

## **INVESTMENT PROSPECTS IN GREECE BOUTIQUE HOTEL**

### **THE CONSTRUCTION OF THE RISING GREEK TOURISM**

What makes these hotels maintain their customers in the ever evolving tourism industry? The answer lies in two words: boutique hotels.

### **WHAT IS A BOUTIQUE HOTEL?**

Fascinating atmosphere, elegance, discretion and comfort are just some of the features that surround a Boutique Hotel. They are unique and always have something extraordinary and different to offer, giving them a competitive advantage. They are meticulously designed while having immediate customer satisfaction as the foremost of all requirements.

They are usually small units with a few rooms where the hoteliers focus on quality rather than quantity. The character diversity of the rooms and living areas are key factors in the boutique hotel. The main goal of a boutique hotel is the level of personal service toward the visitors, which is difficult to achieve in a large and impersonal hotel. In short enables visitors to live a new experience!

In the living area we can find a fireplace and sofas carefully designed to project a warm homey feeling. Visitors feel comfortable and enjoy spending time in front of the fireplace, reading a book from the hotel library feeling very much at home. The small volume allows the visitors to quickly become familiar with the environment around them and have the feel of a warm and friendly hostel.

Usually a boutique hotel:

- Is small in size, for example 10 - 30 room, according to European standards,
- Has a clearly different style and is tended down to the last detail,
- It offers a 'total product', which is a combination of tangible and intangible pleasures. Of particular relevance to this feature is the personal service and the non-standard design.

A boutique hotel is promoted as 'experience' rather than 'product'. It builds brand loyalty from its customer base, allowing it to shape higher prices than the mass market.

The performance of this investment comes through higher revenue per room, greater occupancy and returning customers.

## BREATHE NEW LIFE INTO YOUR INVESTMENTS

### DIFFERENTIATE WITH A WandS BOUTIQUE HOTEL

#### OUR PROPOSAL: ECO-LOGICAL CONSTRUCTION - SUSTAINABLE BUILDING

#### BENEFITS FOR THE ENTREPRENEUR

- **Nearly Zero Energy Hotels (neZEH)**  
**WandS** designs, constructs and delivers turn-key **contemporary, high technology** buildings with Nearly Zero Energy consumption, according to **GREEN BUILDING** and **PASSIVE HOUSE** Standards and codes.
- 100% eco-friendly construction materials
- Excellent thermal Insulation
- Energy Efficiency through low energy consumption
- Anti-seismic properties
- Increased fire protection **T:60**
- Low maintenance costs
- Accuracy and integrity of cost analysis
- Fast delivery times **600m2 = 6 months**
- Genuine Differentiation from competition
- Strengthens your corporate profile
- Recognition in Corporate Responsibility

## INCREASES

Profitability  
Competitiveness  
Sustainability  
Social Responsibility  
The value of the brand name

## DECREASES

Operational Costs  
Energy Consumption  
Carbon Footprint  
The impact on climate change



## BENEFITS FOR THE VISITOR

- They enjoy excellent climatic conditions
- High aesthetics
- Healthy living
- Perfect acoustics
- Excellent insulation
- Discovers the magic of alternative eco-tourism
- Unique experience of living in a natural environment



## FOCUS ON THE CUSTOMERS UNIQUE EXPERIENCE

Agrotourism is a form of tourism in which the visitors has the opportunity to experience the rural life while participating in agricultural activities such as for example the harvesting olives. This type of tourism brings the visitor with nature, the flora and fauna, providing a unique experience for the majority of the modern European citizen, residing in urban area.

Beyond the warm hospitality of the visitor in an environment with all the necessary amenities, the active participation of tourists in a range of activities is of vital importance.

## BENEFITS FOR THE ENVIRONMENT

- Sustainable Development
- Wood is the only 100% renewable building material
- Timber can be deconstructed and reused
- By buying legal timber you support the forest and sustainable forest management
- Reduction the pollutants
- Μειώνουμε του ρύτους
- Lower carbon footprint of Co2



## WHY BUILD WITH WOOD?

Wood is the only 100% renewable building material, so using it instead of non-renewable materials based on fossil fuels considerably reduces the environmental impact namely the "carbon footprint".

Processing of wood requires only **a fraction of the energy** needed by other building materials such as steel, concrete, plastics and aluminum.

In addition, energy consumption also remains minimal during construction because only simple tools are required.

During the life cycle of a wood product or a building, carbon dioxide is permanently stored in the material.

A well maintained log house may **last for centuries**, and at the end of its long life cycle, wood is still useful as a recyclable material.

Wood consists of water and carbon. When growing, wood binds one ton of carbon dioxide (CO<sub>2</sub>) per one cubic meter of wood, changing it into carbohydrates and releasing oxygen in the air at the same time.

Supporting Sustainable Development is made easy by selecting a an ecofriendly construction.

## CONFRONTING THE ENERGY CHALLENGES WITH THE GREEN SOLUTION

# 5 MIN GUIDE: 2015 STARTUP BOUTIQUE HOTEL IN GREECE

2014 TOTAL INTERNATIONAL TOURIST ARRIVALS



14.052.852



EXPECTED TOURISM INCREASE BY 2020:

4.1%



GROSS DOMESTIC PRODUCTS (GDP):

20% contribution

GENERATES TOTAL DEMAND:



40 billion EUROS



Highest expected return on investment

Fastest Growing World Trend in Tourism



## BOUTIQUE HOTEL

Your guests will eat local delicacies, regional olive oil, oranges cut from your trees, honey from the neighbor. They will experience unique walks into the mountains enjoying everything the area has to offer.

AGRO TOURISM

Timelessly elegant appearance and natural materials are well suited for the modern construction world. Log is an individual and beautiful construction material that you can use in decoration to create a natural and warm wood surface. It gives your hotel a uniquely valuable and personal spirit, pleasant to touch, enjoyable to live in

TIMELESS INVESTMENT

ECO-FRIENDLY

Build with 100% timber. Low CO2 emissions guarantee a healthy environment. For the critical consumer, the reduction of your carbon footprint is important. Renewable wood material, processed by a low-energy process, without producing any useless waste, is a choice of a wise individual who cares for the global environment.

UNIQUE EXPERIENCE

Living in the sense of dwelling, plays a major part in tourist psychology world. It has an enormous impact on health and comfort. It is an experience in its own class. It revives closeness with nature and vitality.

SUSTAINABILITY

Lightning fixtures, ventilation and heat recovery, modern inverters, solar energy, water saving plumbing products offer significant additional savings. The use of more efficient technologies means a significant reduction in our total consumption.

## RETURN ON INVESTMENT

8 MONTHS

CONSTRUCTION TIME

WITHIN 1 YEAR

HOTEL COMMENCEMENT

10

NUMBER OF GUEST ROOMS

60 EUROS

CHARGE PER ROOM

280

DAYS FULLY OPERATIONAL

168.000 EUROS

EARNINGS PER YEAR

## WandS IN BRIEF

**WandS** is a construction company, which is active in eco - friendly wood Construction. It designs, constructs and delivers turn-key **contemporary, high technology bioclimatic** buildings.

### INNOVATIVE CONSTRUCTION SOLUTIONS

**WandS** offers innovative integrated construction solutions with low CO2 emissions.

We offer versatile services that include all studies, technical consulting services, feasibility studies, architectural plans and construction.

We take care of your project from beginning to end making sure that all actions are carried out according to International Standards.



WandS SUPPORTS YOU	
<b>STUDIES</b>	Topography studies
	Bioclimatic Architectural design
	Structural studies
	Engineering – Electrical studies
	Plumbing work studies (water supply and sewage)
	Detailed cost analysis of the project with lists of materials and technical specifications
	Precise time schedule planning
	Consulting Financial Feasibility Studies
	Energy studies
	Landscape Architecture
	Environmental Studies
<b>CONSTRUCTION</b>	Legal Research
	Building Permit Issuing
	Implementation by qualified builders with 15 years of experience
	Project monitoring with photographic documentation of each stage
	Quality Audits
	Construction Audits
	Energy Audit with Thermal camera
	Construction Warranty Certificate
On-time delivery	
<b>AFTER SALES SERVICE</b>	Building Maintenance
	Design and development of ISO 9001
	Design and development of ISO 14000
<b>INTEGRATED SERVICES IN TOURISM INVESTING</b>	

## OUR FACILITIES

**Wands** recently completed an investment of € 2.000.000 in building facilities and production.

The facilities that include its **headquarters**, a **showroom**, a **production unit** and a **construction timber trade store**, are all of **bioclimatic design**.

## EXPERIENCE & SPECIALIZED EXPERTISE

The company was founded in **1999** by wood engineer Anastasios Vasilainas who is specialized in **wood technology and engineering**.

**Wands guarantees** for the quality and schedule of completion of each construction. The company has successfully delivering over **150 projects** in Greece and abroad, namely France and Italy. With strict adherence to specifications, agreements and conditions, Wands ranks as one of the most **trustworthy** companies in the Greek industry.

In addition to its qualified personnel, **Wands** is staffed by a well-trained technical crew organized to build according to European standards.

It also collaborates with researchers, such as architects and engineers. **Wands** constantly explores and looks for innovative solutions and partnerships.

## OUR VALUES

**Wands** makes every effort to maintain the ecological balance, actively promoting **sustainable development** and **environmental awareness**.

The objective of **Wands**, is to **minimize** the **environmental impact** of **CO2 emissions**, leaving the lowest possible **carbon footprint** on the environment. Through **legal timber trade**, we support the forest, because for every trunk of imported timber two new trees are planted.

