

Lleco will find the right investment for you aiming to benefit from the expansive growth of the tourism industry in Crete.

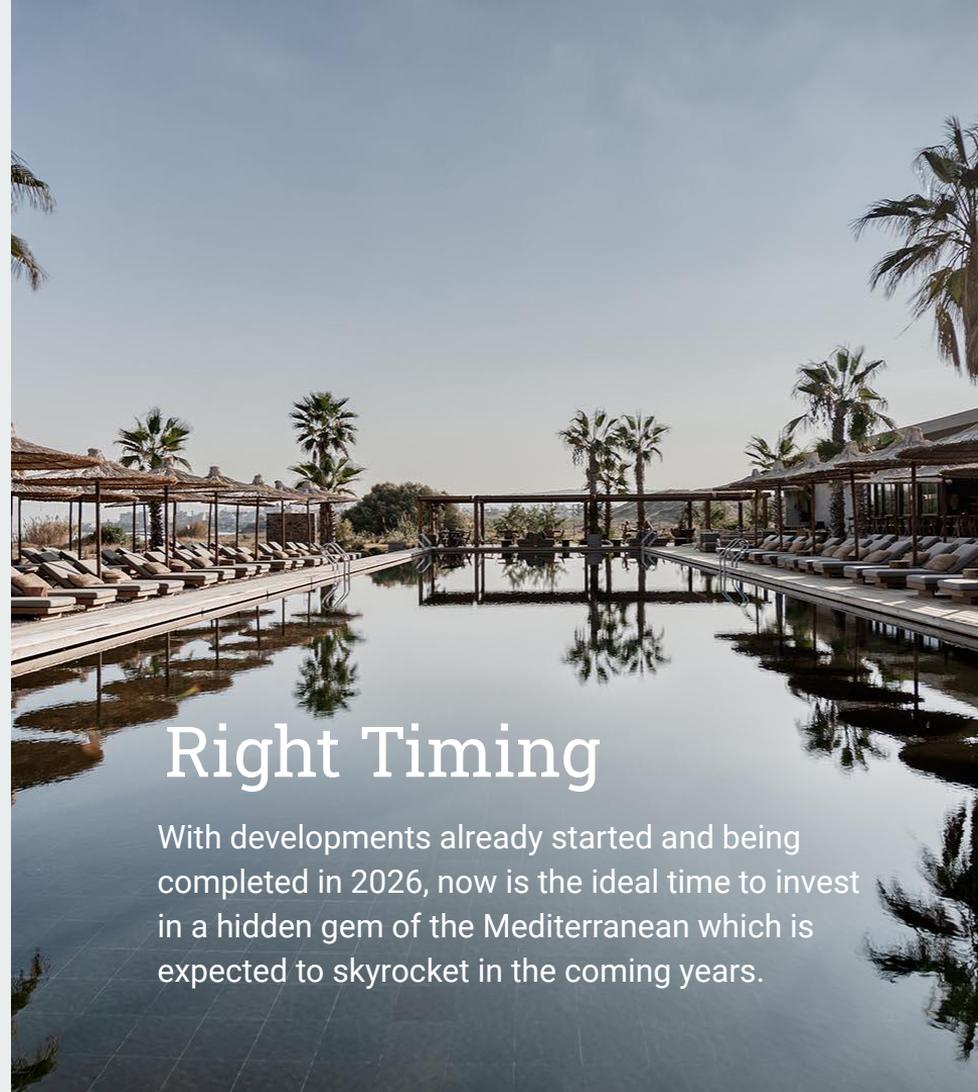
Invest in the Luxury Tourism Segment of Crete,  
Operate, and Sell with a high ROI

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# Here to help you profit from the booming luxury tourism sector of Crete.

A properly structured and realistic business plan to invest in the Luxury Tourism Industry put together by 3 of the top leading companies in the market, not only in Crete but also in the whole of Greece.

After 15 years in the tourism industry, Lleco has managed to gain significant experience and develop a strong network of selected partners leading to the creation of a targeted strategy for a successful investment action.



## Right Timing

With developments already started and being completed in 2026, now is the ideal time to invest in a hidden gem of the Mediterranean which is expected to skyrocket in the coming years.

# Investment Proposal

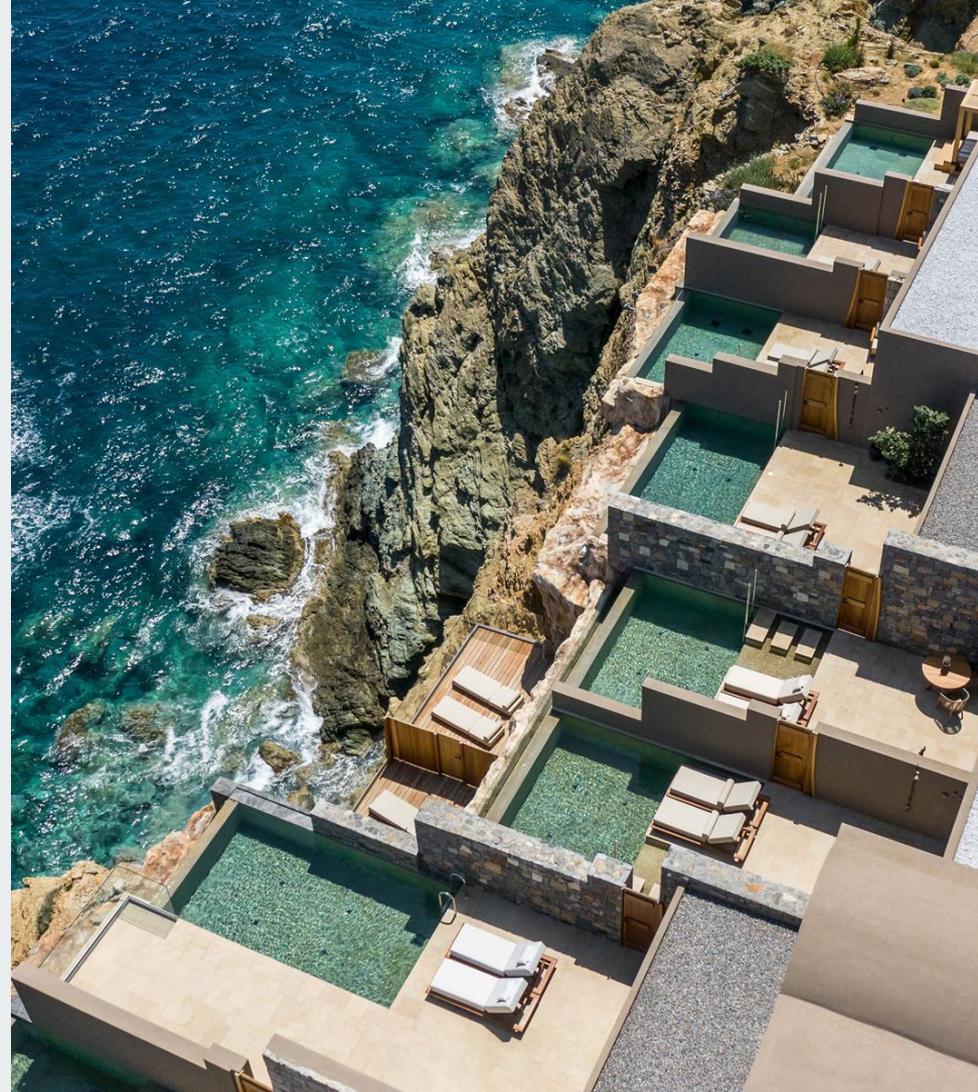
Any type of investment in the luxury segment of tourism in Crete at this time is a success in itself. That combined with the expertise of the professionals in Lleco will secure a high ROI and set the basis for a future sale with large profits.



## 3 Steps to success

Develop or buy; operate for 5 years with high annual returns; and then sell taking advantage of the rise in prices and real estate value in Crete.

- **Acquire land and develop Luxury Villas or Hotels** under a pattern that is commercially successful and set by experts in the field.
- Operate the business at the highest level of performance ensuring **a high annual return**.
- At the end of its cycle, the value of the investment will be strengthened by the new infrastructure on the island, the matured industry and the high demand offering the **opportunity of a large profit sale**.



## 3 Steps to success

**BUY LOW**

**1**

Take advantage of the current status of the real estate market on the island. Crete is one of the few places that you could acquire beachfront properties.

Our professional services include consulting before, during and after the development. Lleco undertakes all operational activities.

**OPERATE  
WITH ANNUAL  
PROFITS**

**2**

**SELL WITH A  
HIGH ROI**

**3**

The status of the investment after a period of 5 years will be multiplied by a least 3 times in case a sale is decided.

## CASE STUDY

# Case Study: Villa Mageia

- Investment type: One Luxury Villa
- Location: Rethymno, Crete
- Plot cost: 200K
- Building cost: 800K

## RESULTS

- Annual turnover:
  - 2021: 150K (Covid)
  - 2022: 214K (until June 2022)
- **Current Evaluation: 2M**

[www.villamageia.com](http://www.villamageia.com)



## CASE STUDY

### Case Study: **Villa Moanna**

- Investment type: One Luxury Villa
- Location: Rethymno, Crete
- Plot cost: 400K
- Building cost: 1.1M

### RESULTS

- Annual turnover:
  - 2018: **93K**    2019: **194K**
  - 2020: **99K**    2021: **216K**
  - 2022: **275K** (until June 2022)

[www.villamoana.gr](http://www.villamoana.gr)



## CASE STUDY

# Case Study: Malvezzino Suites

- Investment type: 6 Luxury Suites
- Location: Heraklion, Crete
- Plot cost: 350K
- Building cost: 900K

## RESULTS

- Annual turnover
  - 2021: 338K
  - 2022: 401K (until July 2022)
- **Current Evaluation: 3.5M**
  - Expected evaluation after 2028 +40%

[www.malvezzinoluxuryvillas.com](http://www.malvezzinoluxuryvillas.com)



## CASE STUDY

# Case Study: La Mer Resort

- Investment type: 77-Room 5 Stars Hotel
- Location: Chania, Crete
- Plot cost: 2.5M
- Building cost: 15.5M

## RESULTS

- Annual turnover
  - 2021: 2.4M (Covid)
  - 2022: 2.9M (until June 2022)
- **Current Evaluation: 22.5M**
  - Expected evaluation after 2028: +40%

[www.lamerresort.gr](http://www.lamerresort.gr)





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# Who we are?

Ileco investment / consulting

Florea Group One SLU

The Lleco Group consists of 3 of the leading companies in the field of Tourism Investment.

*etouri*



Within the top-5 Sales & Marketing consultants for hotels in Greece; with more than 120 hotels in 20 destinations.



**loggia** | *studios*

A leading vacation rental company; fully-managing 230 luxury villas in Crete.



**loguers**<sup>™</sup>

Software studio having developed the leading Vacation Rental PMS for Greece & Cyprus; used by more than 6K properties.



Generating more than €45.000.000  
of annual revenue for our partners

in the Hotel and Luxury Villas industry

Lleco manages projects ranging  
from 2M to 300M in total investment capacity.

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## What we do

We fully manage 230 Luxury Villas in Crete and conduct Sales for 120 hotels in 20 tourist destinations all over Greece. We have successfully completed investment projects and consulted our partners on how to maximise their income.

Specialised know-how; awareness of competition; market and amenities requirements; knowledge of what travellers ask for: these factors will be the key to your next investment in the luxury tourism industry.



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# Leading Vacation Rental Management

Etouri is the leading vacation rental company in Crete (and 2nd best in sales across the whole of Greece). Currently it is the most wanted vacation rental company in Crete working with only 10% of the villas available due to its highest standards and provision of a 24/7-guest support and concierge service.

Collaborators range from international TV shows (ex. BBC) to high fashion brands (ex. Giorgio Armani) hence building a brand that will ensure the operational success of your project.



# Awarded Sales & Marketing Performance

Loguers is the largest Hotel Sales & Marketing consultant in Crete and within the top 10 of Greece.

The company has been awarded for its services in both “Hotel Sales” and “Multichannel Marketing Strategy” at the Tourism Awards. This know-how will create high annual sales for the project and secure the ROI.



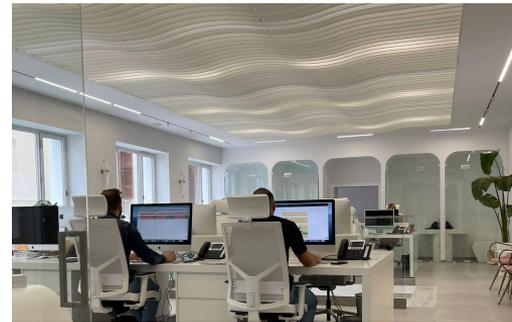
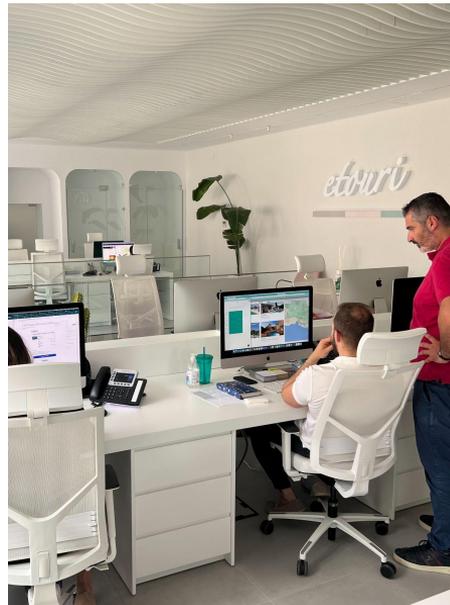
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# A compelling combination of expertise and resources.

In today's competitive market it is vital to take advantage of every opportunity out there. Our main objective is to increase both the overall revenue and, at the same time, the share of direct reservations with an intensive marketing plan. We carefully analyse market trends and the competition.

It being an integral part of the project, you will never be left alone while getting the maximum possible return of your investment.





6 offices in 3 locations (Athens, Heraklion & Rethymno in Crete) and more than 50 employees supporting and operating investments in the Luxury segment of the Greek tourism industry.



# Influence within the industry & community

- Local knowledge
- Lobbying within the industry's affairs at a national level
- Direct communication with CEOs of the largest OTAs
- Supporting local communities
- Special contracts with third-party collaborators (ex. large tour operators) for our partners
- Preferential agreements with the largest OTAs guaranteeing lower commissions
- Close relations with local / national authorities
- Partnership with the major systemic banks of Greece

# Discover Crete

One of the fastest growing markets in Luxury Tourism due to new infrastructure and emerging markets



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# The largest island in Greece

**Crete is the largest island in Greece and the fifth in size in the entire Mediterranean with an area covering 8,303 square kilometres.**

The current population of Crete is 700,000 residents with statistical research indicating that in the next decade it will double due to the increasing interest of European retirees settling permanently on the island. In addition, there is a remarkable influx of other labour forces and other settlers from both northern Greece and other countries.



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# Future Growth & Development of Crete

Currently housing two of the largest ports in the Mediterranean and two international airports, in Heraklion and Chania, Crete is acclaimed for its healthcare infrastructure due to the university hospitals and medical research centers.

Crete is expected to play a significant role in the development of Greece in the near future because, in addition to favourable demographics and excellent climate, there are significant public and private investments that are already underway.



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# Terrain

High mountains (2.5K m high) with snow during the winter months; tracking routes and rich forests only one hour away from globally awarded sandy beaches; and peninsulas with extreme natural beauty.

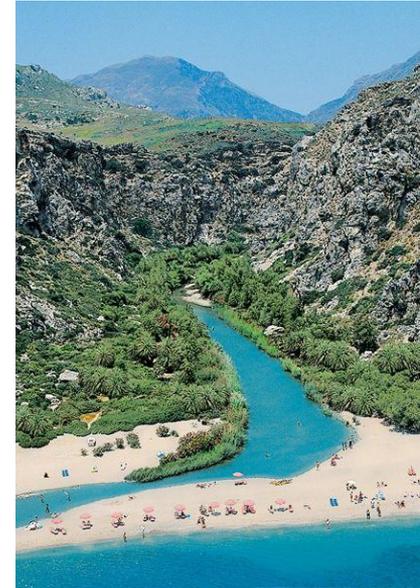


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# Beaches

The beaches in Crete are ranked among the top beaches in Europe.

Soft, golden sands; and crystal-clear waters create the idyllic settings drawing many vacationers to the island.



# lleco

Globally awarded beaches with unique natural beauty  
ex. Balos Lagoon, Falassarna, Elafonisi, Preveli & Vai Palm Beaches



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## Food

Cretan cuisine is renowned, both in Greece and internationally, for its unique flavours based on simple techniques and local produce of excellent quality:

mountain herbs and wild greens; bulbs; unique cheeses and cured meats; fresh fish and seafood; and of course the famous Cretan oil and raki, a bracing grape brandy.



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## Culture

Crete's strong local culture plays an instrumental role in the daily lives of the people. Music, dance, food; traditional weddings and festivals, are all part of this integral and deeply intimate cultural heritage.

Cretans are world-famous for their hospitality and the warm way in which they treat guests. Welcoming and caring for the traveller are both literally in the nature of the Cretan people.



# History

During the 7th millennium BC Crete lived in the period of the Minoan civilization; the oldest civilization in Europe and the first, in Europe to having built a palace.

Since then the Romans, Byzantines, Venetians, Turks and Modern Greeks have left their mark on the island.



# Why now in Crete

A combination of:

- **New infrastructure** capable of supporting 3 times the current number of visitors (ex. new airport, new highways)
- **The emerging market of Luxury Tourism in Crete** already attracting global companies like Marriott, Hilton etc.
- **Government Support** with Development Laws providing benefits for investors
- **The current prices and availability of**



## New airport in Kasteli

**The construction of the new airport in Kasteli, Heraklion, is already under way. The large scale modern airport will transform Crete into a highly desirable tourist destination; to a whole new level than the current one.**

The new airport will become one of the biggest in Greece (equal to El. Venizelos International Airport in Athens) with the capacity to accommodate passenger traffic of 15 million travellers. The infrastructure which includes a large scale runway will accommodate the landing of large jumbo jet planes. This upgrade will enable new direct flight routes from / to transatlantic destinations and is expected to become a refueling hub for flights from America and Europe to Asia. Expected completion date is set to be in 2025.



It is estimated that roughly €1 billion was provided for the investment in "Nikos Kazantzakis", the current international airport of Heraklion. Immediately after the opening of the new airport, the old one will be utilized for building tourist and commercial infrastructure.

A similar case including the abolition of an airport no longer being used and the massive urban planning of high-quality residential, commercial and tourist areas is the project "Elliniko" in the coastline of Athens. Drawing assumptions from that project, it is safe to believe that Heraklion will acquire state-of-the-art facilities as far as the tourism and entertainment sectors are concerned.

**Area borders with the soon to be terminated new airport give more value to the use of the available options and a huge added resale value to the land.**



## New Highway

In 2023 the construction of VOAK (Northern Road Axis of Crete), financed by the EU, is expected to begin. Over 300 km long, with a budget of over 2 billion euros, it will connect Chania (in the West) with Sitia (in the East).

The new road will provide quick access to the whole of the island and allow the emergence of new locations currently underdeveloped.



## Future Growth & Projection



The electrical connectivity between Crete and the continental regions of Peloponnese and Attica will fully solve the current energy deficit. The project valued at 1 billion euros will reduce the cost of electricity by up to 40%.

“Small Hellenic” is currently being built by repurposing a former American base in Gouves, Herakleion. It will encompass a combination of a casino, a hotel, housing facilities, an exhibition & shopping center, a theme park, and a heliport. It is located only 10 km away from the capital city.



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# Luxury Travel in Crete

The market of luxury tourism in Crete is still under development. However, huge investments by global companies, such as Hilton and Marriott, have already been made.

Crete's extraordinary and diverse beauty has been attracting over the years the interest of millions of travellers from around the world.

According to TUI, the largest tour operator in the world, Crete was the most popular Summer 2021 holiday destination for Europeans.





# Crete accounts for 20% of the national tourism revenue.

The leading island of Greek tourism, whose tourism revenues in 2020 accounted for 20% of the country's tourism revenues. More than 30% of 5\* hotel in Greece are located in Crete. From 5 M visitors will be 18 M on 2025

- 5 million visitors today
- **18 million visitors on 2025**





# Development Law & EU Funding

## Up to 75% return on investment in cash or tax benefits

Innovative project plans will be able to utilize a wide range of financial support tools according to the new development law which was recently passed in parliament. The “Development Law: Greece – Powerful Growth” foresees aid in the form of tax breaks, subsidies, leasing subsidies, job creation subsidies, and business risk financing for startups.

The European Commission approved the Partnership Agreement for the 2021-2027 programming period for Greece, which will allocate more than 21 billion euros for investments and social programs in the country.

**The Commission stated Greece is the first EU country to reach a Partnership Agreement for funding within the Development Framework for 2021-2027.**



# Fast Track Law - An investor's aid

## Fast lane for permissions / improved terms

With the Fast Track Law (3894/2010), the Greek Government provides - international and Greek - investors with a supportive and transparent set of investment policies, procedures and administrative tools for the rapid implementation of big scale public and private projects.

The Acceleration and Transparency of Implementation of the Strategic Investments Law allows businesses to proceed without the complexity of heavy bureaucracy and an inflexible legal framework; which two factors have to date discouraged investors and significantly delayed the implementation of major projects.

[Press here to find out more about the Fast Track Law](#)

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# EU Visa

## Attracts foreign business

Non EU citizens owning or purchasing property of a value exceeding 250.000 euros can acquire a valid residence permit in Greece; thus gaining access to the European markets and the Schengen Area.





## Estimated Economic Development in Greece

**After a decade of economic crisis & two years of the pandemic, the Greek economy has rebounded and begun developing dynamically.**

Banks have now completed the consolidation of non-performing loans and have started actively financing the economy.

Reduction in the development of the hellenic 10-year bonds by 1% in turn has created stable financial conditions providing security, stability and confidence in the Hellenic economy while restoring the competitive levels of standard interest rates in the European Market.

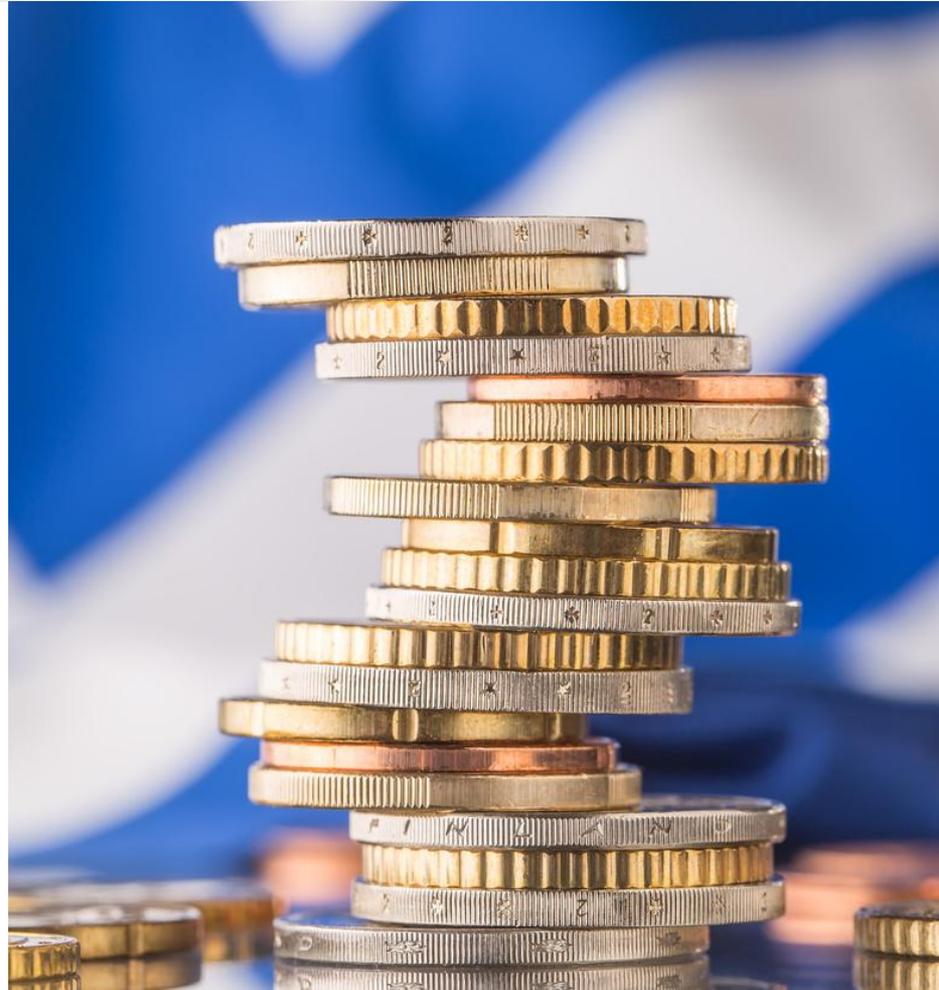
Over the next 5 years increasing amounts of investment funds are expected to flow into the Greek economy. A total sum of 100 billion euros will cumulatively be provided from the NSRF, Development Fund and CAP, low-interest business loans and the inflow of private capital.

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# Market projection for prospects in Greece

According to the existing data, it is estimated that in the next 5 years there will be a cumulative:

- significant growth of GDP by at least 20%
- reduction of unemployment by at least 8%
- significant increase in private and public investments





## Market projection for prospects in Greece

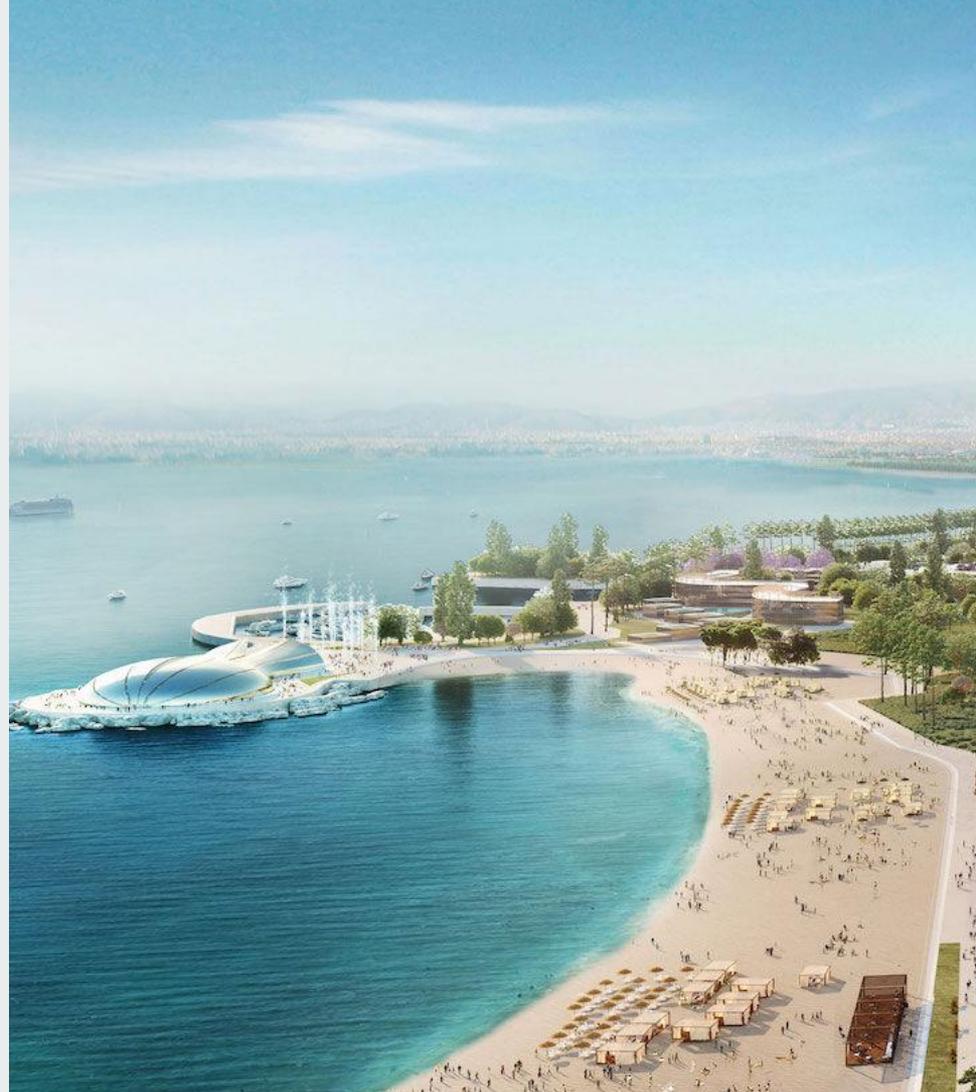
- Privatization will be further accelerated.
- Total investments from public and private sector are constantly increasing.
- The positive performance of the Athens Stock Exchange during the last few years, in combination with the significant growth of corporate bonds issued, will strengthen the financial market.
- New processes in economic policy with heavy tax reduction and business orientation, as well as a positive shift in private market psychology, will strengthen private investments.

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# Conclusion

The development of a project in Crete targeting the Luxury Tourism industry is an opportunity allowing to not only benefit financially, but also become part of the positive impact on the general economic development of the island as a whole; thus be part of a future legacy.

Over the next years, Crete aspires to define itself as the centre of discussion for the luxury tourism at an international level.





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# Opportunities Evaluation

We identify hidden opportunities and **evaluate the potential** of a project thanks to:

- A strong network of selected partners
- A selected list of off-market plots and properties all over the island



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# Project Formation

Each project launches with a comprehensive **business plan** for a well-structured proposal. This plan includes:

- strategic planning
- detailed financial analysis
- operational planning
- a profit margin analysis



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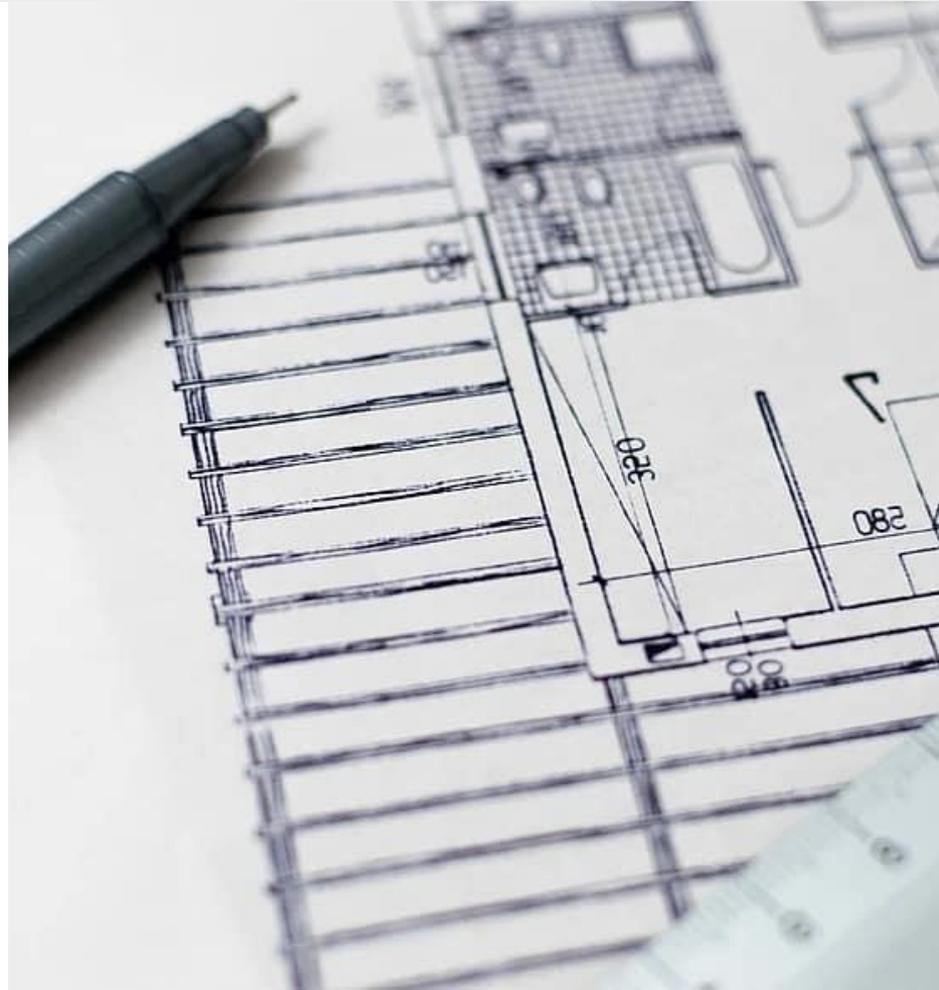
# Project Management

The Lleco team will be responsible for the **organising and coordination of all stakeholders participating in the construction of the project.**

A selected network of partners:

- construction companies
- architects, civil engineers
- interior designers & decorators

provides a careful and professional collaboration at the highest standards of the market.



# Procurement

The Lleco team acts on behalf of the investor - if needed - as far as **legal representation** is concerned.

- Legal advisors / Lawyers
- Notaries
- Accountants
- Financial advisors
- Banks



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# Business Operation

Operate Luxury Villas or Hotels under a plan that is commercially successful and set by professionals in the following fields:

- Sales & Marketing Consulting
- Revenue & Reservation Management
- Future Sale with a large profit





Potential investors are invited to visit us in Crete where we will make the necessary arrangements to ensure your stay is a memorable one.



We will be pleased to welcome you and discuss our strategy to make your investment a successful one.

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