

US OPEN OF SURFING 2026 · HUNTINGTON BEACH, CALIFORNIA

HAGAL

punta mango

A new wave of coastal hospitality.

PUNTA MANGO · SURF CITY 2 · EL SALVADOR

THE SOUL OF HAGAL

The wave that started it all.

At the origin of HaGal there is a wave — the one you wait for patiently, the one that arrives at the exact moment and makes everything else disappear. HaGal is an experiential luxury boutique hotel built to protect that instant: surf, wellness, gastronomy and rituals in one stay, on the beachfront of one of the world's most celebrated surf reserves.

“We believe in luxury that is felt, not flaunted.”

- Founding manifesto · hagalhotel.com





THE PROJECT AT A GLANCE



An experiential luxury boutique hotel, first of its kind on El Salvador's eastern coast.

60 m

of direct beach frontage

52+

rooms in the main phase

4,839 m²

total integrated site

Q4 2028

projected opening

Lifestyle / surf-wellness development within the Surf City 2 corridor • conceptual images, final design may vary.



A country betting on its eastern coast.



Surf City 2 — the eastern corridor

El Salvador's eastern coast is a national priority for tourism and connectivity: coastal highway, beach security and a country-level commitment to developing the east.



A crown jewel of the surf route

Surf City ranks Punta Mango's wave with five stars for world-class quality — one of the flagship spots of the country's eastern surf route.



Tourism taking off

El Salvador projects 4.25 million visitors in 2026 and features among Bloomberg's highlighted destinations, with sustained growth in coastal rates and occupancy.



Connectivity 2028

The Pacific International Airport (La Unión), projected to open in 2028, will bring the east closer to the world — just in time for HaGal's opening.

4.25M

Visitors projected in 2026

2028

Pacific International Airport,
La Unión

Sources: surfcity.org · hagalhotel.com

THE WAVE • PUNTA MANGO

Probably the second-best wave in the country, and a top-10 wave worldwide.

- World-class right-hand point, rated ★★★★★ for wave quality by Surf City.
- Powerful, demanding break over rock bottom — a true surfer's wave.
- Remote and uncrowded: difficult access has kept it pristine and exclusive.
- Breaking steps away from HaGal's direct beach frontage.

Source: surfcity.org/spots/punta-mango





A protected wave: Punta Mango sits inside El Salvador's only World Surfing Reserve.

13th

World Surfing Reserve
on the planet, designated
by Save The Waves

19 km

of wild, biologically
diverse coastline
under stewardship

12

waves protected —
including Punta Mango
and Las Flores

2024

dedicated November
16, 2024 (approved
December 2023)

The reserve holds the country's largest area of intact coastal tropical dry forest — an endangered ecosystem — and has been a Key Biodiversity Area since 2007. The designation exists to balance development pressure with conservation, ensuring surf tourism benefits local communities while protecting the waves that make the destination valuable.

Source: savethewaves.org/es/orientesalvaje

A destination the world already discovered, before the coast could serve it.

The eastern coastline today

- A wave already famous among traveling surfers worldwide
- Only surf camps and basic resort-style lodging
- Difficult access; no luxury hospitality anywhere on this stretch of coast
- No beach club, wellness, or destination gastronomy offer

What HaGal brings, first of its kind

- Experiential luxury boutique hotel with 52–100+ rooms by phases
- Beach club, restaurants, pools, spa, surf center and school
- The scale and amenities international operators require
- Aligned with the Surf City 2 macro project and the Oriente Salvaje reserve



Nothing here is an extra.

One reservation opens the complete experience — there is no menu of options.

Direct beachfront



60 m of frontage — open your eyes and the first thing you see is the ocean.

Design with soul



Architecture woven into Punta Mango's volcanic landscape: beach, hillside, cliffs.

Gastronomy & beach club



Restaurants, bar, pools, roof lounge and social areas, with the sea as the only schedule.

Surf center & school



Sunrise lessons on a world-class wave, local guides, the surf economy at the core.

Wellness & rituals



Ocean-view yoga and pilates, sound healing, spa and local rituals — part of the stay.

Slow rhythm



The luxury of time standing still: eating unhurried, walking barefoot, being present.



Coherent scale, on the beachfront — built with discipline.

PHASE 1

USD \$5–7M

- 52 rooms — core hotel operation
- Beachfront main hotel
- Beach club, restaurants and pools
- Surf center and surf school

PHASE 2

USD \$4–6M

- Expansion toward 100+ rooms
- Villas and complementary components
- Wellness, spa and roof lounge
- Coworking, events and select groups

USD \$9–13M total estimated investment · 4,839 m² integrated site · one continuous beachfront polygon with the critical mass international hotel operators require

An opportunity already structured.

22%

project IRR

25.1%

equity IRR

2.16x

DSCR vs. 1.3x bank
covenant

\$9–13M

USD, total estimated
investment

Current status: *private beachfront lots acquired · concept and master vision · Colliers International market analysis and financial projections (May 2026) · positive financing signal from BANDESAL · preliminary conversations with international hotel operators.*

In this phase, participation tickets — each with its defined return on investment — are being finalized.

Contact with interested investors will be made directly, very soon.

Source: *Colliers International, Market Intelligence & Advisory, May 2026. Preliminary figures subject to final scope, permits, operator and design.*

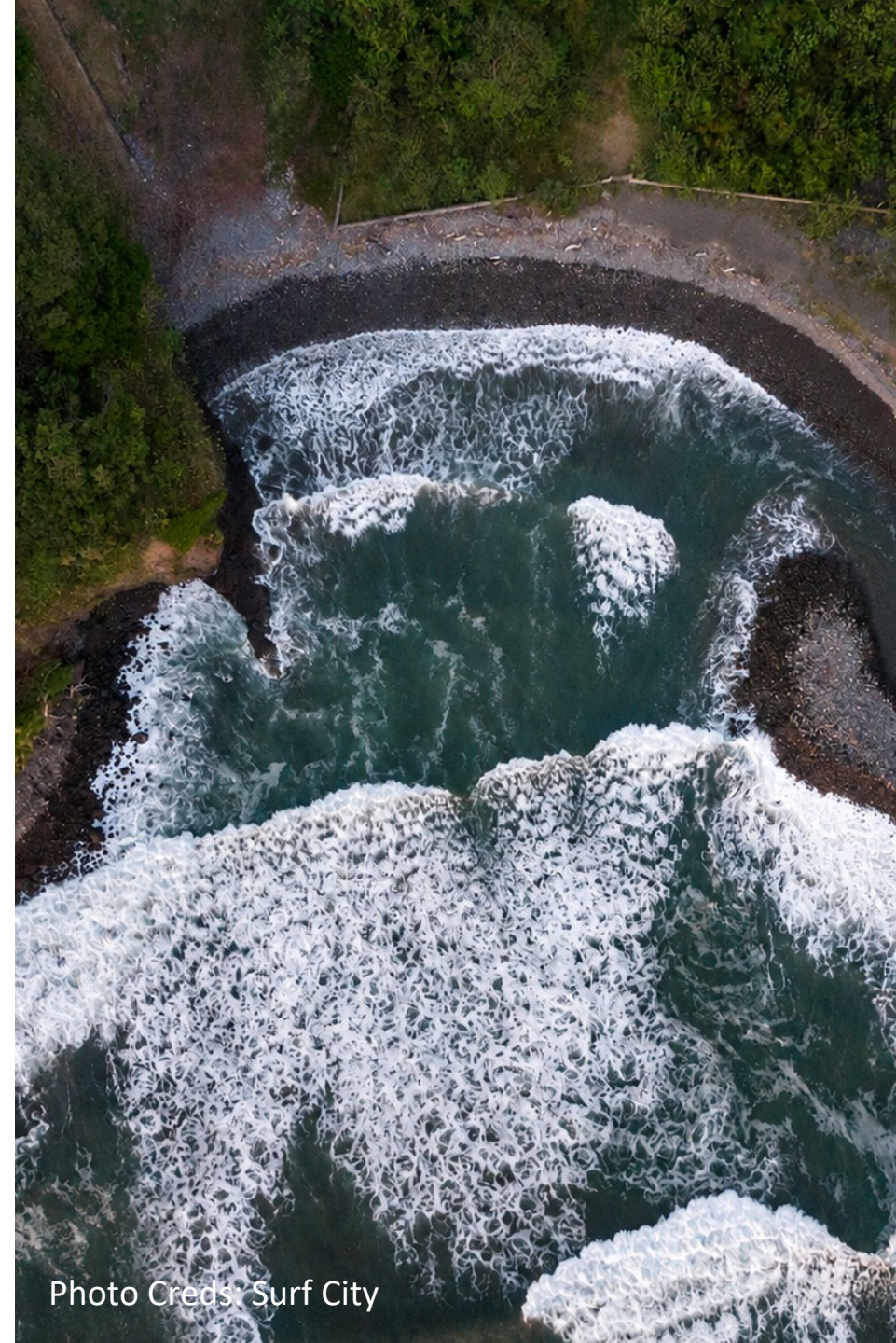


Photo Credits: Surf City



Growth that gives back to eastern El Salvador.

45–80

direct formal jobs in the
52-room phase

100–160

jobs in the expanded
100+ room model

100s

of temporary construction
jobs and local supplier linkages

Aligned with the macro picture

- Surf City 2: public investment in connectivity, beach security and tourism for the eastern corridor
- Oriente Salvaje: conservation-first development inside a World Surfing Reserve
- HaGal: the private hospitality piece this coastline is missing — completing the ecosystem, not competing with it

Local surf economy — guides, instructors, gastronomy and crafts — embedded in the operation from day one.



The question is no longer whether Punta Mango has potential.

The question is how to give it the right scale.

Let's talk about the wave.

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