
UK & EUROPEAN
PROPERTY SERVICES

HOTELS

ACCOR HOTELS
ALBION VENTURES
ALIX PARTNERS
AVIVA
BANK HAPOALIM
BARCLAYS
BATTERSEA POWER STATION
BRIDGES VENTURES
DELANCEY
DEUTSCHE BANK
FAIRVIEW HOTELS
HSBC
JP MORGAN
KPMG
LAND SECURITIES
LLOYDS
LONDON AND REGIONAL
M&G REAL ESTATE
MARATHON ASSET MANAGEMENT
MERIDIAN LEISURE
MOORFIELD
MOUNTAIN CAPITAL
NILVIP HOTELS
PARAGON HOTELS
PARK PLAZA
PRECIS HOLDINGS
QUEENSWAY GROUP
QUINTAIN
ROYAL BANK OF SCOTLAND
SANTANDER
ST GEORGE
STARWOOD CAPITAL
TERRA FIRMA
THEN HOTELS
TOPLAND
TRITAX ASSET MANAGEMENT
WESTMONT
Z HOTELS

AN INTRODUCTION

From branded and independent, to boutique and country house hotels, we have the specialist knowledge to help you optimise your property and business goals. This exciting and diverse specialist sector requires more than an understanding of the operational or capital markets in isolation and our holistic approach allows us to provide leading advice.

Knight Frank has a dedicated hotel division that is an acknowledged market leader in this specialist sector providing its clients with access to national and international capital flows through the firm's global network.

Knight Frank operates throughout Europe, the Middle East, Malaysia, North America, Australia and India. Our hotel expertise includes:

- Franchised hotels
- Golf clubs and resorts
- Hotel development sites
- Hotel portfolios
- Independent private hotels
- Leased hotel investments
- Managed hotel investments
- Serviced apartments



Julian Evans
Head of Hotels & Healthcare

"We pride ourselves on discretion and the level of professional advice that we consider unrivalled in the hotel sector. With our global network, we are able to provide our clients with access to investors wherever located to ensure optimum values are achieved."

CAPITAL MARKETS, AGENCY & DEVELOPMENT

Knight Frank's hotel agents act on behalf of private hoteliers, banks, funds, institutions, landlords and major hotel groups on the acquisition and disposal of all categories of hotel and leisure property throughout the UK.

Our specialist sector team is a market leader in the sale of operational and fixed income hotels as well as development sites. Year on year the team advises on in excess of £1 billion of transactions. Our insight into hotel market trends and performance allows us to structure deals for landlords and investors, which has enabled us to achieve an impressive track record and to grow and enhance our database, giving our clients access to acquisitive funds and investors.

With our extensive knowledge of the market, we can offer our clients a discreet acquisition service that can target hotel investment and subsequently enhance or consolidate existing portfolios.

Through our national network of 74 offices, we are able to identify and source hotel opportunities within mixed use schemes, sites with development potential and sites with permission for stand-alone hotel developments. We also act on the acquisition and disposal of C1 consented hotel and serviced apartment developments.

One Blackfriars Hotel

Client St George

Instruction Forward sale of c.150 bedroom hotel as part of a mixed use scheme for £48 million.





VALUATIONS & CONSULTANCY

The team offers a complete property advisory service to the hotel sector. Our market coverage ranges from single properties to large international portfolios, working directly for investors, operators and major banks. We are also panel valuers for all major UK lending institutions and European banks.

The professional team provides expert advice in the following areas:

- ◆ Loan book due diligence support
- ◆ Hotel portfolio valuations
- ◆ Corporate asset valuations
- ◆ Fixed and variable income
- ◆ Strategic consultancy
- ◆ Development appraisals
- ◆ Expert witness services
- ◆ Feasibility studies
- ◆ Hotel asset management
- ◆ Landlord and tenant services
- ◆ Management contract and lease negotiations
- ◆ Planning advice
- ◆ Operator selection
- ◆ Rating

Our fully integrated research team function ensures that our clients receive the most up to date and accurate industry information. We are panel valuers for all major UK lending institutions and European banks.

Hilton London Wembley

Client Quintain

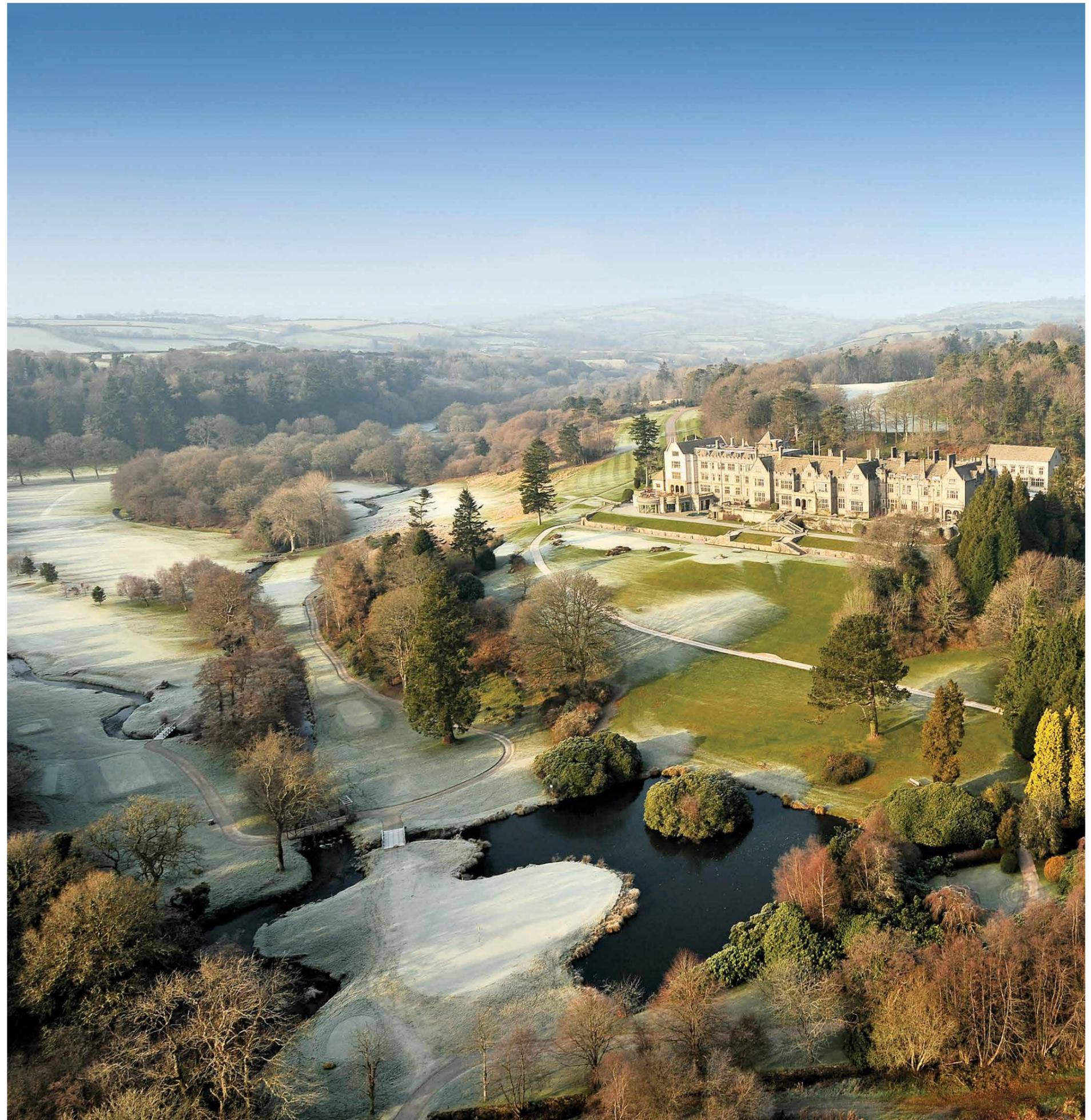
Instruction Valuation of a 360 bedroom upscale hotel for internal accounting purposes.

CORPORATE AND PORTFOLIO CONSULTANCY

Knight Frank's hotel brokerage and consultancy team provides the sector with an advisory service that adds value to leading worldwide and UK hotel operators, funds and lenders. We offer an unrivalled hotel and international investor and purchaser database.

We comprehensively understand our clients businesses and are able to use that intelligence to identify assets that complement their existing portfolio through strategic acquisition and/or disposal. We understand how to identify and enhance value.

We also provide advice to clients on value enhancing redevelopment. Likewise, we have a proven track record of creating value through designing new operational structures, ie. sale and lease back, sale and management.



Bovey Castle

Client Delancy

Instruction Private sale.



RESEARCH

We provide specific strategic research on the hotel industry that is published and circulated to our clients in the various sectors in which they operate including owners, developers, investors, operators, financial and corporate institutions.

Knight Frank's Hotel research covers the full spectrum of C1 hotel assets and serviced apartments. With regular reports being published throughout the year we are considered to be market leaders in producing relevant publications. Our advice includes;

- ◆ Opinion on alternative use development and market impact
- ◆ Hotel sector performance benchmarking
- ◆ Hotel appraisals across the industry
- ◆ National and international market analysis
- ◆ Performance trends across the UK and Europe
- ◆ UK market forecasting

Utilising the resources of our commercial and residential division's research teams and our specialist advisors in the hotel team, we are able to provide hotel relevant research and our opinion of how domestic and international economic fluctuations are likely to affect this sector of the market. We are therefore able to provide market data and analysis to our client's specific requirements.

Our expertise covers all sectors, in all locations, at every stage of development.



Bulgari Hotel

Client Private

Instruction Valuation and consultancy advice.



HOTEL DEVELOPMENT

Hotels are regularly incorporated within mixed use schemes and our reputation as a leading residential and commercial agent ensures we are the sought after advisor in of this exciting area of development.

On new build and mixed use sites the incorporation of an alternative use may generally, although not always, offer better value per square metre to the developer, but an employment generating hotel use is generally preferred by local authorities and can potentially be used by the developer for planning gain in other more profitable sectors.

Our experienced team can offer:

- ◆ Alternative use studies
- ◆ Building consultancy
- ◆ Development appraisals
- ◆ Feasibility studies
- ◆ Lease negotiation
- ◆ Management contract negotiation
- ◆ Operator selection
- ◆ Planning advice
- ◆ Project management

We provide development advice that helps our clients gain the necessary insight into optimising the hotel scheme, ensuring the correct hotel scheme is implemented and enhances the value of the whole scheme or individual asset.

Hotel development at Battersea Power Station

Client Battersea Power Station

Instruction Hotel development, operator selection and valuation advice.

PROPERTY ASSET MANAGEMENT

Property management is critical when maintaining and improving hotel asset values.

We act for clients including private funds, private hoteliers and off shore investors. We have invested in technology and systems that provide our clients and hotel owners with a service line that enhances the day to day operation of their properties, maintaining and improving turnover to ensure their value is protected and grown.

Knight Frank provides a property management service capable of supporting hotel portfolios and privately owned assets.

Pembridge Palace Hotel

Client Lum Chang Holdings PLC

Instruction Asset management as part of the portfolio.





SAVILL COURT
Sold: Q2 2014
Guide price: £25 million



HOXTON HOTEL
Sold: Q2 2012
Guide price: £70 million



**HOLIDAY INN EXPRESS
LONDON CROYDON**
Sold: Q3 2014
Guide price: £13 million



MECURE CARDIFF CENTRE
Sold: Q3 2014
Guide price: £3.5 million



**RAMADA BIRMINGHAM
SUTTON COLDFIELD**
Sold: Q3 2014
Guide price: £6.5 million

OUR PEOPLE

Our core team of UK based specialists, headquartered in central London, cover the entire hotel spectrum. Offering the full breadth of services from sales and acquisitions to valuations and development.

We offer our clients a full range of services.

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YOUR GLOBAL PROPERTY PARTNER

The four ingredients which set Knight Frank apart are our independence, our global network, and our commercial and residential platforms.

Through our US alliance with Newmark Grubb Knight Frank we have grown to a group of over 12,000 property professionals, in more than 370 offices in 55 countries. Being a partnership allows us to put our clients first, we focus on giving them

the best advice and putting long term relationships before short term wins. Trust and integrity are everything.

Working with private individuals, developers, investors, banks, corporate occupiers and public sector bodies we provide a range of agency, investment and professional consultancy services which are supported by our dedicated market research teams.

The combination of our people,

research and technology has helped us grow our enviable track record and that's why clients come back to us for their personal and professional property requirements.

OUR SERVICES

- ◆ Agency
- ◆ Building Consultancy
- ◆ Business Rates
- ◆ Capital Markets
- ◆ Development Consultancy
- ◆ Facilities Management
- ◆ Global Corporate Services
- ◆ Lease Advisory
- ◆ Planning
- ◆ Project Management
- ◆ Property Asset Management
- ◆ Restructuring & Recovery
- ◆ Sustainability & Energy Consultancy
- ◆ Tenant Representation
- ◆ Valuations
- ◆ Workplace Consultancy

OUR AREAS OF EXPERTISE

- ◆ Automotive Property
- ◆ Healthcare
- ◆ Hotels
- ◆ Logistics & Industrial
- ◆ Offices
- ◆ Public Sector
- ◆ Residential
- ◆ Retail & Leisure
- ◆ Rural & Agricultural
- ◆ Student Property



THE **COMBINATION**
OF OUR **PEOPLE, RESEARCH AND TECHNOLOGY**
HAS HELPED US **GROW** OUR ENVIABLE
TRACK RECORD

AFRICA

Botswana
Kenya
Malawi
Nigeria
South Africa
Tanzania
Uganda
Zambia
Zimbabwe

AMERICAS

Argentina
Brazil
Canada
The Caribbean
Chile
Colombia
Mexico
Peru
USA

ASIA PACIFIC

Cambodia
China
Hong Kong
India
Indonesia
Japan
Malaysia
Singapore
South Korea
Taiwan
Thailand
Australia
New Zealand

EUROPE

Austria
Belgium
Czech Republic
France
Germany
Ireland
Italy
Monaco
Netherlands
Poland
Portugal
Romania
Russia
Spain
Switzerland
United Kingdom

MIDDLE EAST

Abu Dhabi
Dubai

