

CASE STUDY

HOTEL + LEISURE



ROYAL HOTEL, CREWE

PROJECT SUMMARY

Marketing and Disposal of the Royal Hotel, Crewe.

TEAM

Hotel + Leisure Team,
Manchester

LOCATION

Royal Hotel, Nantwich Road,
Crewe, Cheshire, CW2 6AG

CLIENT

Property Capital PLC

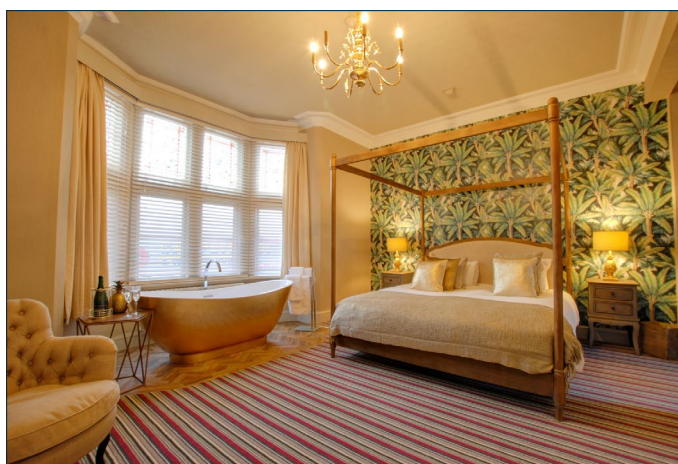
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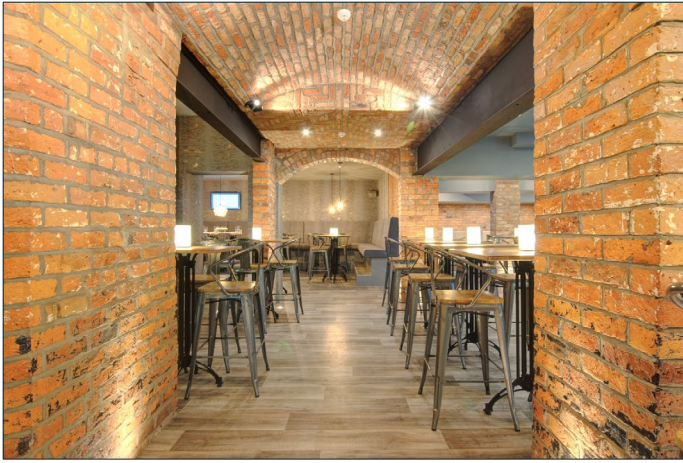
May 2022

SUBHEADER

Marketing and disposal of the Royal Hotel in Crewe, an established 36-bedroom hotel, bar and function venue which is situated a short walk from Crewe Railway Station.

Set on Nantwich Road, the Royal Hotel occupies a three-storey end of terrace Victorian property. The building is classed as locally listed and heritage asset for the town.





“We are absolutely delighted to take control of the Royal Hotel in Crewe. It’s a fantastic historic hotel in an amazing location for visitors and businesses alike. We are excited to expand our work in the town and continue to play a crucial role in the development of this hotel. The Royal Hotel will be an excellent addition to our current portfolio. Brilliant Hotels also own and operate hotels in Manchester, Cheltenham, Sheffield and Rochdale with two more hotels set to open in Stoke on Trent in June 2022.”

Anoob Saban, Managing Director of Brilliant Hotels and Director of Crewe Hotels Limited

WHY G+S

We are recognised as one of the leaders in this field across the UK. We work across a range of business types and sectors, but have particular expertise in the Hotel, Licensed and Leisure sector. As a result, we are retained by many of the UK’s leading hospitality and leisure groups to manage the sales and disposal of their business portfolios.

We add value every step of the way – whether it’s using our negotiating skills to get the best possible deal, or looking for opportunities to maximise the value of your assets through strategic enhancements.

APPROACH

The Team carried out a full and open marketing campaign and specifically targeted experienced hotel owners, operators, and investors.

SERVICES PROVIDED

The Manchester Hotel + Leisure Team introduced and negotiated the sale of the hotel by way of an asset sale of a going concern business to a national multiple hotel operator.

ADDED VALUE

In addition to the marketing and sale of the hotel, Graham + Sibbald also carried out a building survey on behalf of the client.

The strategic acquisition for the buyers is an excellent opportunity to develop the business given the importance of Crewe as a developing hub location including the proposed town centre regeneration and massive investment into the area.



Key contacts:



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