



THE SETAI

ST. MAARTEN

OWN A PIECE OF PARADISE IN ST. MAARTEN

# INTRODUCING THE SETAI, ST. MAARTEN

The Setai, St. Maarten is an ultra-luxury beachfront resort and branded residences in Indigo Bay, St. Maarten, developed by Atree Developments Inc. Set along over 1,000 feet of pristine beach with sweeping views of Saba and Saint Barths, the resort will feature 205 suites and residences, multiple pools, signature dining, a world-class spa, fitness centre, and direct beach access.

## A World Class Team

The project is being delivered by a world-class team: Atree Developments, a Toronto-based developer with multigenerational experience; The Setai Hotels, an ultra-luxury hospitality brand known for its refined, understated approach to luxury, exceptional service, and serene, design-driven environments; HKS, an award-winning global architecture firm; and Studio Munge, an internationally recognized interior design studio. The Setai portfolio, including flagship properties in Miami Beach, Tel Aviv, and the Sea of Galilee, exemplifies privacy, personalization, and timeless elegance, all of which will be integrated into The Setai, St. Maarten.

## Proven Success To Date

The Setai, St. Maarten has already demonstrated strong market interest, highlighted by the successful sell-out of the M7 building, comprising 28 suites, through a pooled investment structure, and the achievement of approximately 40% sales across the main resort. Building on this momentum, the investment framework is now being expanded to provide broader access to ownership within a globally recognized luxury platform.



# DISCOVER THE ALLURE OF ST. MAARTEN

Where turquoise waters and lush landscapes create an enchanting oasis.

- Breathtaking sunsets
- Culinary fusion and vibrant culture
- Balance of luxury and authenticity
- Endless opportunities for adventure and relaxation



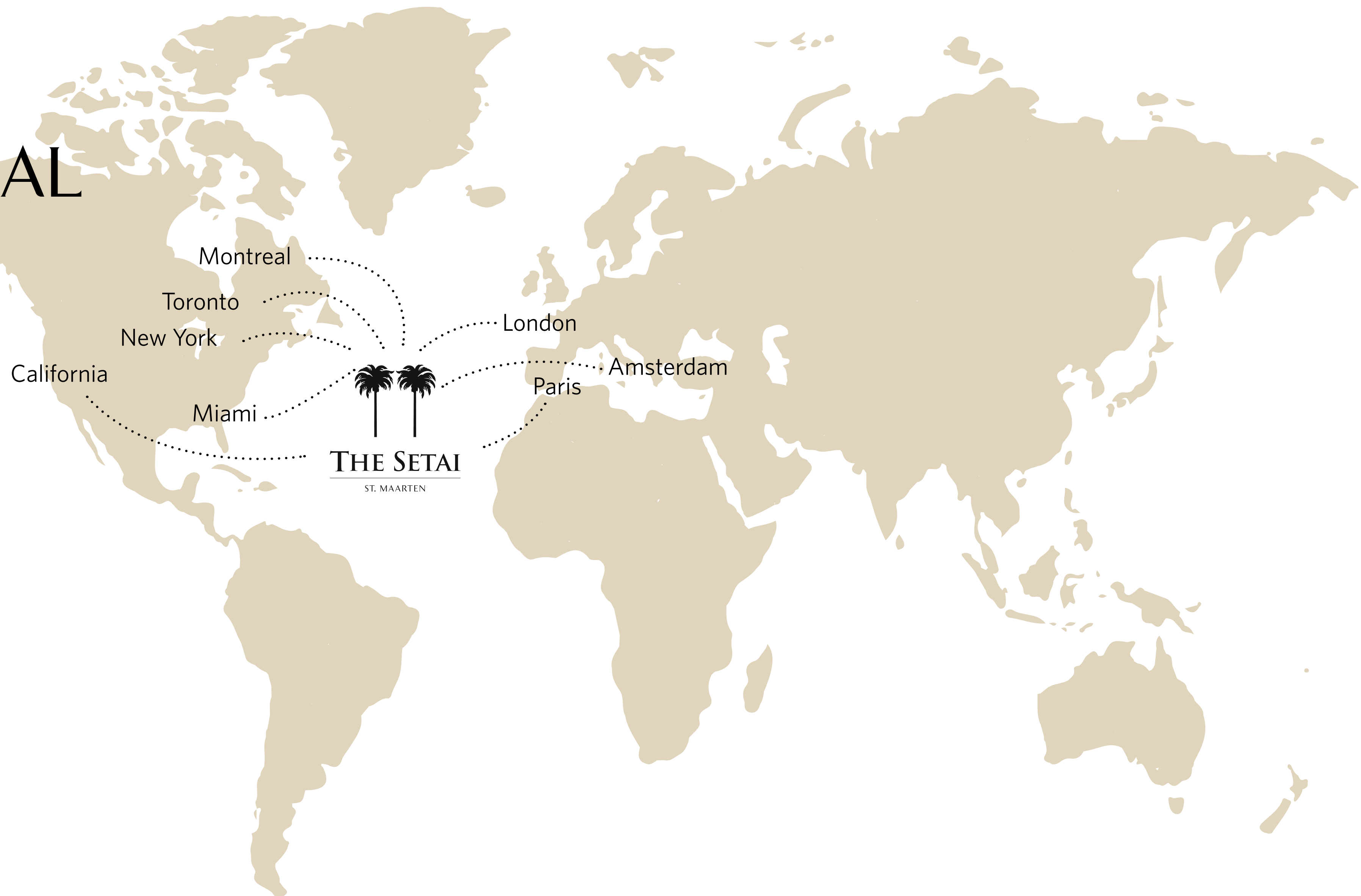
# EASY ACCESS FROM MAJOR INTERNATIONAL HUBS

## Air Access

Toronto	4h30m
Montreal	4h45m
New York	4h00m
Miami	3h00m
San Francisco (1 Stop)	9h30m
London (1 Stop)	11h50m
Paris	9h00m
Amsterdam	9h15m

## Land Access (Car)

Princess Juliana International Airport	13m
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# 37 BEACHES AND A WORLD OF EXPERIENCES

## Attractions

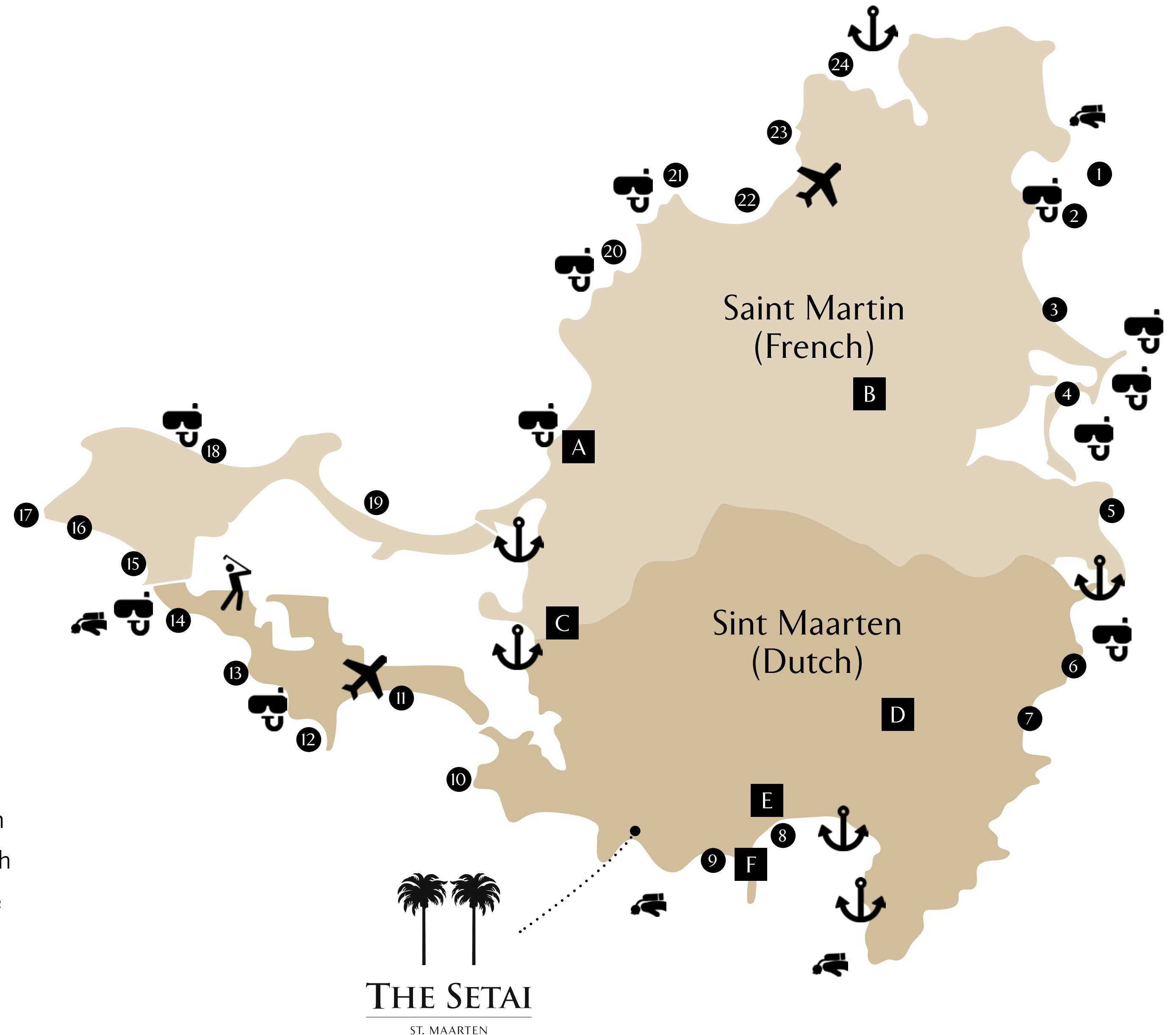
- A** Fort St. Louis
- B** Pic Paradis
- C** Boundary Monument
- D** St. Maarten Zoo
- E** Fort Willem
- F** Fort Amsterdam

## Symbols

-  Airport
-  Marina
-  Dive Site
-  Golf
-  Snorkeling

## Beaches

- |                          |                             |                             |
|--------------------------|-----------------------------|-----------------------------|
| <b>1</b> Ilet de Pinel   | <b>9</b> Little Bay Beach   | <b>17</b> Baie aux Prunes   |
| <b>2</b> Petite Clef     | <b>10</b> Pelican Key       | <b>18</b> Baie Rouge        |
| <b>3</b> Orient Beach    | <b>11</b> Simpson Bay Beach | <b>19</b> Bair Nettle       |
| <b>4</b> Le Galion Beach | <b>12</b> Burgeaux Beach    | <b>20</b> Friar's Bay Beach |
| <b>5</b> Coralita Beach  | <b>13</b> Maho Beach        | <b>21</b> Happy Bay Beach   |
| <b>6</b> Dawn Beach      | <b>14</b> Mullet Bay Beach  | <b>22</b> Baie Grand Case   |
| <b>7</b> Guana Bay Beach | <b>15</b> Cupecoy Beach     | <b>23</b> Petite Plage      |
| <b>8</b> Great Bay Beach | <b>16</b> Baie Lounge       | <b>24</b> Anse Marcel       |



# A RARE ISLAND OPPORTUNITY

## High Demand

- +25% growth in booking demand
- International travel has doubled
- +1M cruise ship passengers visited from November 2022 to April 2023

## Limited Keys

- Only 1 five star hotel on the island
- Hotel keys at 50% of pre-hurricane levels
- One of the lowest number of keys in the Caribbean.

## St. Maarten's Current Hotels

① Coral Beach Club



② The Westin St. Maarten



③ Sonesta Maho Resort



④ Belmond La Samanna



# THE TRANQUIL WATERS OF INDIGO BAY

Indigo Bay is a community located within Cay Bay. With a horseshoe coastline, the calm waters provide utter tranquility.

The over 1,000-foot-long beach is only accessible by water and from the Indigo Bay community. There is a single guarded access point to the community, ensuring maximum privacy, safety, and security.



THE SETAI ST. MAARTEN

# YOUR EVERLASTING ESCAPE



**A THE RESORT**

**Hotel Suites**

- 52 Junior Suites
- 10 Executive Suites
- 1 Governor Suite

**Condo Rental Suites**

- 64 Junior Suites
- 58 Executive Suites
- 20 Deluxe Suite

**B THE RESIDENCES**

- 60 Deluxe Suites
- 3 Villas
- 12 Condos

# UNVEILING THE LIFESTYLE

## THE SETAI, ST. MAARTEN EXPERIENCE MAP

- 1 Vehicular Entry - Arrival
- 2 Lobby Lounge Terrace
- 3 Signature Restaurant
- 4 Main Swimming Pool
- 5 Spa & Wellness
- 6 Pool Cabanas
- 7 All-Day Restaurant
- 8 Pool Bar
- 9 Function Lawn
- 10 Back-of-House
- 11 Pier
- 12 Conservation Area



# YOUR RESORT EXPERIENCE







# PINEL

## 1 BEDROOM

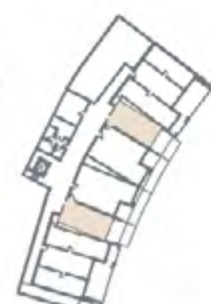
Interior: 570 sq.ft.

Exterior: 100 sq.ft.

Total: 670 sq.ft.



KINGFISHER (M1)  
FLOORS: 4



TANAGER (M2)  
FLOORS: 4



WILLET (M3)  
FLOORS: 2



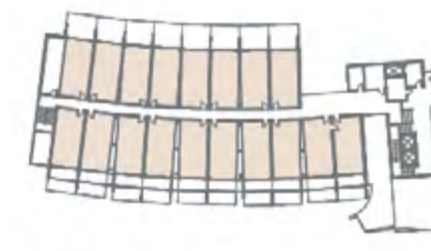
SANDPIPER (M4)  
FLOORS: 2



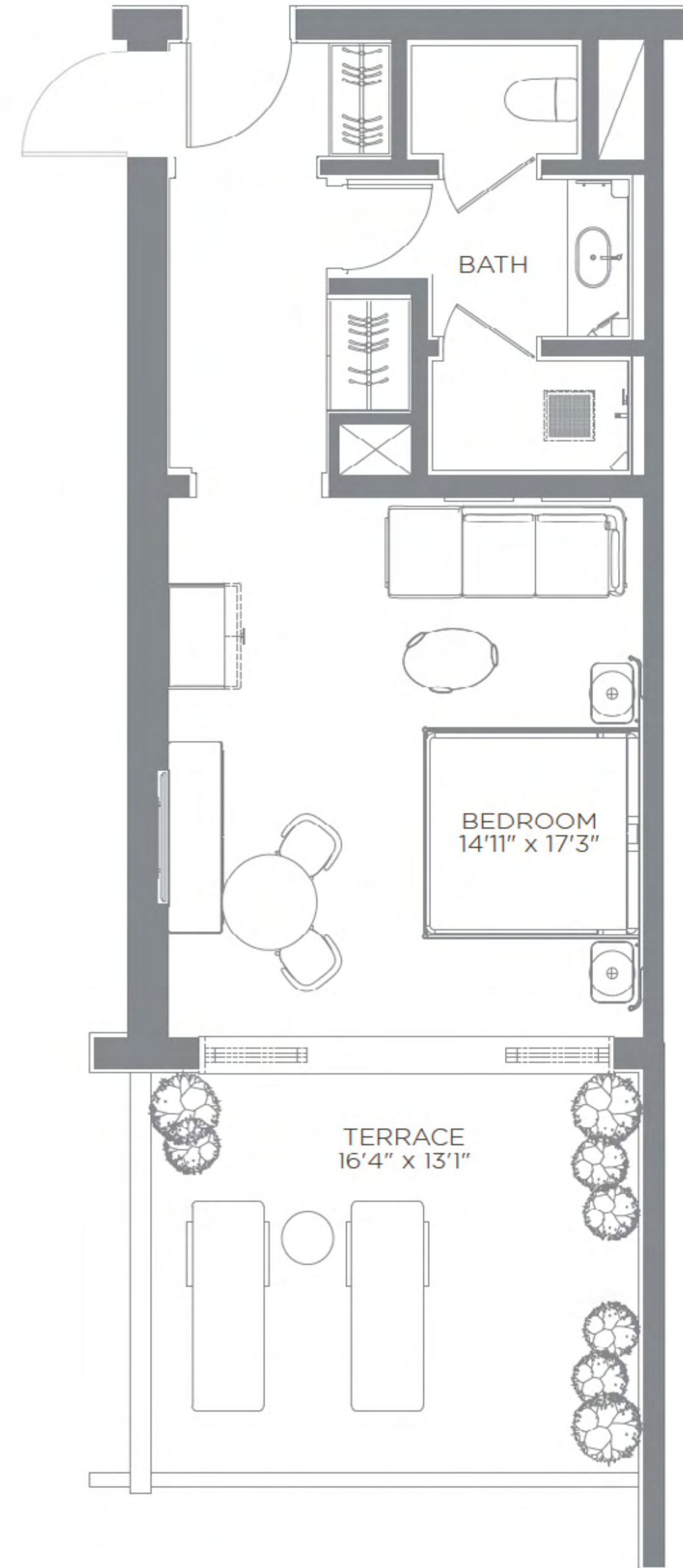
OSPREY (M5)  
FLOORS: 3



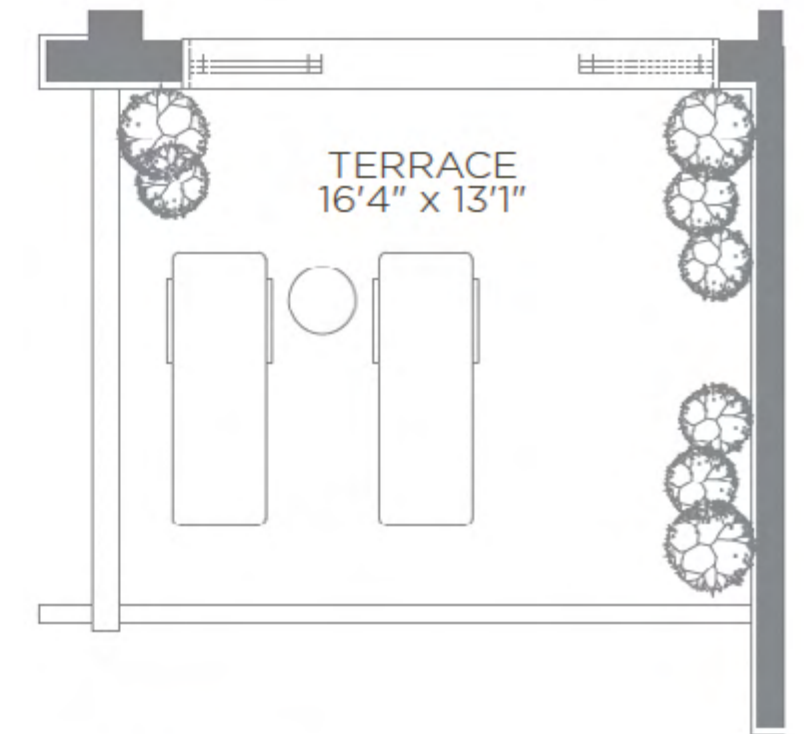
VIRIO (M6)  
FLOORS: 3



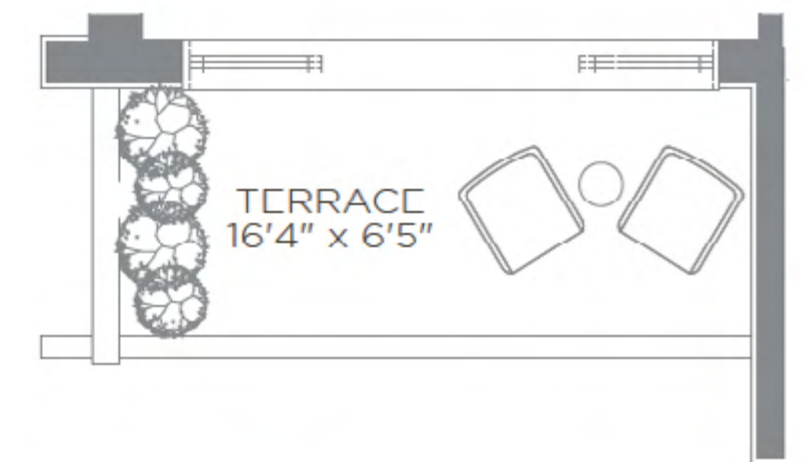
MARTIN (M7)  
FLOORS: 2



Penthouse



Garden



Standard

# ORIENT

## 1 BEDROOM

Interior: 839 sq.ft.

Exterior: 200 sq.ft.

Total: 1,039 sq.ft.



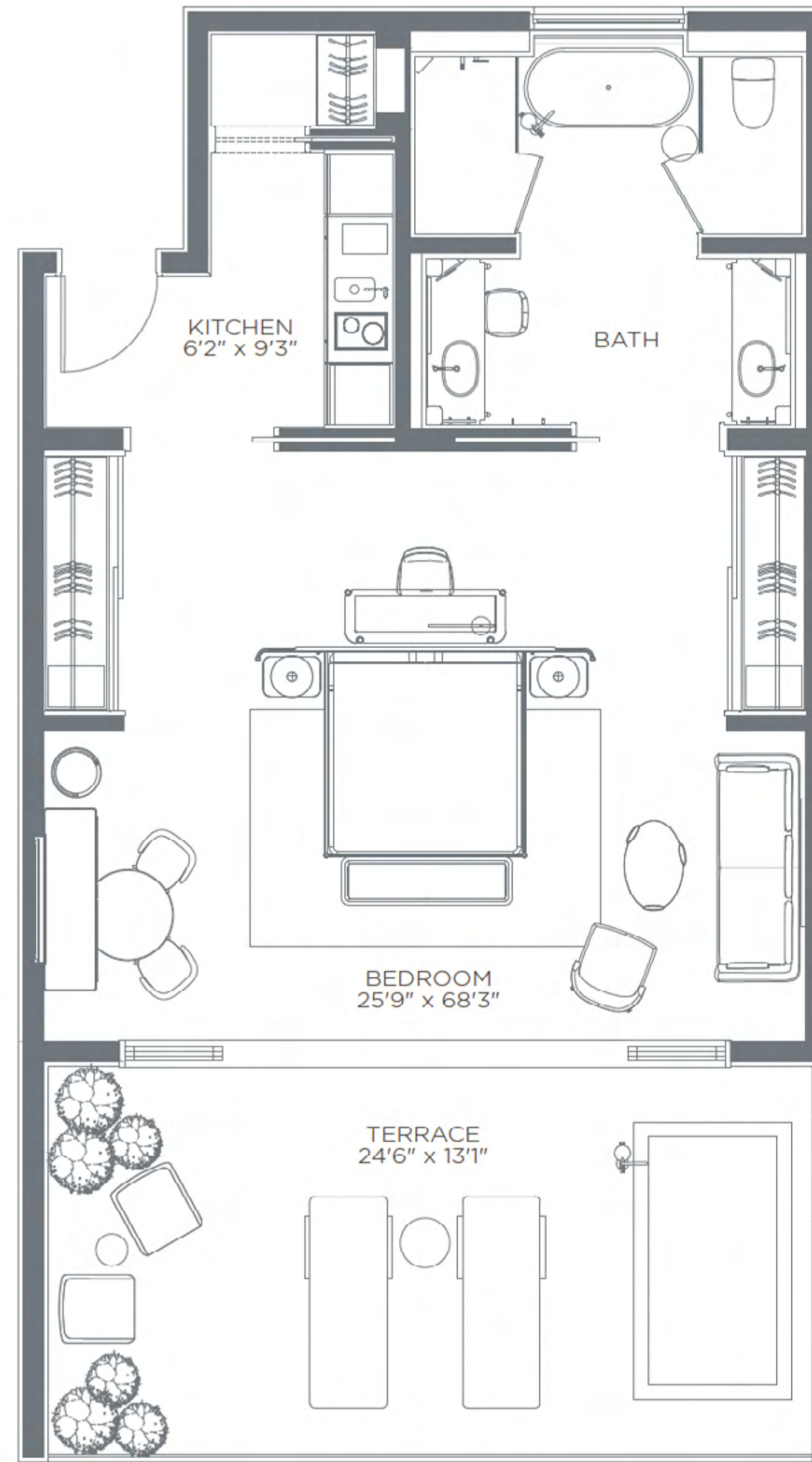
SANDPIPER (M4)  
FLOORS: 2



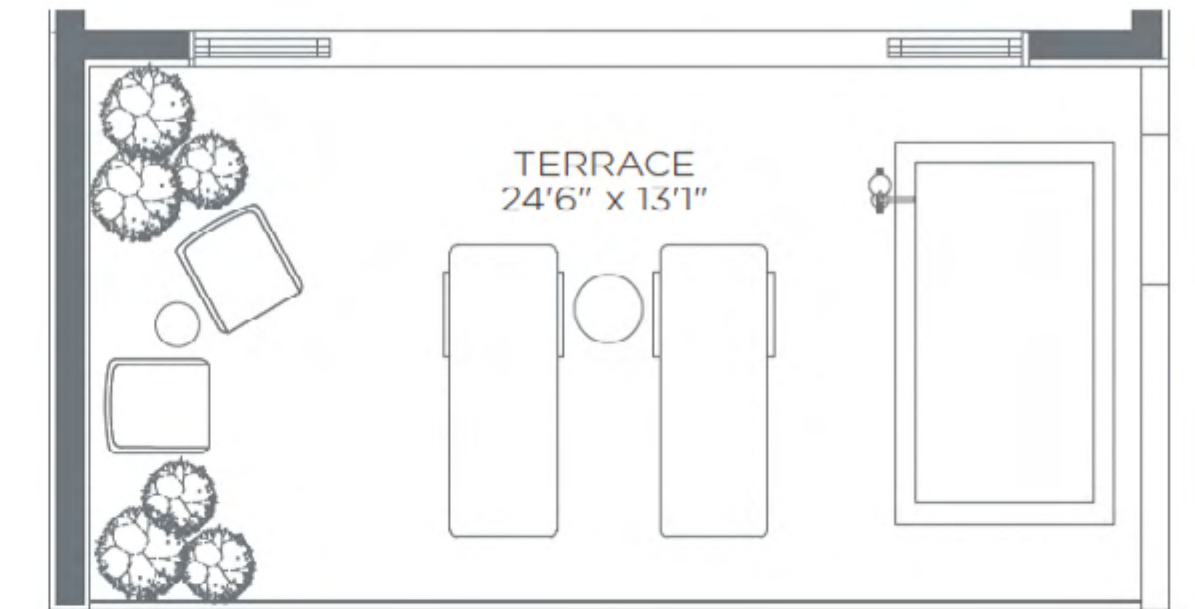
OSPREY (M5)  
FLOORS: 3



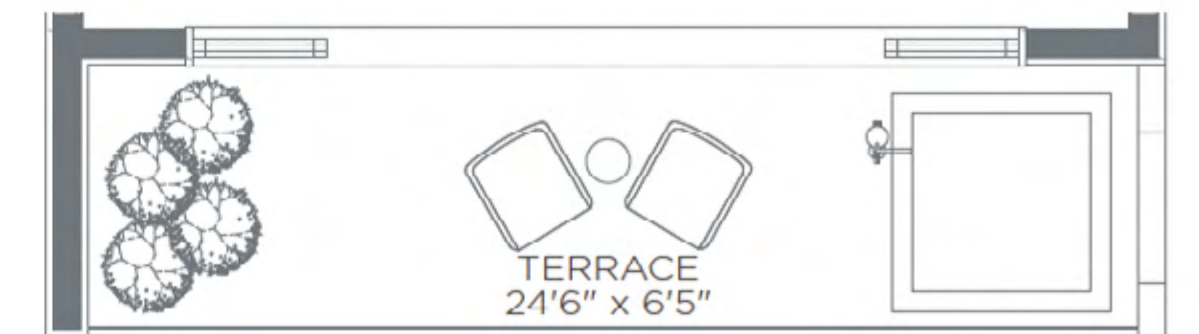
VIRIO (M6)  
FLOORS: 3



Penthouse



Garden



Standard

# DAWN

1 BEDROOM + DEN

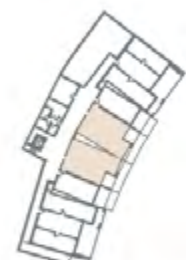
Interior: 1,011 sq.ft.

Exterior: 100 sq.ft.

Total: 1,111 sq.ft.



KINGFISHER (M1)



TANAGER (M2)



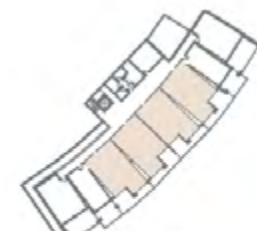
WILLET (M3)



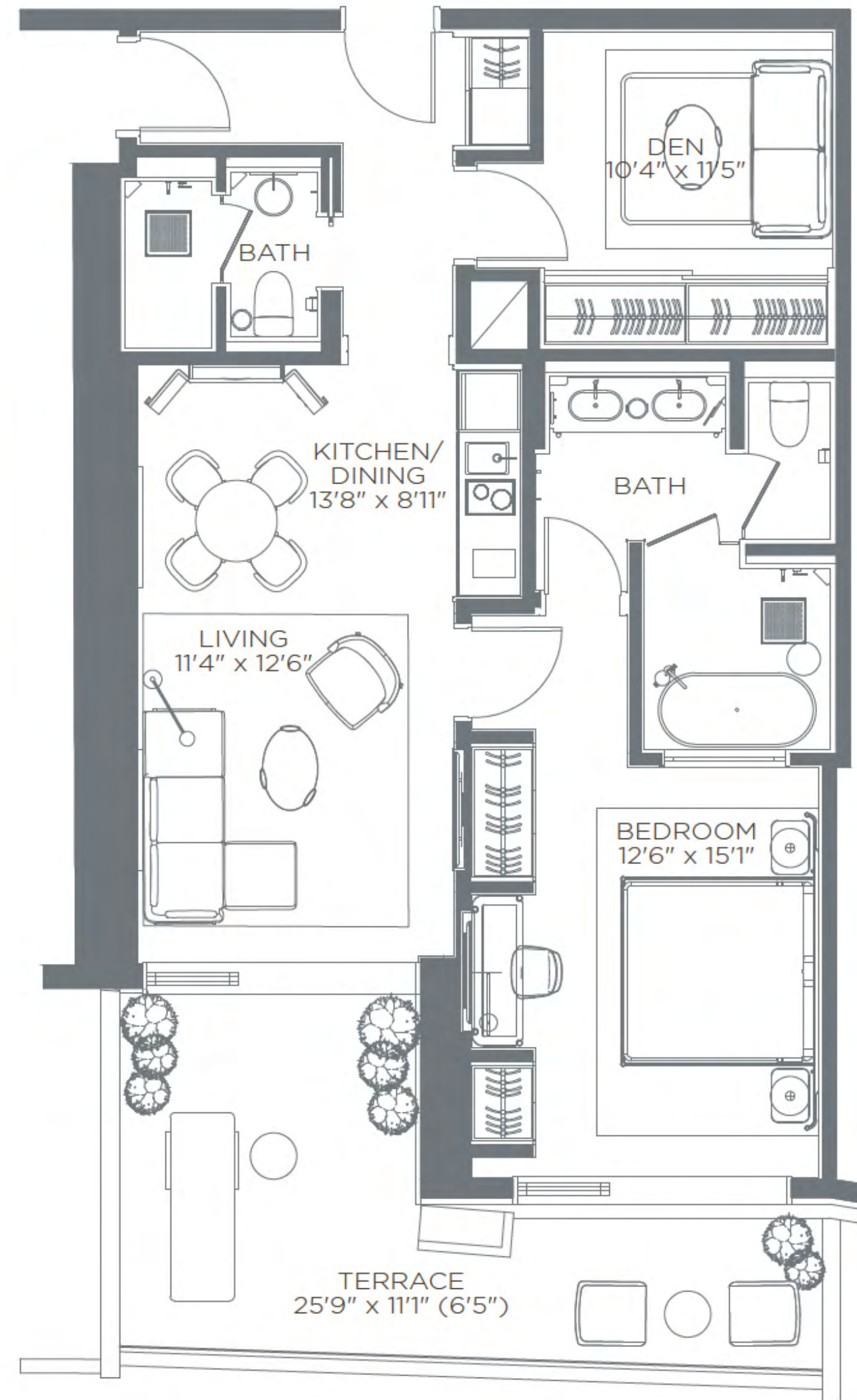
SANDPIPER (M4)



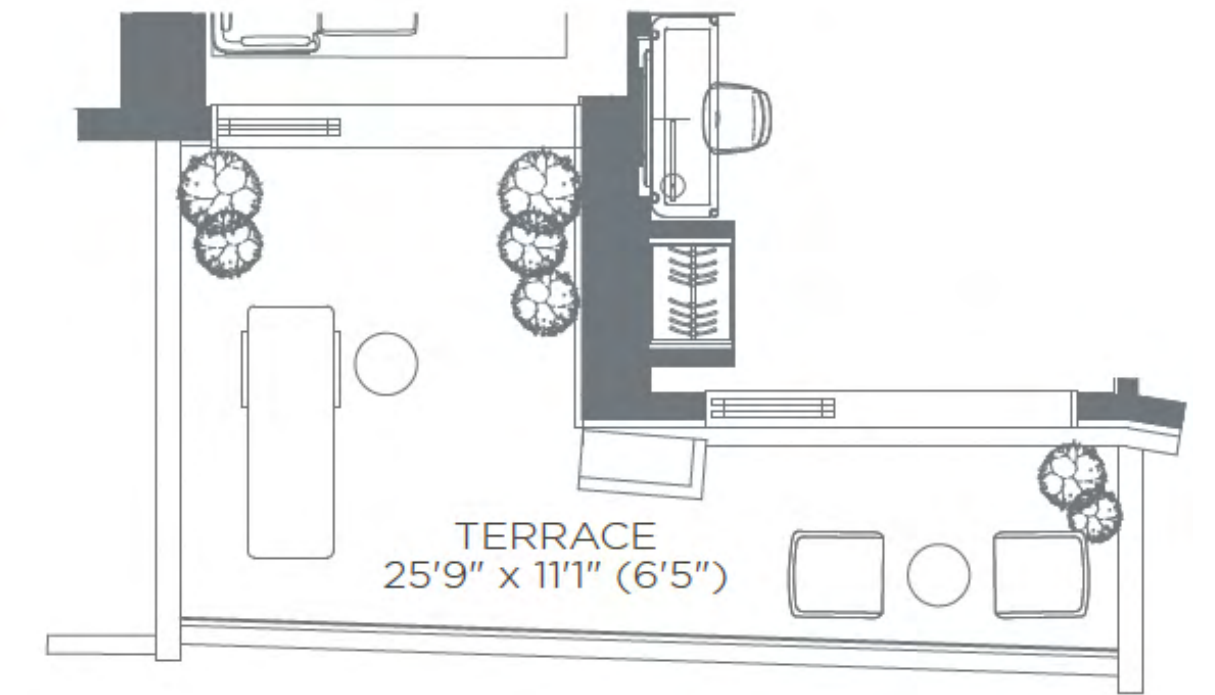
OSPREY (M5)



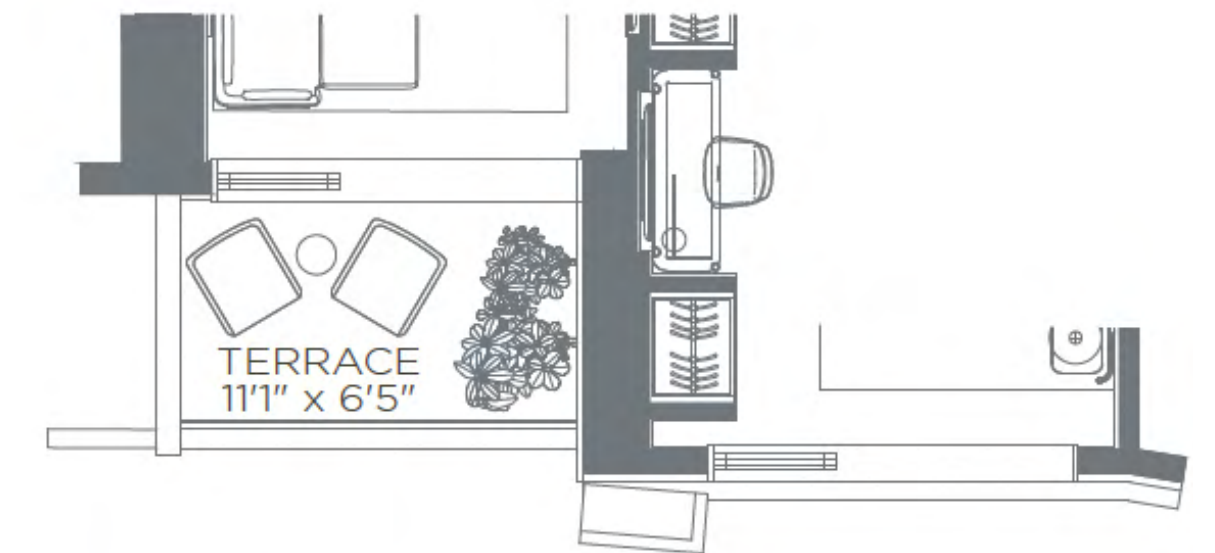
VIRIO (M6)



Penthouse



Garden



Standard

# ROUGE

## 2 BEDROOM + DEN

Interior: 1,722 sq.ft.

Exterior: 200 sq.ft.

Total: 1,922 sq.ft.



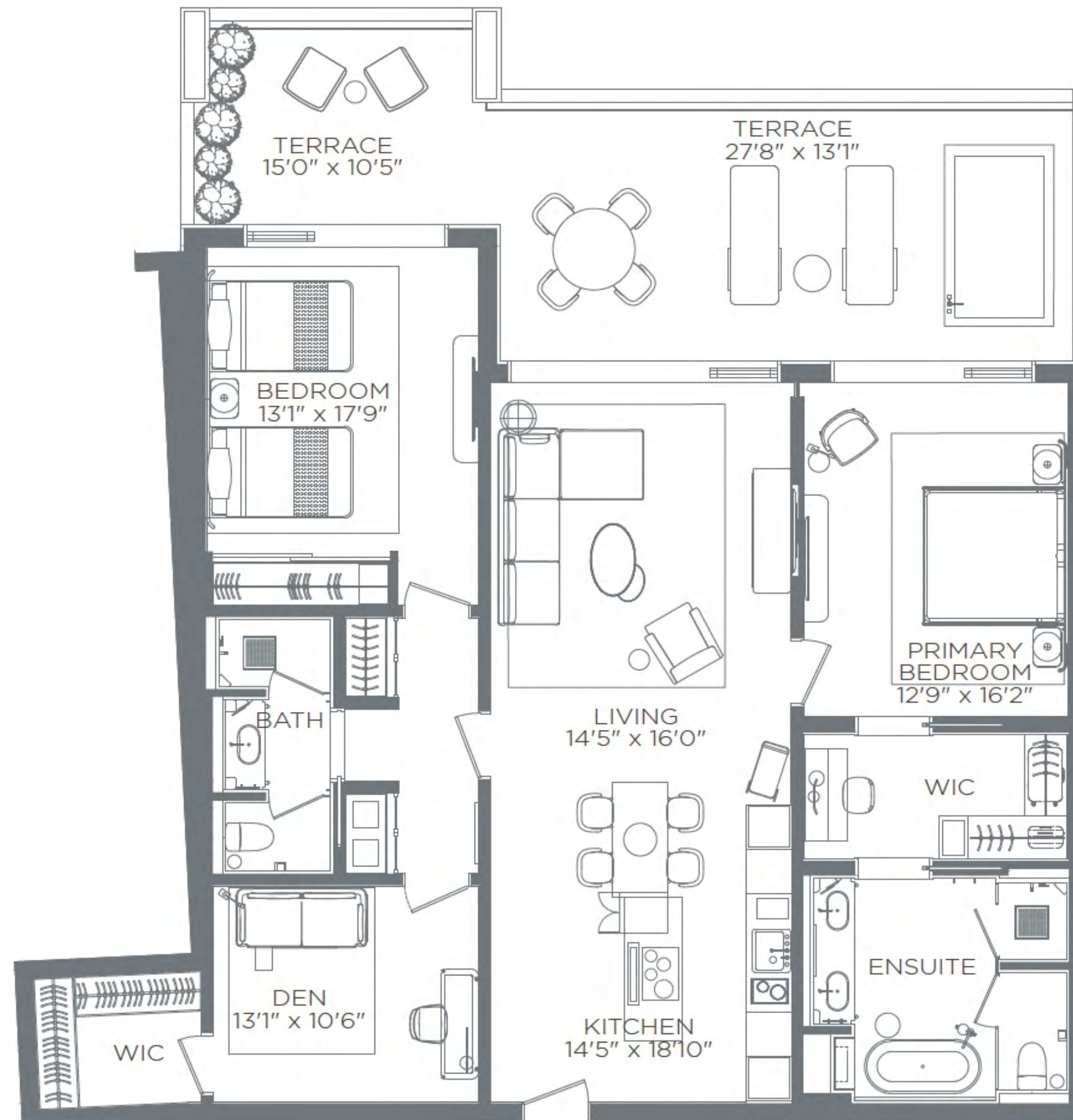
KINGFISHER (M1)  
FLOORS: 4



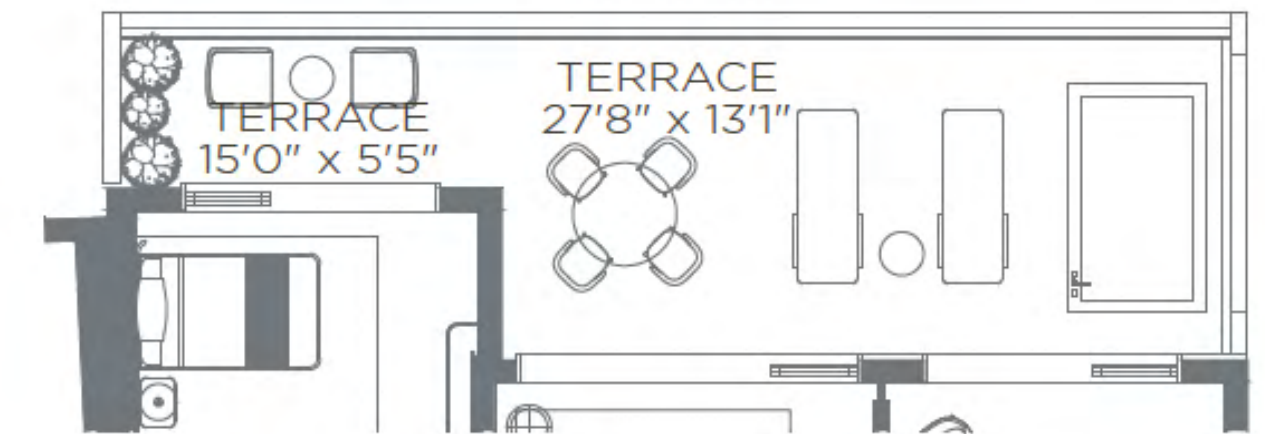
TANAGER (M2)  
FLOORS: 4



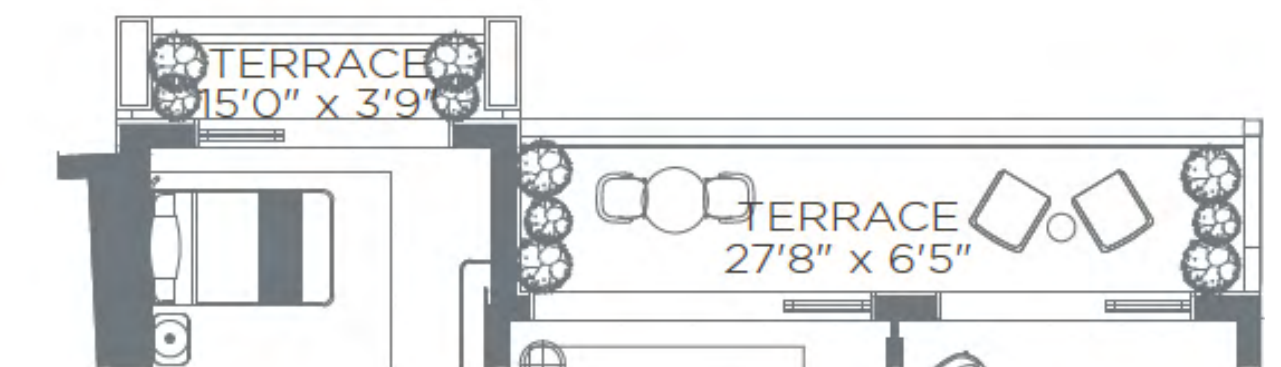
WILLET (M3)  
FLOORS: 2



Penthouse



Garden



Standard

# INDIGO

## 2 BEDROOM + DEN

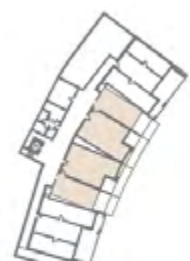
Interior: 1,722 sq.ft.

Exterior: 200 sq.ft.

Total: 1,922 sq.ft.



KINGFISHER (M1)  
FLOORS: 4



TANAGER (M2)  
FLOORS: 4



WILLET (M3)  
FLOORS: 2



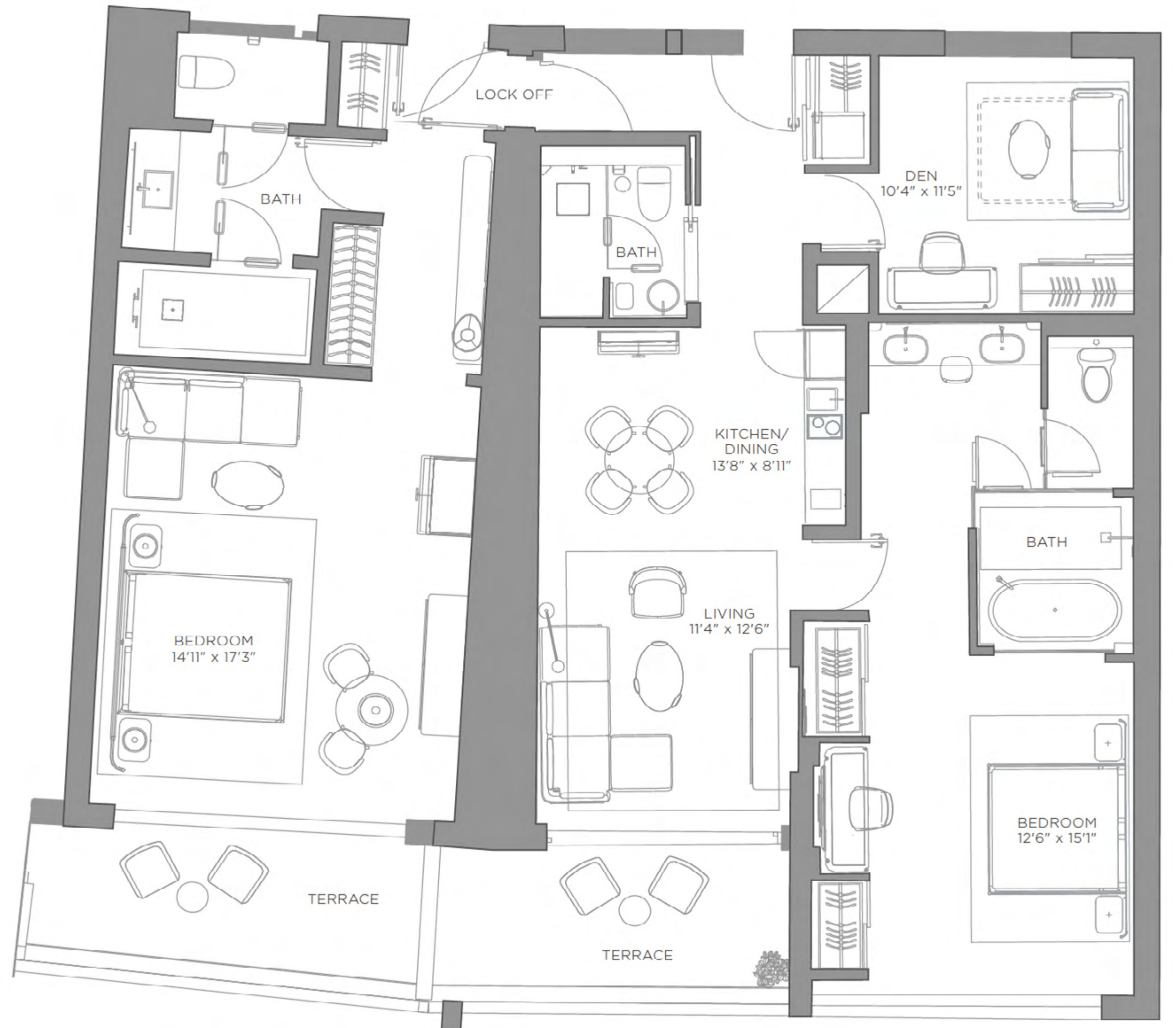
SANDPIPER (M4)  
FLOORS: 2



OSPREY (M5)  
FLOORS: 3



VIRIO (M6)  
FLOORS: 3



# COMPETITIVE PRICING

The five residential projects within luxury hotels that compete with The Setai, St. Maarten are comparable in room count, brand affiliation, source markets, and amenities.

However, The Setai, St. Maarten offers a more competitive price point, with sales prices lower than similar properties in the region.



THE SETAI, ST. MAARTEN  
\$1,450 per sq.ft.



FOUR SEASON ANGUILLA  
\$1,600 per sq.ft.



AUBERGE LOS CABOS  
\$1,750 per sq.ft.



KIMPTON SEAFIRE  
\$1,850 per sq.ft.



WALDORF COSTA RICA  
\$1,900 per sq.ft.



GOLDWYNN BAHAMAS  
\$1,900 per sq.ft.

# ELEVATING THE LUXURY LANDSCAPE

## OPERATING COMPETITIVE SET (ADR)

The Setai, St. Maarten is on track to achieve ADR in line with the following five star resorts in the Caribbean.



COMPETITIVE SET  
2024 ADR: \$1,908  
2025 YTD ADR: \$2,368

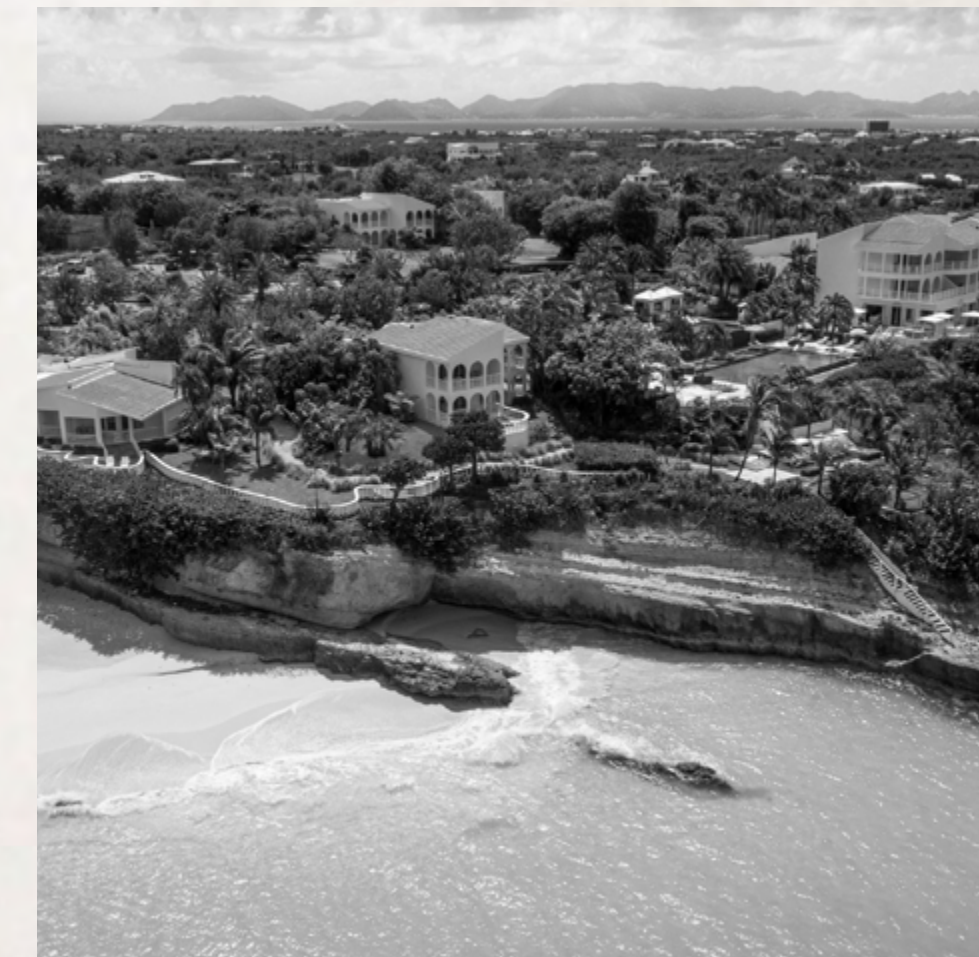
THE SETAI, ST. MAARTEN  
Stabilized ADR: \$1,696



WYMARA RESORT & VILLAS  
Turks & Caicos  
102 Keys



FOUR SEASONS  
Anguilla  
181 Keys



MALLIOUHANA  
Anguilla  
63 Keys



CAP JULUCA  
Anguilla  
113 Keys



LA SAMANNA  
Saint Martin  
84 Keys



SANDY LANE HOTEL  
St. James, Barbados  
114 Keys

# OWNERSHIP OPPORTUNITIES

## TYPICAL DEPOSIT STRUCTURE

Purchase		Income	
Building	M5	Annual Gross Rent	\$342,210
Unit	204	Owner's Usage	2 Months
Purchase Price	\$1,619,900	Average Daily Rate	\$2,200
Closing Costs	\$76,245	Average Occupancy	51%
		Booking Fee	\$51,332
		50% Profit Split	\$145,439
Recurring Annual Expenses (1st Year)		Sell	
HOA	\$26,738	Annual Value Appreciation	2%
Facility Fee	\$1,981	Holding Length	8 Years
Utilities	\$2,971		
Reserve Fund	\$17,111		

For the 8 Years Invested	
IRR	7.06%
Total Profit When Sold	\$254,422
Cash on Cash Return	37%
Total Rental Income	\$632,983

First Year Income and Expenses		
	Monthly	Annual
Income	\$12,120	\$145,439
HOA	\$2,228	\$26,738
Facility Fee	\$165	\$1,981
Utilities	\$248	\$2,971
Reserve Fund	\$1,426	\$17,111
NOI	\$8,053	\$96,640
Fixed Return	0%	0%
Effective Return	\$8,053	\$96,640

## 90% DEPOSIT STRUCTURE

Purchase		Income	
Building	M5	Annual Gross Rent	\$375,870
Unit	204	Owner's Usage	1 Month
Purchase Price	\$1,619,900	Average Daily Rate	\$2,200
Closing Costs	\$76,245	Average Occupancy	51%
		Booking Fee	\$56,381
		50% Profit Split	\$159,745
Recurring Annual Expenses (1st Year)		Sell	
HOA	\$26,738	Annual Value Appreciation	2%
Facility Fee	\$1,981	Holding Length	8 Years
Utilities	\$2,971		
Reserve Fund	\$18,794		

For the 8 Years Invested	
IRR	9.08%
Total Profit When Sold	\$254,422
Cash on Cash Return	61%
Total Rental Income	\$1,027,924

First Year Income and Expenses		
	Monthly	Annual
Income	\$13,312	\$159,745
HOA	\$2,228	\$26,738
Facility Fee	\$165	\$1,981
Utilities	\$248	\$2,971
Reserve Fund	\$1,566	\$18,794
NOI	\$9,105	\$109,262
Fixed Return	0%	0%
Effective Return	\$9,105	\$109,262

# SEAMLESS OWNERSHIP

## MANAGED BY LEADING HOTELS OF THE WORLD

The luxury residences at The Setai, St. Maarten are serviced by the same hospitality team that runs the hotel, ensuring consistent standards across private residences and guest suites. All housekeeping, repairs, utilities, and security are handled on-site.

Residences are treated as part of the operating inventory, with back-end systems in place to monitor usage, revenue, and maintenance. The result is a functioning asset that doesn't need outside administration.

## A TURNKEY EXPERIENCE

Every residence is delivered turnkey, down to the furniture and lighting.



# YOUR VISION, REALIZED

From its stone walkways to its rooflines, The Setai, St. Maarten stays light on the land. The buildings sit low, the materials come from local sources, and the island's pace sets the rhythm.

The spa spans 30,000 square feet. The dock is private. The atmosphere is quiet. The result is a property that doesn't ask much from you, but offers quite a bit in return. To find your perfect oceanfront residence, contact our sales team today.



# CONTACT US



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ST. MAARTEN

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