|  |  |  |  |
| --- | --- | --- | --- |
| Panorama de la Industria |   |   |   |
|  |  | **2010-2015** | **2016-2020** |
| Mundial | Tasa Crecimiento Internacional No. Turistas |  | **5.81%** |
|  | Tasa Crecimiento Gastos Turistas |  | **9.05%** |
| México | Lugar |  | **8avo** |
|  | No. Turistas (millones) |  | **66.015** |
|  | Participación de Mercado |  | **5.00%** |
|  | Tasa Crecimiento México No. Turistas | **1.89%** | **4.86%** |
|  | Tasa Crecimiento Gastos Turistas |  | **9.05%** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Ocupación Destino | 2016 | 2017 | 2018 | 2019 | 2020 |
| Cancún | 84.4% | 81.9% | 86.8% | 86.0% | 84.5% |
| Acapulco | 56.9% | 58.7% | 57.2% | 53.9% | 62.6% |
| Vallarta | 65.4% | 70.7% | 73.2% | 72.6% | 76.5% |
| Ixtapa | 50.8% | 56.1% | 55.7% | 62.8% | 63.0% |
| Huatulco | ND | 77.3% | 70.2% | 67.8% | 65.9% |
| Los Cabos | **53.3%** | **54.5%** | **56.1%** | **54.2%** | **57.3%** |
| Variación Los Cabos |  | **2.17%** | **2.89%** | **-3.37%** | **5.81%** |

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| --- | --- | --- | --- | --- | --- |
| Tarifas MXN Los Cabos | 2016 | 2017 | 2018 | 2019 | 2020 |
| Krystal | $ 927.38  | $ 989.48  | $ 1,028.16  | $ 1,386.72  | $ 1,645.11  |
| Tesoro | $ 938.72  | $ 902.34  | $ 912.43  | $ 949.32  | $ 1,139.67  |
| Hyatt | $ 856.27  | $ 811.65  | $ 856.37  | $ 843.75  | $ 967.14  |
| Quinta del Sol | $ 795.18  | $ 771.69  | $ 866.56  | $ 836.93  | $ 924.92  |
| Otros Playa | $ 900.00  | $ 939.90  | $ 1,015.47  | $ 1,732.86  | $ 1,801.98  |
| Promedio | **$ 883.51**  | **$ 883.01**  | **$ 935.80**  | **$ 1,149.92**  | **$ 1,295.76**  |

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| **El Proyecto** |   |   |   |   |   |   |
|   |  |  |  |  |  |   |
| **Costo Hundido Estudios** |  $ 573,750.00  |  |  |  |  |   |
| **Costo Hundido Visitas** |  $ 472,500.00  |  |  |  |  |   |
|  |  |  |  |  |  |   |
| **Costo Terreno 12,000 m2** |  **$ 10,287,000**  |  |  |  |  |   |
|   |  |  |  |  |  |   |
| **Construcción** |  |  | **Detalles del Proyecto** |  |  |  |
| Preliminares y Plataformas |  $ 3,942,000  |  | Horizonte de Obra | 100% | 20 | meses |
| Cimentación, losas y muros | $ 17,941,500  |  |  | 60% | 12 | meses |
| Escaleras | $ 135,000  |  |  | 40% | 8 | meses |
| Techos | $ 1,228,500  |  | Capacidad | 250 | habitaciones 35 m2 |   |
| Albañilería | $ 20,358,000  |  | Superficie Total |  15,000  | m2 |   |
| Exteriores | $ 4,765,500  |  | Frente de Playa | 85 | mts. |   |
| Instalación Hidráulica | $ 5,670,000  |  | Construcción | Habitaciones | 8,750  | m2 |
| Gas | $ 1,296,000  |  |  | Area Pública | 2,255  | m2 |
| Instalación Eléctrica | $ 9,409,500  |  |  | Areas Exteriores | 1,824  | m2 |
| Sistema Contra Incendio | $ 2,011,500  |  |  | Areas Servicios | 1,634  | m2 |
| A/C | $ 7,182,000  |  |  | **TOTAL** | **14,463**  | **m2** |
| Coordinación Proyecto | $ 3,388,500  |  |  |  |  |   |
| Proyecto Ejecutivo | $ 2,268,000  |  |  |  |  |   |
| Equipo Lúdico | $ 15,147,000  |  |  |  |  |   |
| Mobiliario | $ 1,458,000  |  |  |  |  |   |
| Htas. Mnto | $ 729,000  |  |  |  |  |   |
| Cómputo | $ 2,632,500  |  |  |  |  |   |
| Vehículos | $ 1,215,000  |  |  |  |  |   |
| **TOTAL** | **$ 100,777,500**  |   |   |   |   |   |

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| Estructura Costos |
| Costos Variables  |  | **12.80%** | **Sobre Ventas Sin Depreciación** |  |
| Costos Fijos  |  |  **$ 18,000,000**  | **Anual si Ocupación 60-69%** |  |
|  |  |  $ 21,000,000  | Anual si Ocupación 70-80% |  |
|  |
| Estructura Costos | **Krystal** | Tesoro | Hyatt |
|   | **1998** | **1999** | 1998 | 1999 | 1998 |
| Costo Ventas | 57.1% | 57.1% | 12.2% | 22.4% | 37.1% |
| Gastos Administración | 29.4% | 29.9% | 66.2% | 48.0% | 35.9% |
| Utilidad Operación | 13.5% | 13.0% | 21.6% | 29.6% | 27.1% |
| Consideraciones | 100% | 100% | 100% | 100% | 100% |
|  |  |  |  |  |  |
| 1. Se considera que la operación sería similar al Krystal |  |  |  |  |
| 2. Otros Ingresos x restaurantes, rentas espacios y otros |  |  | **6.00%** | **Ingreso Hotel** |
| 3. Capital de Trabajo |  |  |  |  **$ 1,377,000**  | 1er año |
|  |  |  |  |  **$ 2,058,750**  | 2do año |

|  |  |  |  |
| --- | --- | --- | --- |
| INVERLAT  |  |  | % Inversión Total |
| Financiamiento | **$ 57,037,500**  | MXN | 51.4% |
| Plazo | 10 | años |  |
| Gracia Pago K | 2 | años |  |
| Pagos |  16 | Pagos Semestrales Iguales de Capital más intereses |
| Costo Financiero |   |   |  |
|  | Cetes | 6.04% |  |
|  | Spread | 4% |  |
|   | **Tasa Financiamiento** | **10.04%** |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Depreciación** |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| **Concepto** |  |  | **Plazo** |  | **Valor Rescate** | **Método** | **Años** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| **Depreciación Maquinaria & Equipo** |  **$ 28,363,500**  |  | 10 | años | 20% | Línea Recta | **Depreciación** |  $ 2,269,080  | $ 2,269,080  | $ 2,269,080  | $ 2,269,080  | $ 2,269,080  | $ 2,269,080  | $ 2,269,080  | $ 2,269,080  | $ 2,269,080  | $ 2,269,080  |
|  |  |  |  | D=(C-S)/N | C=Costo Original | S=Valor Rescate |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  | N=Años |  |  |  |  |  |  |  |  |  |  |  |  |
| **Depreciación Construcciones & Instalaciones (incluye Honorarios y Proyectos)** |  **$ 72,414,000**  |  | 8 | años | 0% | Acelerada / Suma de Dígitos | *8* | *7* | *6* | *5* | *4* | *3* | *2* | *1* |  |  |
|  |  |  |  | D=Factor (C-S) | C=Costo Original | S=Valor Rescate | **Años** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |  |  |
| **Total** |  **$ 100,777,500**  |  |  | Factor=N\*(N+1)/2 | N=Años | **36** | **Factor** | 0.222222222 | 0.194444444 | 0.166666667 | 0.138888889 | 0.111111111 | 0.083333333 | 0.055555556 | 0.027777778 |  |  |
|   |   |   |   |   |   |   | **Depreciación** | $ 16,092,000  | $ 14,080,500  | $ 12,069,000  | $ 10,057,500  | $ 8,046,000  | $ 6,034,500  | $ 4,023,000  | $ 2,011,500  |   |   |