

# Hotels

## Strategy

Our strategy is to acquire either freehold or long lasting leasehold interests in under-valued and under-performing hotels primarily in key strategic locations outside London, where opportunities exist to rebrand and/or reposition hotels to generate strong annual cash yields and uplift future capital value.

Our partners have a proven track record in originating and completing hotel acquisitions in the UK and will provide a comprehensive service to include deal origination, the provision of debt finance and post-acquisition, asset managing the hotels. The hotels typically benefit from a franchise agreement with a branded hotel chain, for example Holiday Inn, and are run day-to-day by local staff overseen by an experienced hotel management company.

## Security

A hotel partnership acquires the freehold (or long leasehold) interest in each hotel with full title at the Land Registry. Freehold or long leasehold assets underpin the security of capital afforded by this trade.

## Case study

### Holiday Inn Express Folkestone, Kent, England

Date acquired 2015

The 100 bedroom hotel is situated in a prime location in Folkestone. The purpose built hotel is strategically positioned to capture business from major international transport hubs.

Having acquired the hotel in 2015, we invested in renovations and refurbishments to enhance the quality of the property in line with IHG's brand guidelines. Further improvements included renovating the 72-cover bar and restaurant to upgrading fire safety and cavity wall insulation.

We successfully upgraded the service offering and improved trade disposing of the asset in 2024 with the partnership seeing an IRR of 13.54%.



## Important Information

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