

TEASER

# LA ZAMBRA

COSTA DEL SOL







“

La Zambra is evocative of Andalusian charm. Its patios, fountains and gardens capture the essence of Southern Spain, while the hotel’s architecture and interiors are a case study of calm and serenity

”

THE LUXURY EDITOR







A hotel with a boutique feel yet resort-level amenities, it's the perfect fly-and-flop retreat”

THE WEEK, 2024



Spain's Leading  
Hotel Nominee  
(2025)



1<sup>st</sup> Grand Hotel  
Champion  
(2025)



Michelin Key  
Award  
(2025)



1<sup>st</sup> Grand Hotel  
Champion  
(2024)



Beyond Luxury Awards  
Winner  
(2024)



Condé Nast  
Best Gastronomic Resort  
in Spain and Portugal  
(2024)



Most Sustainable Luxury  
Resort – Winner  
(2023)



Hotel & Mantel Awards by  
Condé Nast – Winner  
(2023)





## INTRODUCTION

On behalf of Intriva Capital Advisors (“The Owner”), JLL’s Hotels and Hospitality Group as the sole advisor is pleased to offer qualified investors the unique opportunity to acquire La Zambra Resort (the “Hotel”, the “Property”, or the “Asset”).

First built in 1986, and fully-renovated in 2022, this 5-star Grand Luxury historic resort occupies a prime location surrounded by two golf courses within one of the most iconic leisure markets in Southern Europe. Spanning over 50,000 sq.m. of buildable area, the Hotel features 196<sup>1</sup> newly renovated keys (including 108 suites and a private Penthouse), 8 versatile MICE spaces, multiple F&B offerings, a 2,000 sq.m. Spa, a fitness centre, three outdoor swimming pools and access to the renowned Los Olivos and Los Lagos golf courses.

This unique opportunity allows an incoming investor to acquire one of Costa del Sol’s most exclusive hotels. The Property is currently on a franchise agreement with Hyatt’s Unbound Collection brand and management agreement with Marugal. The incoming investor has the option of keeping the existing operational structure or implementing their preferred Business Plan through change of brand and management.

The Property occupies a strategic location between Malaga and Marbella, accessible within 30-min from Malaga’s International Airport, Spain’s fourth busiest in terms of Passenger arrivals.

<sup>1</sup>Capacity of extending to 197 keys, as the Tower Suite has not been furnished.





# INVESTMENT HIGHLIGHTS



## OPPORTUNITY TO ACQUIRE ONE OF THE MOST STORIED LUXURY RESORTS IN COSTA DEL SOL

Formerly the legendary “Byblos Hotel”, this iconic Hotel has served as an exclusive sanctuary since 1986, playing host over the years to celebrity and royalty alike, including Princess Diana, the Rolling Stones and Julio Iglesias.

Re-opening in September 2022 after a close to €50m investment, the Hotel – redesigned by the renowned Esteva i Esteva studio – features luxurious amenities: over 1,000 sq.m. of MICE facilities including the signature Secret Byblos nightclub, 4 curated F&B facilities, a 2,000 sq.m. wellness spa, and three outdoor swimming pools.

Featuring 196<sup>1</sup> guest rooms with 108 suites, and a private Penthouse (approx. 400 sq.m), the Hotel offers an exceptional opportunity to acquire a luxury property in a buoyant resort market with growing interest from luxury brands.



## PROPERTY VALUATION GROWTH THROUGH STRATEGIC CAPITAL INVESTMENT OPPORTUNITIES

The Property presents a significant opportunity to optimise revenues through management strategies and targeted value-enhancement initiatives, materially elevating its financial performance.

CapEx opportunities include the development of a panoramic rooftop venue offering spectacular views, the creation of an additional destination dining space, and the expansion of MICE facilities. The Property also presents a possibility to expand the existing room count through the development of the unfurnished Tower Suite. Additionally, there is an opportunity for additional buildability on-site for residential use with approximately 1,380 sq.m. in size.



## FREEHOLD OWNED RESORT WITH COMPLETE OPERATIONAL FLEXIBILITY

La Zambra presents potential investors a rare opportunity to acquire premium freehold real estate in one of Europe’s most sought-after leisure destinations, featuring exceptional revenue growth potential and complete operational flexibility.

The Property currently operates under a franchise agreement with Hyatt under their Unbound Collection brand and a management agreement with Marugal Hotel Management. An incoming investor could adopt both existing agreements or acquire the Property unencumbered, providing flexibility to implement their own strategic vision, partnership and business plan.

As part of the prestigious Hyatt Luxury Portfolio, under its Unbound Collection brand, the Property leverages the extensive “World of Hyatt” loyalty program, which boasts 43 million members worldwide.



## COSTA DEL SOL: UNTAPPED LUXURY MARKET WITH RECORD TOURISM GROWTH

Costa del Sol’s tourism market demonstrates extraordinary momentum, with visitor numbers soaring to unprecedented levels. In 2024, the region surpassed all records, achieving a remarkable 20.9 million overnight stays - clear evidence of continued demand and a robust growth trajectory.

This upward trajectory has continued into 2025, with the first quarter showing an impressive 9% arrivals growth for the same period in 2024.

The region maintains significant untapped potential in premium hospitality, with the luxury section comprising just 7.0% of total room inventory - notably lower than Sardinia (8.5%) and French Riviera (9.5%), presenting a compelling market opportunity.

<sup>1</sup>Capacity of extending to 197 keys, as the Tower Suite has not been furnished.





# LOCATION HIGHLIGHTS

Located in the prestigious Urbanizacion Mijas Golf, La Zambra Resort is situated between Malaga and Marbella, offering a secluded retreat just a short drive from Malaga’s city center – a dynamic and growing tourist destination – and Malaga Airport. The Resort also benefits from proximity to the long-established Marbella and various sought-after destinations along the Andalusian coastline.

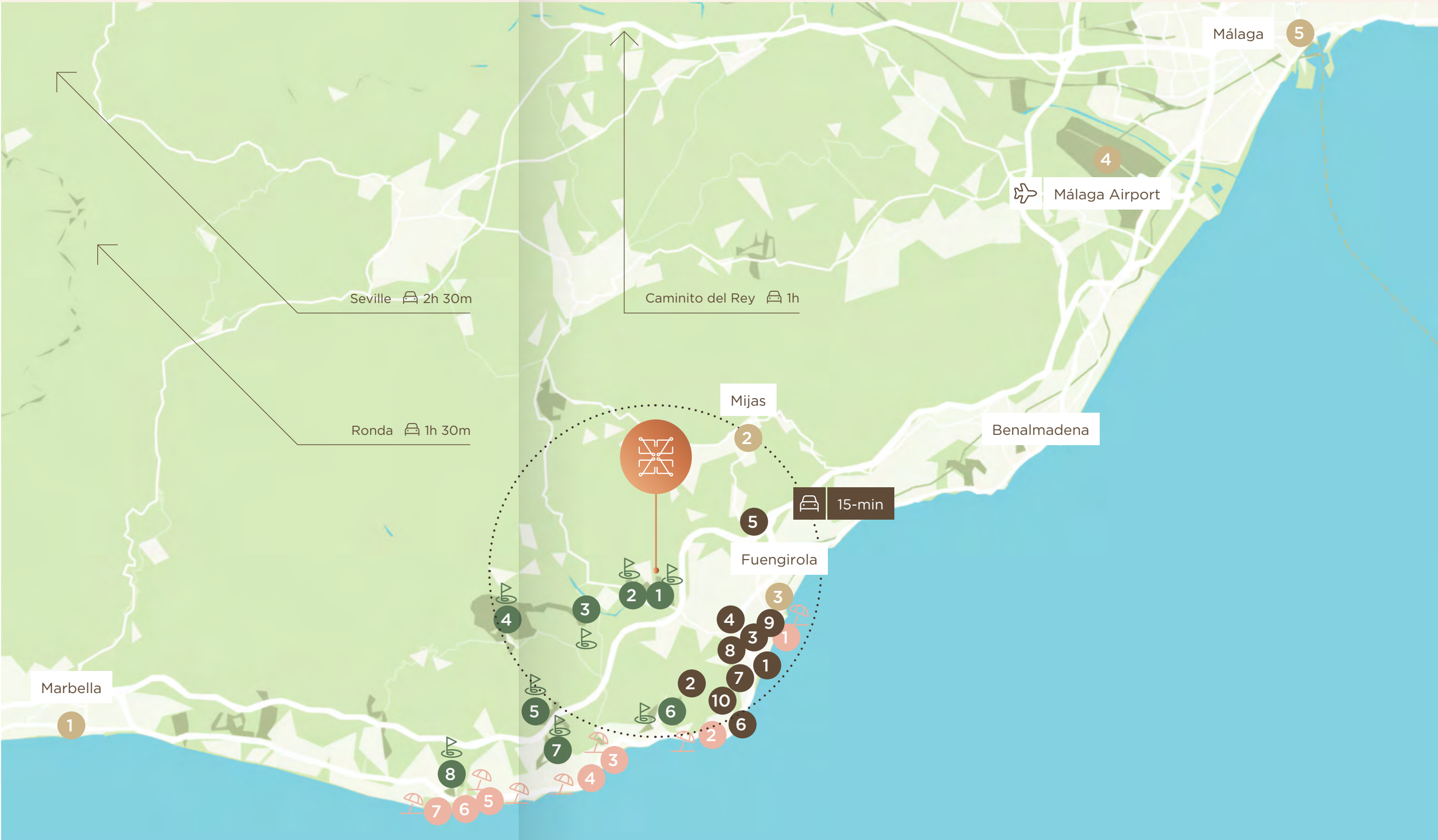
The Hotel is surrounded by two immaculate golf courses, lush gardens, and the charming Mijas White Village.

## LOCATIONS

- 1 Marbella
- 2 Mijas
- 3 Fuengirola
- 4 Malaga Airport
- 5 Malaga

## DEMAND DRIVERS

- 1 Castillo Sohail
- 2 Costa del Sol Hippodrome
- 3 Bioparc Fuengirola
- 4 Water Park
- 5 Padel and Tennis Club
- 6 Lighthouse of Calaburras
- 7 Sould Amusement Park
- 8 Fuengirola Karting
- 9 Fuengirola Yatch Club
- 10 Cerro Club Hiking Trail



## BEACHES

- 1 Fuengirola Beach
- 2 El Charcón Beach
- 3 Butibamba Beach
- 4 El Bombo Beach
- 5 La Luna Beach
- 6 Calahonda Beach
- 7 Cabopino Beach

## GOLF

- 1 Los Lagos Golf
- 2 Los Olivos Golf
- 3 Santana Golf
- 4 La Cala Golf
- 5 Calanova Golf
- 6 Chaparral Golf Club
- 7 Miraflores Golf
- 8 Cabopino Golf

## Travel time from the Hotel (by car)

Marbella	30 minutes
Malaga	35 minutes
Puerto Banus	35 minutes
Estepona	50 minutes
Sotogrande	1 hour





# ASSET DESCRIPTION

Set in the Andalusian foothills between Málaga and Marbella, La Zambra Resort offers refined luxury in an exceptional location. This distinguished 5-star Property, features 196<sup>1</sup> well-appointed rooms and suites, characterised by authentic local design and craftsmanship.

Completely renovated in 2022, the Property showcases 8 MICE spaces, an array of F&B offerings, a 2,000 sq.m. Spa, a fitness centre and three outdoor swimming pools. La Zambra combines a glimpse at its iconic history with modern amenities in a sought-after Mediterranean setting.

Address	Avenida Louison Bobet 9 Urbanización Mijas Golf, Málaga, 29650, Spain
Category	5-star Grand Luxury
Guestrooms	196 <sup>1</sup>
Encumbrance	Franchise Agreement with Hyatt (Unbound Collection) Management Agreement with Marugal
Tenure	Freehold
Construction / Refurbishment Year	1986 / 2022
Plot Area / Gross Built Area	50,872 sq.m. / 25,685 sq.m.
Number of floors	1 lower ground floor, 1 ground floor, 5 upper floors
Food & Beverage	4 Restaurants (all-day dining, award-winning destination restaurant, cocktail bar and terrace, and chiringuito-style pool bar)
Meeting Facilities	6 Meeting rooms (625 sq.m.), 1 Outdoor Terrace (340 sq.m.), 1 Nightclub
Other Facilities	Spa, 3 Outdoor Pool Areas, Kids Club, Fitness Centre, Tennis and Padel courts, Access to Golf Courses, private Parking

<sup>1</sup>Capacity of extending to 197 keys, as the Tower Suite has not been furnished.





# COSTA DEL SOL MARKET OVERVIEW

Situated in Spain's southern shoreline, Costa del Sol ranks among Europe's top holiday destinations.

The stunning Costa del Sol stretches across 160km of picturesque shoreline, enchanting visitors with its diverse landscapes, sports activities, delectable Mediterranean cuisine and vibrant cultural heritage.

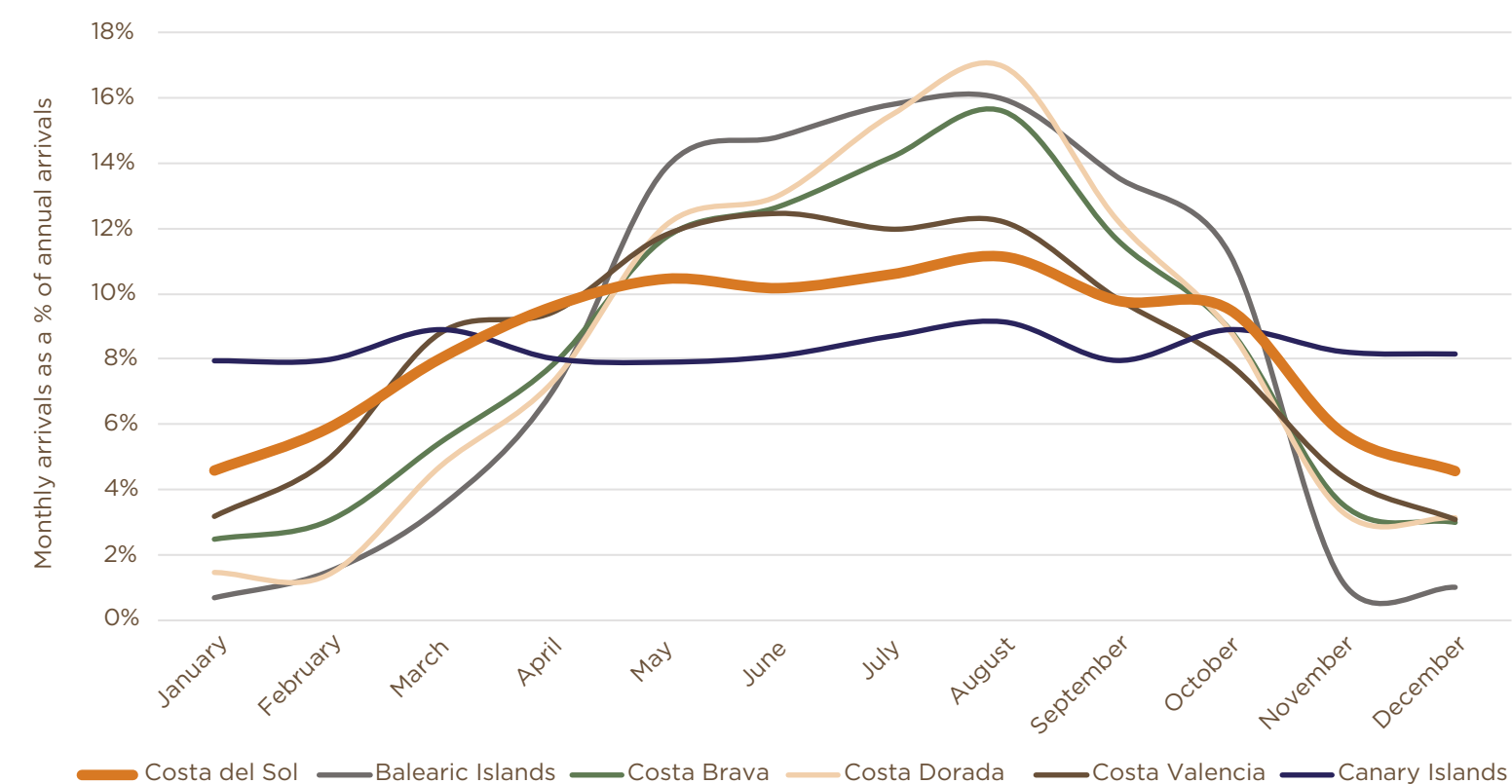
Key cultural attractions include Malaga's Alcazaba fortress, Picasso Museum and Centre Pompidou, and Marbella's vibrant Puerto Banus, known for its luxury shopping, dining and nightlife. The region enjoys exceptional weather with 320 sunny days annually and temperatures averaging above 20°C.

Malaga Costa del Sol airport, Spain's fourth busiest, surpassed its historic records in 2024 with 25 million passengers—an 11.5% increase from 2023.

Unlike many Spanish coastal destinations, the area experiences minimal seasonal fluctuation thanks to its favourable climate, excellent transportation links, and year-round activities including golf, health and wellness and MICE events.

Boasting over 70 meticulously designed golf courses - the highest concentration in Europe - this region attracts golfers primarily during the spring month of March-April and the golden fall period of October-November, creating a unique seasonal pattern.

## SEASONALITY IN MAIN RESORT DESTINATIONS (NUMBER OF ARRIVALS, 2024)



Source: INE



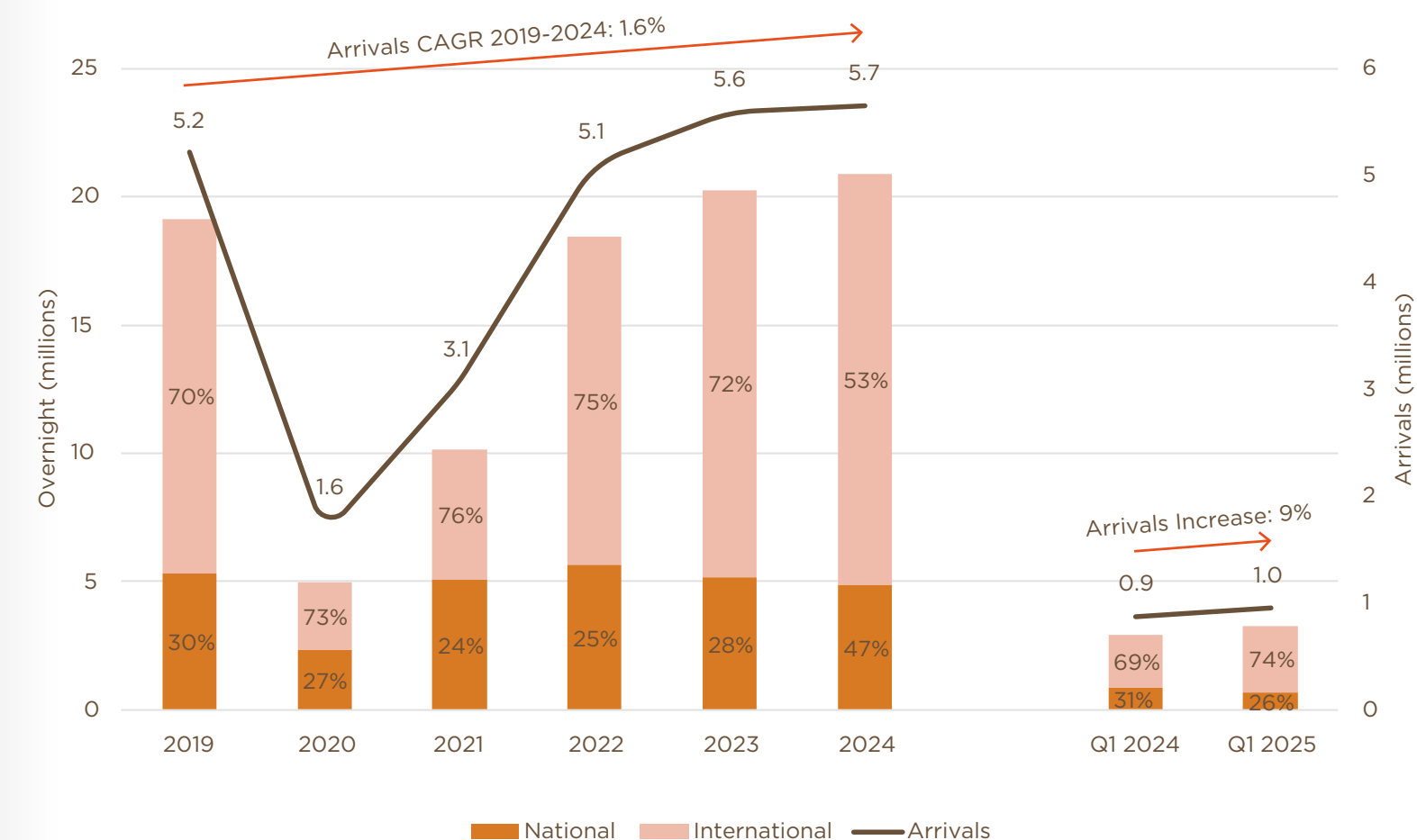
# COSTA DEL SOL TOURISTIC DEMAND

Costa del Sol arrivals grew by 1.6% CAGR between 2019 and 2024, reaching a record high of 5.7 million visitors in 2024.

Moreover, demand is still growing substantially, with a significant 9% year-over-year increase for March 2025 YTD compared to the same period in 2024. International visitors remain the primary driver of demand growth, with the UK market representing 12% of all arrivals, second only to the domestic Spanish travellers.

In light of this growth, authorities are currently studying the expansion of Malaga Airport, the primary gateway to Costa del Sol. This initiative is driven by projections indicating the airport will reach its maximum capacity of 30 million passengers by 2026.

## COSTA DEL SOL OVERNIGHTS AND ARRIVALS



Source: Exceltur





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