

CASE STUDY

HOTEL + LEISURE



LAWTON & LAURISTON COURT HOTEL, LLANDUDNO

PROJECT SUMMARY

Marketing and disposal sale of three terraced house hotel, The Lawton & Lauriston Court Hotel in Llandudno, North Wales.

TEAM

Hotel + Leisure Team Manchester

LOCATION

Lawton & Lauriston Court Hotel,
11 North Parade, Llandudno,
North Wales, LL30 2LP

CLIENT

Lauriston Court Hotel Limited

DATES

October 2023

SUBHEADER

Graham + Sibbald were instructed to market the long leasehold interest in the Lawton & Lauriston Court Hotel in Llandudno by way of a share sale transaction.

The Lawton & Lauriston Court Hotel is situated in a prominent location close to the famous pier, overlooking Llandudno Bay. Llandudno is one of North Wales premier leisure destinations with a vibrant mix of tourist attractions, leisure activities, retailers and restaurants. The Victorian seafront hotel was formed from three terraced properties which were amalgamated to create an impressive and well-presented 35 bedroom character hotel.





The purchaser commented:

“Four Saints Hotels are proud to add the impressive Lawton and Lauriston Court Hotel to its portfolio. This elegant, top-end establishment will offer unforgettable experiences to our guests.

We offer our heartfelt thanks to all the involved parties for their dedication and collaboration in making acquisition happen. Together with the team at the hotel, we are setting new heights for Four Saints Hotels and looking forward to the future.”

Dr Shoukry Rozek, Purchaser and Director of Four Saint Hotels (New Owner)

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

Our Hotel + Leisure team provided strategic marketing advice and in turn carried out a full open marketing campaign which specifically targeted credible, experienced regional hotel owners and operators.

SERVICES PROVIDED

The prominently located full service resort hotel, comprised of 25 individual bedrooms and situated in a prominent trading location overlooking Llandudno Bay. The successful and profitable business was sold to a regional multiple operator off a guide asking price of £2 million.

ADDED VALUE

The business had previously been marketing by one of our competitors, our team used their regional knowledge to find the right buyer and in turn negotiated a sale and managed the transaction through to completion for our client.

Key contacts:



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