

IZMIR
POINT
BORNOVA

RED
Radisson

Radisson **RED** Hotel Room Investment Guide



AKVOGY
REDEFINING REAL ESTATE



WHY Hotel Room Investment?

Foreign Exchange Indexed Income

Foreign exchange indexed income refers to the case where the return on an investment is tied to a specific exchange rate. This is a common practice especially in international investments and allows the investor to profit from exchange rate fluctuations. In hotel room investment, it means that the investor's income is tied to a specific foreign currency. Not only your income, but also your property investment is valued indexed to foreign exchange.



High and Passive Income

Hotel room investments generally offer high returns in foreign exchange ranging from 8-12%; this rate is higher than the returns provided by apartment or housing investments. This is especially true for rooms in areas with high demand and occupancy rates. Since the management company undertakes daily operations, reservations and maintenance, it aims to maintain high occupancy rates of the rooms, which provides investors with a regular and increasing income.



Professional Management

The hotel management company undertakes the daily operation of the hotel, maintenance of the rooms and guest reservations. This professional management does not require investors to deal with operational issues and provides a smooth investment experience.



Potential for Value Increase

Hotel rooms in high-demand areas gain value faster than traditional real estate investments over time. Hotels that are constantly maintained and advertised and marketed often have higher resale values at the end of their ownership period. This allows investors to make significant profits.





WHY İZMİR

Hotel Room Investment?

Izmir is located in the west of Turkey and is one of the most important cities in the Aegean Region. Izmir, which has great historical, cultural and commercial importance, has many attractions that attract the attention of local and foreign tourists. The city is an ideal destination for both holiday and business travellers.

- The total number of visitors to Izmir in the first five months of 2024 increased by **26** percent compared to 2023.
- The total number of visitors to Izmir in the fifth month of 2024 increased by **18** percent compared to 2023.
- While the number of foreign visitors increased by 17 percent compared to the fifth month of 2023, the number of domestic visitors increased by **20** percent.
- The ten countries that sent the most tourists to Izmir in May were Germany, England, Poland, Netherlands, France, Belgium, Ireland, Iran, Russia and Azerbaijan.



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WHY İZMİR City Hotel?

- **High Tourist Potential:** Izmir is a popular destination for both local and foreign tourists. Fairs, festivals and events organised in the city attract tourists throughout the year.
- **Business Travel:** Izmir is an important trade and business centre. Its port, free zones and industrial areas provide a constant flow of professionals travelling for business. City hotels meet this demand by offering services for business people.
- **Easy Transportation:** Izmir city centre offers easy access to Adnan Menderes International Airport, bus station and train station. City hotels provide their guests with comfortable transportation with this central location advantage.
- **Cultural and Historical Richness:** Hotels located close to the city centre offer easy access to Izmir's historical and cultural sites. Proximity to important places such as Ephesus, Agora and Izmir Clock Tower makes them attractive to tourists.
- **Year-round Demand:** While coastal resorts generally attract a lot of tourists in the summer months, city hotels have a regular flow of customers throughout the year. This reduces the effect of seasonal fluctuations and provides continuous income.
- **Shopping and Entertainment:** There are many shopping malls, restaurants, cafes, bars and nightclubs in the city centre. These venues meet the social needs of the guests and affect their hotel preferences. Radisson RED is located in Point Bornova AVM, one of the busiest shopping malls in Izmir.



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Traditional Real Estate Investment and **Hotel Room Investment**



Traditional Real Estate Investment



- **Tenant Problems**

Finding the right tenant and having problems with tenants are common problems. In particular, you may encounter situations such as tenants delaying their rent payments, not paying them at all, or not using the rented property properly.



- **Fixed Rental Income**

Traditional real estate investments are generally limited to a fixed annual rental income and do not show any increase during the year. Laws and market conditions can affect rent increases, which can cause your income to lose value against inflation.



- **Lack of Maintenance and Loss of Value**

An old apartment may require maintenance and renovation. However, maintenance of the apartment alone may not be sufficient, and if it is not maintained together with the building and complex it is in, it can seriously devalue the investment.

Hotel Room Investment



- **Problem-Free Tenant Management**

With a hotel room investment, you do not have to worry about finding tenants or dealing with tenant problems. Global brands such as Radisson Hotels operate hotel rooms continuously with their worldwide marketing power and keep occupancy rates high.



- **Continuously Increasing Income**

Hotel room investment aims to sell rooms at constantly high prices thanks to the marketing support provided by the hotel brand and ensures that your income constantly increases by means of foreign exchange-indexed sales.

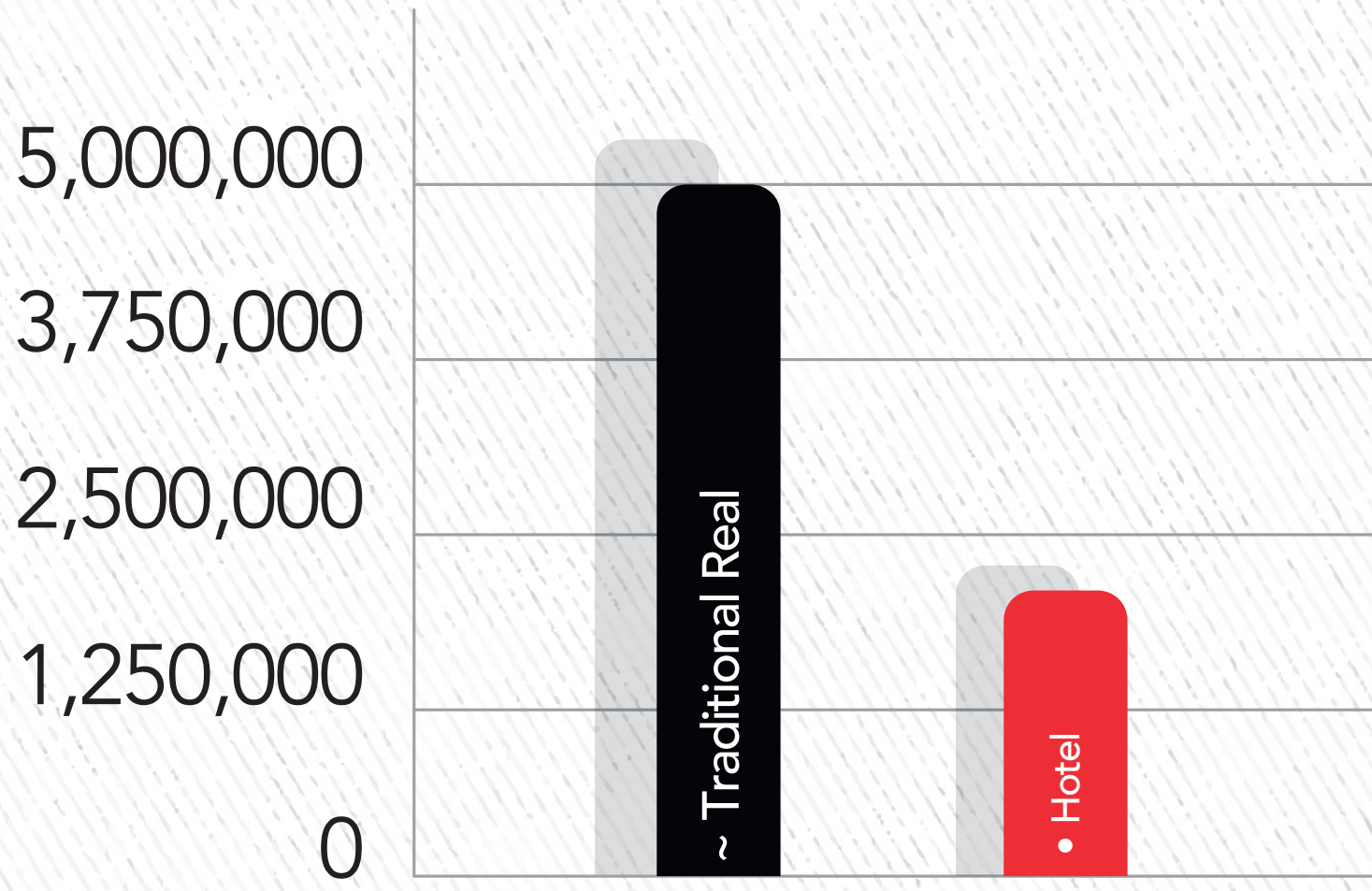


- **Regular Maintenance**

Quality and durable material provides value increase and timeliness with regular maintenance.

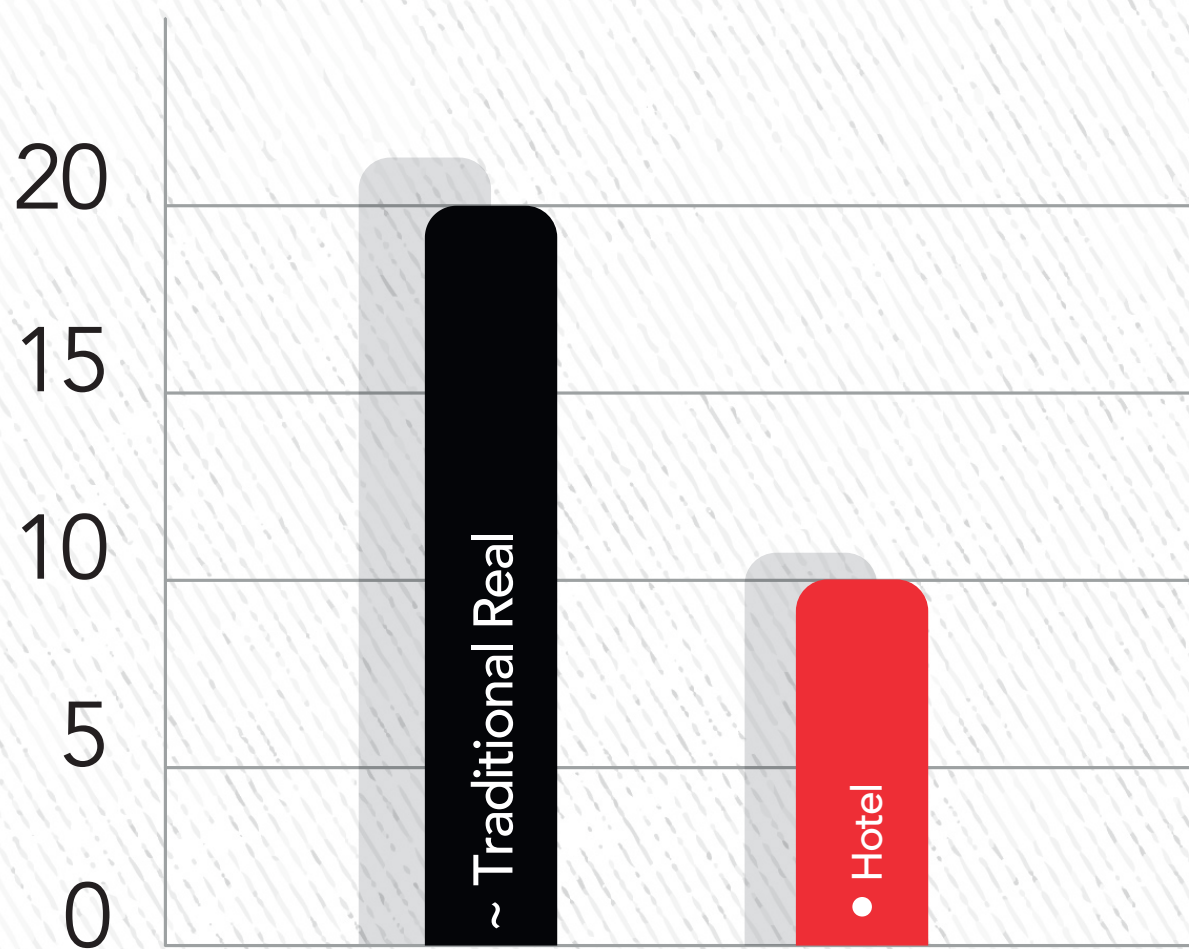


Initial Cost



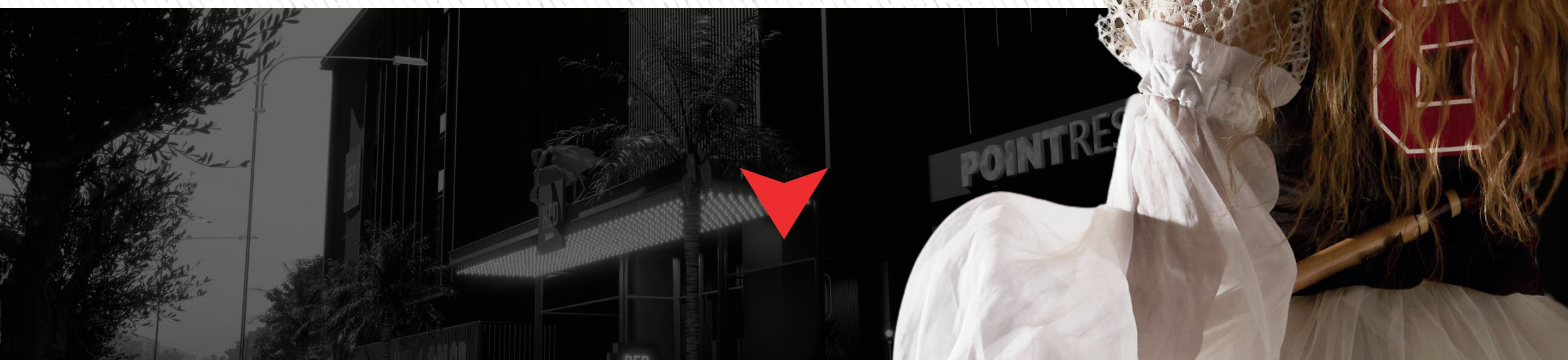
~ Traditional Real Estate
• Hotel Room

Return Process of Investment



~ Traditional Real Estate
• Hotel Room

*In hotel room investments, you can achieve higher returns with lower initial costs compared to traditional real estate investments. In addition, hotel rooms can be purchased in 1, 1/2 and 1/4 shares.





Who is RADISSON HOTEL GROUP?

Radisson Hotel Group is an international hotel group operating in EMEA and APAC regions, operating and developing more than 1,320 hotels in over 95 countries. The international hotel group is rapidly expanding with plans to significantly grow its portfolio. The Group's overall brand promise is "**Every Moment Matters**" and its signature service philosophy is "**Yes, I Can!**"

The Radisson family of brands brings together Radisson Collection, art'otel, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson and prizeotel under one commercial umbrella, Radisson Hotels.

Radisson Rewards is the loyalty program of Radisson Hotel Group, offering an elevated experience that "**Makes Every Moment Matter.**" As the most simplified program in the industry, members enjoy exceptional benefits and can access their benefits from day one across a wide range of hotels in Europe, the Middle East, Africa and Asia Pacific.

Radisson Meetings places guests and their needs at the heart of the offer, offering personalised solutions for any event or meeting, as well as hybrid solutions. Radisson Meetings is built around three strong service commitments: personal, professional and memorable, and is unique in being 100% Carbon Neutral while delivering excellent fundamentals.

Radisson Hotel Group is a company that cares about people, communities and the planet, and aims to be Net Zero by 2050, in line with our short-term Science-Based Target. The Group facilitates sustainable hotel stays with unique solutions such as 100% carbon neutral Radisson Meetings. In addition, all of its hotels are verified on Hotel Sustainability Basics to encourage sustainable travel choices.



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 **RADISSON**
HOTELS


RADISSON
COLLECTION

Radisson 

Radisson

RED
Radisson

RADISSON
Individuals.

art'otel


PARK
PLAZA

park inn
by Radisson


COUNTRY
INN & SUITES
BY RADISSON

 prizeotel



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WHY Radisson RED ?



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Turkey's first **RED** Opens in İzmir!

Radisson Hotels Group chose Izmir to open Radisson RED, one of the fastest growing brands in the world, for the first time in Turkey. This choice is made due to Izmir's dynamic structure, touristic appeal and strategic location. Choosing Izmir as a new location for the Radisson RED brand will both strengthen the brand's presence in Turkey and make significant contributions to the city's tourism potential. Radisson RED's modern and innovative concept will provide a perfect harmony with Izmir's energy and offer guests a unique accommodation experience.

Multiply Your Earnings with Radisson's Dynamic Marketing Power

Push the limits of your income from hotel room sales with the marketing power of Radisson Hotel Group, which has more than 1,320 hotels in 95 countries around the world. Gain maximum income with high occupancy rates and daily variable prices. Enjoy the exponential increase in both your income and your real estate against inflation, as room sales are made in foreign currency.



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Radisson **RED**'s Fun and Dynamic Concept

Radisson RED Hotels offer a fun and dynamic concept designed for young and modern travellers. These hotels are inspired by local art, music and fashion. Their designs are characterised by vibrant colours, interesting artwork and innovative use of technology. At Radisson RED Hotels, social areas and relaxing common areas are specially designed to allow guests to socialise and relax. They also offer amenities such as 24-hour fitness centres and a variety of dining options.



Brand Strength and Reliability

Radisson RED is a globally recognised and trusted hotel brand. A strong brand name increases the likelihood of customers choosing the hotel, which leads to high occupancy rates and stable income. Investments with a big brand usually carry lower risk because the brand is experienced in cost and income projections.



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What do I gain with AKVO GY Radisson **RED** Hotel Room Investment?

START EARNING NOW.



- ***50%** of the income from room sales
- *Commercial real estate title deed
- *Income indexed to foreign exchange and **value increase** that does not give in to inflation

ENJOY YOUR INVESTMENT.

- *Up to **15%** discounts on Spa and Fitness
- *Up to **25%** discounts on **RED ROOF** Restaurant
- *Advantages of the **AKVO Club** world

ENJOY IT!



How to Own a Hotel Room from Radisson RED in 3 Steps?

1. Schedule a Meeting

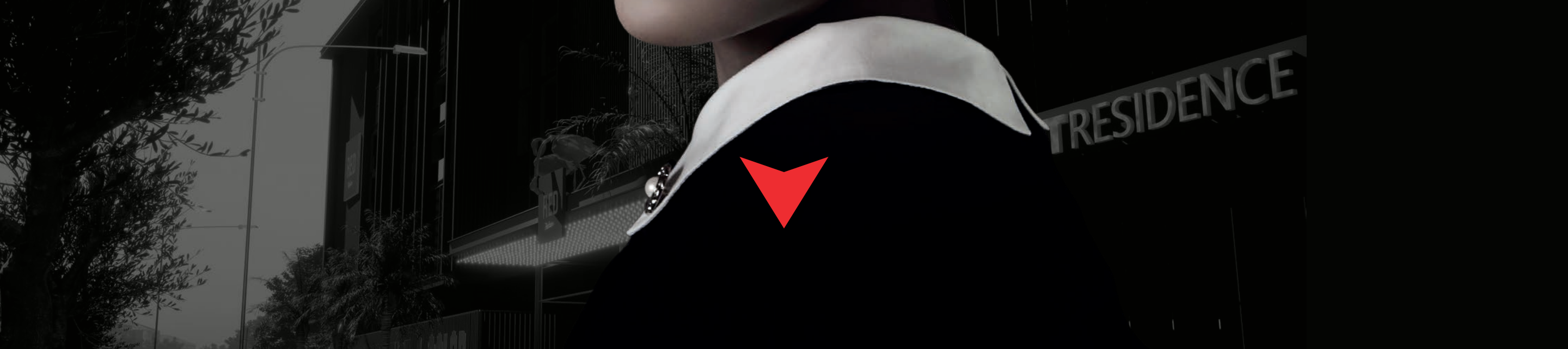
You can learn all the details about our Radisson RED Izmir hotel investment project by scheduling a meeting with our AKVO GY sales consultant at our sales office. After the presentation, you can evaluate your investment by seeing the dynamic and lively structure of Radisson RED on site. **If you cannot visit our sales office at the moment, you can choose one of the telephone or online presentation methods.**

2. Choose Your Room

Choose the room type that suits you best from Suite Room, Premium Room, Superior Room, Executive Suite Room, Executive Premium Room and Premium Room with Terrace. **A single room can be purchased in full, half or quarter shares. In addition, you can choose from different room types to diversify your investment and income.**

3. Get Your Commercial Real Estate

You now have a hotel room from Radisson RED; sit back and enjoy **50%** income sharing indexed to foreign currency.



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**You Have Now
Discovered **RED**'s Hotel
Room Investment
Advantages!**

Thank You...

ENJOY IT!





For appointments and
information

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