

Pullman Addis – Five-Star Hotel Project



Promoter: Enyi Hotel PLC



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Financial Report

Prepared by: Enyi Hotel PLC

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1. Executive Summary

The Pullman Addis is a five-star luxury hospitality development promoted by Enyi Hotel PLC, a subsidiary of Enyi General Business PLC, a prominent Ethiopian conglomerate engaged in construction, real estate, furniture manufacturing, and agriculture.

Located in Kazanchis, Kirokos Sub-City, the project sits in the heart of Addis Ababa’s diplomatic and business district adjacent to the National Palace, the Ministry of Foreign Affairs, and the United Nations Economic Commission for Africa (ECA).

The hotel will operate under the globally recognized Pullman brand of Accor Hotels, offering 302 luxury rooms, including 30 serviced apartments, and extensive world-class facilities such as multiple restaurants, conference halls, a spa, a fitness center, and a swimming pool.

The project is currently 75% complete, with operations projected to commence by December 2026.

2. Investment Overview

Item	Details
Total Project Cost	USD 65 Million, representing the total estimated investment required for the development and completion of the project.
Financing Structure	The project will be financed through a balanced structure comprising 30% Developer Contribution, 48% Bank Loan, and 22% Equity Investment, ensuring sustainable financial leverage and stakeholder alignment.
Planned Completion	The project is scheduled for completion by December 2026, with construction and operational milestones strategically phased to meet this target.
Project Site Area	The development occupies a total land area of 2,841 square meters, located in a prime urban setting ideal for upscale hospitality ventures.
Promoter	Enyi Hotel PLC, a reputable and experienced local developer with a proven track record in large-scale commercial and hospitality investments.
Operator	Pullman by Accor Hotels, a globally recognized premium hotel brand, ensuring international standards in service quality, operations, and guest experience.

Strategic Positioning:

The Pullman Addis will target international business travelers, corporate clients, and conference tourism a rapidly growing market segment in Ethiopia's capital city.

3. Financial Performance Projections (Years 1–10)

3.1 Key Assumptions

- **Occupancy Rate:** Increases from 46% in Year 1 to 61.1% by Year 10.
- **Average Daily Rate (ADR):** USD 245–262.
- **Food & Beverage Revenue:** 65% of room revenue.
- **Other Department Revenue (ODR):** 30% of room revenue.

3.2 Projected Financial Results

Indicator	Year 1	Year 5	Year 10
Total Revenue (USD)	24 Million	30 Million	36 Million
EBITDA (USD)	14 Million	17 Million	20 Million
Net Profit Margin	~49%	~50%	~55%
RevPAR (USD)	112.7	145.9	171.16

3.3 Profitability Metrics

- **Net Present Value (NPV):** USD 146 Million
- **Internal Rate of Return (IRR):** 22.11%
- **Return on Investment (ROI):** 2.06x
- **Debt Service Coverage Ratio (DSCR):** 7.22
- **Loan Payback Period:** Year 10
- **Investment Payback:** Year 12

These figures indicate a financially robust project with strong profitability, high liquidity, and attractive long-term returns.

4. Socio-Economic Impact

4.1 Employment and Skills Development

The project is expected to create approximately 350 jobs both permanent and temporary covering operational, administrative, and technical positions.

Accor's management will provide professional training and international-standard operational systems, ensuring the transfer of global hospitality expertise to the local workforce.

4.2 Contribution to the National Economy

- **Tourism Growth:** The project will enhance Addis Ababa's international hotel capacity, supporting Ethiopia's positioning as a regional business and diplomatic hub.
- **Tax Revenue:** Significant contribution through VAT, income tax, and property tax streams.
- **Foreign Exchange Earnings:** Through international guests, conferences, and tourism.
- **Technology & Knowledge Transfer:** Adoption of advanced hospitality systems and management practices under Accor's global framework.

5. Project Development & Future Outlook

5.1 Current Status

Construction is approximately 75% complete, with most structural works finalized. The remaining activities include:

- Public floors Interior finishing and fit-outs
- MEP (Mechanical, Electrical & Plumbing) final fix installations and commissioning, kitchen and laundry, generator
- FF&E (Furniture, Fixtures & Equipment) procurement
- Staff recruitment and pre-opening operations setup

5.2 Key Milestones

Milestone	Timeline
Structural Completion	Completed
Interior Fit-Out & FF&E	Q1 2026
Staff Recruitment & Training	Q2 2026
Soft Opening	Q4 2026
Full Operations	December 2026

5.3 Future Prospects

Upon completion, Pullman Addis will:

- Serve as a flagship five-star hotel in the capital.
- Strengthen Addis Ababa's global reputation as a conference tourism hub.
- Deliver consistent financial returns with strong brand equity and asset appreciation over time.

6. Conclusion

The Pullman Addis project demonstrates exceptional financial viability and strategic alignment with Ethiopia's economic and tourism development goals.

With solid equity backing, reputable international management, and strong forecasted profitability, the hotel stands as a prime investment in the country's hospitality sector.

The project's completion and operational launch in 2026 will mark a milestone in luxury hospitality, contributing to national employment, foreign exchange earnings, and sustainable urban development.