



LEFKE ORANGE GARDEN RESORT

Health tourism for mind and body

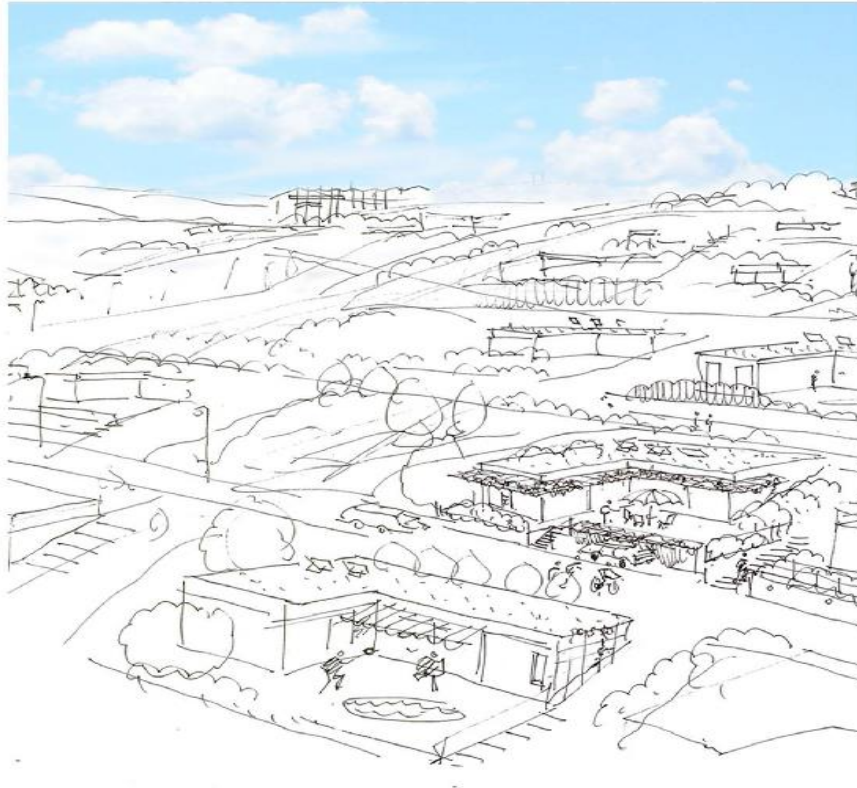


**Our vision is built on mutual
confidence & known rules**





A community for year round and short term tourists in continuous integration with existing local community.



A community with plenty of space for all those living and staying.

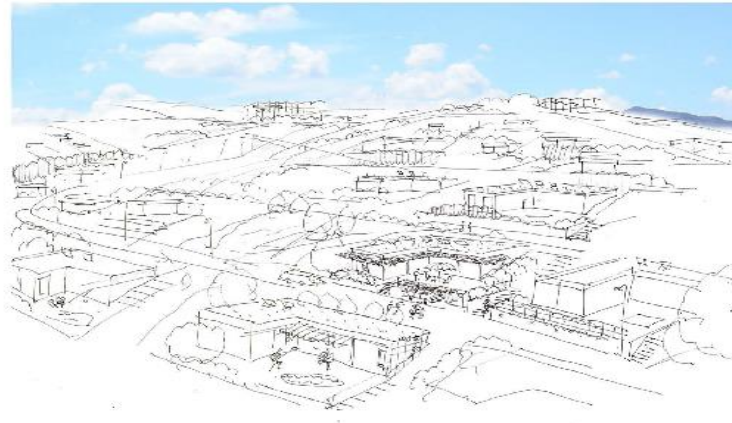


M E T R O T E L
G R O U P

A community built on the location, the fauna and the unspoiled nature.



A Resort offering services to make life easy, secure comfortable and meaningful.



A Resort offering meeting places for integration.

Our Resort aims at privacy & simplicity



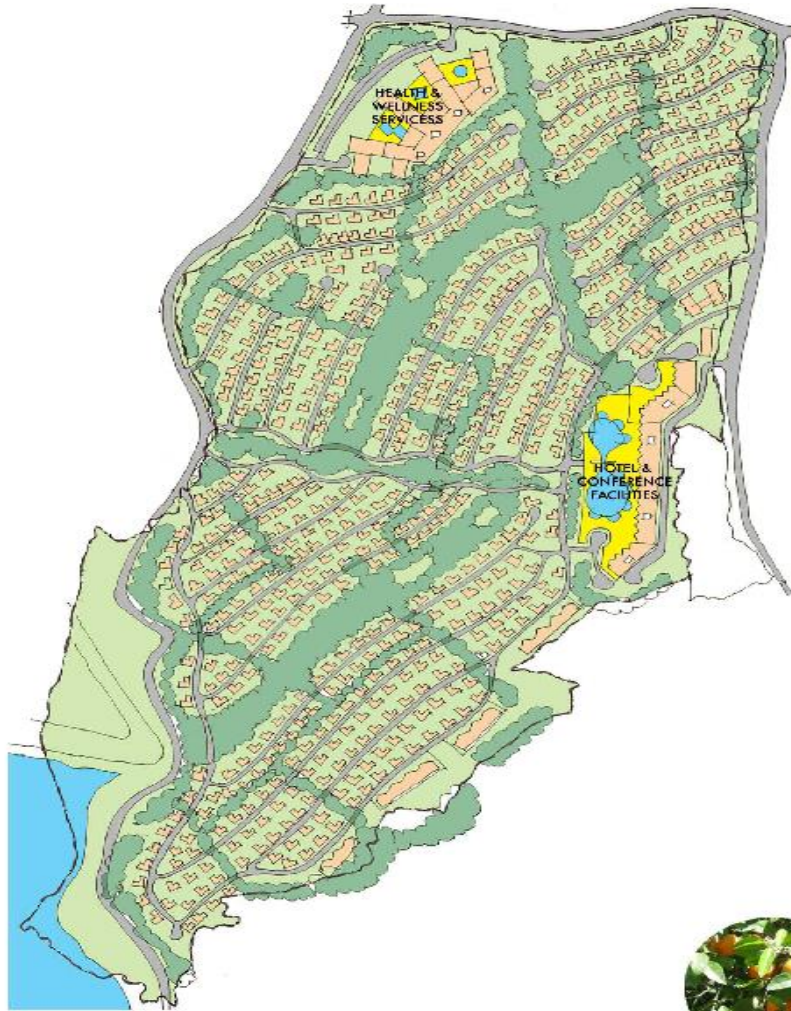


Close local, regional and governmental cooperation aiming at environmental sustainability and human resource development.



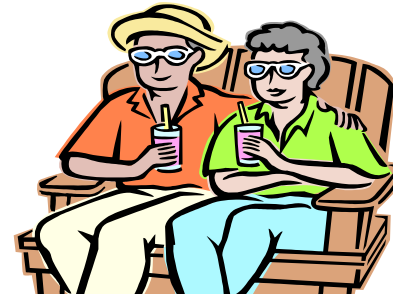


Lease app 500,000 sqm land on long term basis in the municipality of Lefke, TRNC.



M E T R O T E L
G R O U P

The investor will develop and operate the Resort on the leased land.

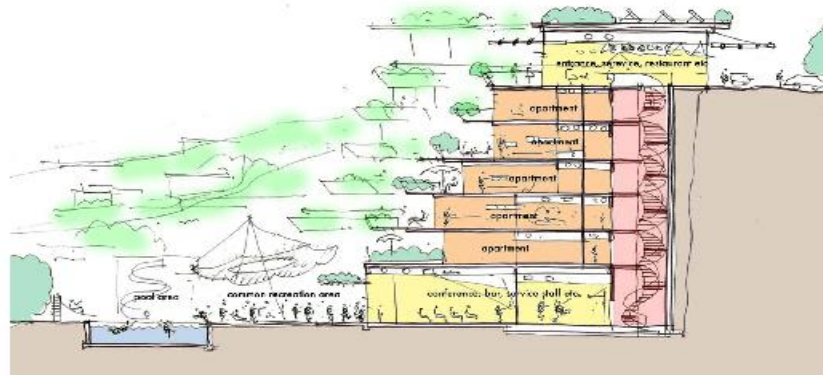


Main target group is European year round tourists.
Secondary group is short term tourists and other guests.



METROTEL
GROUP

Spacious and environmental friendly self-catering accommodation for year round tourists.



METROTEL
GROUP

Hotel accommodation & conference facilities for short term tourists and other guests.

In other words:



Self-catering accommodation area

European tourists like and are familiar with the concept of self-catering accommodation – a home from home.

The concept has turned out to be very profitable for local business. The concept is also an efficient way for year round tourists to integrate into the local community and is all-inclusive with regard to security, gardening, maintenance, cleaning and other services necessary.

Number of self-catering units planned: 600



Health & wellness services

Demand for Health and Wellness facilities is expanding for the ageing population throughout Europe.

Northern Cyprus offers basic natural conditions and possibilities for Health and Wellness.

Our offer includes geriatric and physiotherapy services, emergency services, laboratory, imaging services, polyclinic and preventive wellness services including physical training & exercise facilities.

Number of geriatric beds planned: 120

Number of physiotherapy beds planned: 150

Number of personnel planned: 200



Hotel with conference facilities

The Hotel is designed for short term tourists looking for services like residential apartments, suites and hotel rooms and for conference areas with a capacity up to app 100 participants.

The Hotel offers restaurants, swimming pool and many outdoor activities. An international trademark group will operate the Hotel.

Hotel star status: 4 stars

Number of rooms: 200

Number of meeting rooms: 8

Number of restaurants: 3

Number of personnel planned: 80



Northern Cyprus offers a suitable environment for our Resort

Close to the European markets

Unspoiled nature

Cultural traditions

Warm weather year round

Local hospitality

Qualified multilingual human resources



Target audience

Ageing European population with strong purchasing power

Main target group is grown up people 55+ with roots in northern Europe. People with international awareness and financial means to pay for quality in life.

A favorable climate is very attractive with the prospect of a longer and richer life.

Main target group is well educated, has experiences from affluent societies and acquired a genuine and basic environmental awareness.

The Resort is also targeting individuals with health and wellness needs in a wide range of products from professional hospital services to preventive and qualified wellness services including physical training & exercise facilities.



Briefly about the architectural and technical solutions

The steep hillside offers a magnificent view of the Mediterranean Sea to the north and of the Troodos mountain on the other side of the valley to the west. There is a green, lush orange grove stretching through the valley. Next to the land – in the southwest corner – there is a turquoise shimmering water reservoir.

The existing vegetation is sparse with few clear groupings and does not put any restrictions on upcoming construction work. The rebuilt vegetation of the land after completed construction work will enable us to add all kind of species from the rich flora of the Lefke region which will add beauty and new qualities to the land.

A pleasant breeze passes through the valley from the sea in the early afternoon and returns from the mountains after midnight offering a very welcomed contribution to the hot and sunny climate.

Flora and climate is fundamental in the selection of building materials and in the design of the buildings.

The highest and largest buildings will be placed on the steepest locations on the hillside so as to avoid any obstruction to the magnificent view from the top of the area and making it possible to enjoy the view from several parts and levels. The self-catering accommodations for year round tourists are built on the terraced hillside and offer a panoramic view to sea and the mountains.

Low density building is a fundamental part of our trademark in order to meet a number of different demands for health, privacy, reflection, dialogue and recovery.

Planting on the roofs as well as small gardens and large green areas will create an open and private atmosphere. Lefke Orange Garden Resort is modern in the sense of comfort, beauty, function and available to all. The Resort is in full designed in a mixture of Scandinavian and local influences aiming at environmental sustainability.

The facades are mainly directed to the north which enables the usage of large glass areas on the buildings which in turn will open up more of the breathtaking view. Apart from the glass, the most dominant building materials are roughcast, whitewashed walls, stone, natural treated wood and ceramic tile.



Environmental sustainable

The ambition of the Lefke Orange Garden Resort is to become environmentally, ecologically and economically sustainable with regard to supply of energy and fresh water and with regard to the treatment of waste water, management of waste & dangerous waste and transports within the area. The result shall be competitive prices and least possible impact on people and the environment. In other words a smarter usage!

Some immediate solutions can be found and realized within the Resort itself to relatively small costs or investments whereas others only can be realized in close and long term cooperation with the authorities.

Energy supply. In a general sense in contemporary society, alternative energy is what is produced without the undesirable consequences of the burning of fossil fuels which is considered to be the major contributing factor of global warming.

Water management may mean or encompass management of water treatment of drinking water, industrial water, sewage or wastewater, rain water, aquatic ecosystems etcetera. Sustainable water management means to limit resource spending to a renewable or replaceable degree meanwhile profitability is closely related to the infrastructure management.

Waste & dangerous waste management is the collection, transport, processing, recycling or disposal and monitoring of waste materials. The term usually relates to materials produced by human activity and is generally undertaken to reduce their negative effect on health, the environment or aesthetics. Waste management is also carried out to recover resources from it. Waste management can involve solid, liquid, gaseous or radioactive substances, with different methods and fields of expertise for each. Waste management practices differ for developed and developing nations, for urban and rural areas, and for residential and industrial producers.

Transports within the project area. In order to meet a number of different demands for health, privacy, reflection, dialogue and recovery, negative effects of transports within the project area shall be limited as much as possible.



Briefly about cooperation with the authorities

Added value to local municipalities

It is in the interest of the project to take an active part in local and regional discussions concerning the effects of the development of the society caused by this project. The project also wants to contribute with knowledge and experience in the analysis of the consequences of the development and to participate in the efforts to find alternative solutions.

Development programme for local hospitality

In order to be able to provide adequate hospitality to guests of the Lefke Orange Garden Resort we believe that knowledge in understanding different cultures is necessary. Therefore the project wants to introduce special designed development programmes for the personnel of the Lefke Orange Garden Resort.



Briefly about the investor

General information

Experience in the tourism sector

References and experiences



Marketing strategies

Lefke Orange Garden Resort is an environmental friendly & multipurpose project designed for different target audiences in health tourism and includes accommodation, treatment and facilities. The guests of the Resort will make a substantial year round contribution to the regional economy.

- The project has established a marketing & communication organisation
- The project has identified customer satisfaction criteria (USP) as for
 - self-catering accommodation for year round tourism
 - medical treatment & training facilities for health & wellness
 - hotel accommodation & conference facilities for short term tourism
- The project has identified opportunities to sales with regard to
 - self-catering accommodation for year round tourism
 - medical treatment & physical training facilities for health & wellness
 - hotel accommodation & conference facilities for short term tourism
- The project has identified marked audiences in target countries
- The project has a communication plan to reach our objective audiences
- The project has a timetable for activities country by country
- The project has established a professional sales organisation



Financing structure

1. The investor will lease app 500,000 sqm land on long term basis.
2. The investor will finance development costs, infrastructure work and buildings on the land.
3. The investment is preliminary estimated to app € XXX M.
4. The investor will own and operate Lefke Orange Garden Resort.

