The Strážky Chateau (Kaštieľ Strážky)** -is a Slovak jewel of Renaissance architecture;



**Zakopane**-a spa town in southern Poland at the foot of the Tatra Mountains, is a popular destination for outdoor sports. It is also famous for its wooden chalets;



**Rafting in the Danube Gorge** -offers you an unforgettable experience in a picturesque setting just 45 minutes from Tatranská Javorina.



## TOURIST POTENTIAL OVERVIEW



**Belianska Cave (Belianska jaskyňa)**, - the most famous cave in the Slovak Tatras, is located 30 minutes from Tatranská Javorina.



**Several water parks are located in the region:**

For example, AvkaCity Poprad, Aquapark Tatralandia, Bešenjeva Thermal Park.

**You can also find thermal baths:**

The most famous are the Red Monastery Spa in Smerdžonka, the Vyšné Ružbachy Spa, the Tatranská Kotlina Sanatorium, the Nový Smokovec Spa and the Horný Smokovec Spa. Most of the spa centres specialise in the treatment of oncological diseases, metabolic disorders, non-tuberculosis and respiratory diseases.



The High Tatras are also becoming a popular golfing destination, with a 27-hole professional course at the Black Stork Golf Resort. When assessing the tourism potential of the High Tatras, it is important to note the strong influence of the Tatra Mountain Resorts Group. The company makes a significant contribution to the development of tourism in the High Tatras. Since 2007, the company has invested €206 million in the development of resorts and hotels in the region.



Improvements include the construction of ski facilities, the modernisation of ski slopes and lifts, and the renovation of resort hotels.

The company includes 3 ski resorts, 2 amusement parks (e.g. Tatralandia Water Park), ski resort restaurants, ski equipment shops and service stations, 9 owned and managed hotels, a real estate segment where 4 hotels are let to third parties, and is also involved in the sale of entertainment properties.

- ✓ Given the seasonal nature of the business, the high season in the relevant hotel market is the summer (July, August) and winter months (December, January, February), as well as public holidays and long weekends throughout the year, with occupancy rates of 80-90%;
- ✓ Depending on weather conditions, March and September can sometimes be considered high season. From April to May and September to October, hotels with good meeting facilities can also see good occupancy rates (especially on weekdays);
- ✓ The low season tends to be November, late October and June, with occupancy rates below 40%;
- ✓ In addition to individual leisure tourism, the High Tatras region also has a high demand for MICE services, as it offers ideal conditions for business meetings and conferences. Representatives of the pharmaceutical and medical industries are the main consumers of such services in the hotels.
- ✓ Given the uniqueness of the region, incentive tours are often organised for groups of 30-50 people before and after the main conferences;
- ✓ According to local hoteliers, the average length of stay is 2-3 nights, with business trips and conferences typically lasting 2-3 days, but 5-7 days for international events;
- ✓ The main demand generators in competitive hotels are independent travellers booking either directly through the hotel or through international booking systems. Hoteliers estimate that leisure tourism accounts for about 70-80 per cent of total demand, while MICE accounts for 10-20 per cent in hotels with adequate conference/banqueting facilities.
- ✓ On average, the group entertainment segment represents 5-10% of the market's service offering;
- ✓ In 2015, the average room rate in the relevant hotel market ranged from €60 to €80;
- ✓ The price of a room in the hotels we are interested in usually includes breakfast and VAT (20%). The price of breakfast varies from 15 to 30 euros including VAT.

# DEMAND FOR INDIVIDUAL LEISURE TOURISM

**The main characteristics and trends of this segment are summarised below:**

- ✓ This sector consists mainly of tourists (domestic and foreign) who visit the High Tatras as independent travellers, as well as families who come to hotels, resorts, spas and ski slopes for relaxation and entertainment;
- ✓ Apart from weekends, domestic demand in this segment is mainly on national/official holidays and in the summer and winter months;
- ✓ The main customers of the entertainment segment are domestic tourists, but there are also foreigners who come from neighbouring countries, especially during the holidays and for longer stays in the summer/winter months, as well as those who stop in the region for short periods on their way to other European countries;
- ✓ Despite the limited choice of resorts in the Carpathians offering health spas, skiing and other services at international level, domestic demand is gradually increasing; at the same time, customers are gradually discovering high-end services (e.g. Kempinski High Tatras Hotel in Štrbské Pleso) and becoming the main consumers of new hotels with high cost per person, discovering new destinations and frequently visiting resorts that meet their high demands in terms of hospitality and holiday organisation;
- ✓ In general, the frequency of visits tends to depend on location (close to home), particularly for long ski holidays in January-February and summer holidays in June-August, in addition to shorter stays (e.g. 2-4 nights) at other times (e.g. school holidays) in the year;
- ✓ Basically, the decision process in this segment is strongly influenced by the variety of entertainment offered (mainly on the hotel premises, but also in the surrounding area), as well as the choice of alternative programmes and excursions. The perception of the quality of a holiday depends largely on the impressions of children (during school holidays);



## DEMAND FOR INDIVIDUAL LEISURE TOURISM

- ✔ It should be noted that the choice of available services in this segment is made more spontaneously than deliberately, with the main motivation being the opportunity to relax and the availability of entertainment for both adults and children;
- ✔ Demand for luxury leisure resorts in the region can be characterised as relatively high and predominantly domestic, with requirements for accommodation, dining, spa and leisure activities (skiing, hiking, cycling, etc.);
- ✔ The availability of additional tourist facilities (e.g. museums, historic sites) and events (festivals, concerts and other cultural events) in the immediate vicinity of the hotel, preferably all year round, is an important consideration when choosing a destination;
- ✔ With regard to the development of this segment, we can say that the high season will remain summer and winter months, national holidays, school holidays and weekends;
- ✔ Demand is mainly interested in opening up new destinations and will have very limited loyalty - it may be possible to 'lock in' customers to one location through bonus schemes, active loyalty schemes and other benefits arising from product recognition and ongoing development of services and entertainment;
- ✔ Those resorts that can offer comprehensive programmes and alternative entertainment options will certainly have an edge in a competitive market;
- ✔ While sales channels include intermediaries and internet agencies (the share of internet orders is also growing in Slovakia), word of mouth remains an important influencing factor.
- ✔ In addition, packages designed specifically for different types of clientele are popular in this segment - for example, a range of beauty and wellness treatments for women, business services for men, honeymoon packages for couples, etc.
- ✔ The activities offered by the hotel in question, as well as its surroundings as a place to visit, are ideal for this segment, and we see the range of services on offer not only as an opportunity for day trips, but also as a motivation for customers to choose the hotel and its surroundings for longer stays.

- ✔ In the High Tatras, this segment consists mainly of small business groups and individuals attending local or distant corporate meetings, seminars and conferences held in the resorts.
- ✔ In Slovakia, as in other Eastern and Central European countries, international companies with offices in the main regional centres (e.g. Košice, Prešov, Poprad and Zvolen) are finding it increasingly popular to organise training courses and various corporate events for employees outside the office;
- ✔ Located mainly in the grounds of regional hotels and resorts (which are currently rather thin on the ground), the facilities are an important venue for training and group events during the week and corporate holidays at weekends;
- ✔ Organisers prefer to hold corporate events in hotels that offer suitable meeting facilities, efficient banqueting services and supporting equipment.
- ✔ In addition to suitable meeting facilities, guests need a range of leisure facilities (swimming pool, sauna, sports and outdoor activities) that can be used before, between or after the main events, and sometimes these facilities become an integral part of the programme (e.g. when organising group events);
- ✔ For successful competition on the market, not only the variety of services provided by hotels and resorts is important, but also their close proximity to the picturesque Tatra Mountains;
- ✔ The seasonality of the MICE segment is also highly dependent on investment projects, activities and schedules of international organisations, state and municipal institutions in the region;
- ✔ Taking into account the seasonality algorithm, demand in the MICE sector is usually highest on weekdays in spring and autumn, but weekends are often added (except for private parties and social events, which almost always take place on weekends);

- ✓ The average length of stay in this sector is between 1 and 3 nights, except for major international events, which can last 4-5 days;
- ✓ Based on market information, most corporate events in the region are small to medium-sized seminars, symposia or conferences (20 to 150 participants) hosted by domestic or international companies or organised by local municipalities, international foundations and financial institutions;
- ✓ The MICE business sector is mainly represented by industrial, pharmaceutical, trading, and agricultural companies from all areas of the country holding corporate meetings, training, and conferences;
- ✓ Booking periods are getting shorter, from three months to a year for training and large conferences, to a week to a few days before the event for smaller workshops;
- ✓ It can be said that resorts and hotels that are more than 150-200 kilometres away from the main consumers will find it difficult to attract enough clients from the MICE sector. However, the situation in Slovakia is a bit different - people are willing to travel a bit further for the unique natural conditions offered by the High Tatras.
- ✓ In addition to corporate events, hotels and resorts with suitable banquet facilities can host seasonal celebrations, weddings, private parties and other social events;
- ✓ Based on our own experience and recent trends, we anticipate that demand in the MICE sector will increase in the long term, along with the development of the local economy and foreign investment, the number of professional meetings and business training;
- ✓ The choice of a conference venue among the main options depends mainly on access to space, availability of ancillary programmes, quality of services, amenities and facilities. Large, well-equipped venues offered in conjunction with indoor and outdoor programmes and creative event facilities will have a clear advantage over competitors in the future;



## FOR MORE INFORMATION:



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THANK  
YOU!