THE TOURISM COMPANY

B&NES Council

VISITOR ACCOMMODATION STUDY

APPENDICES

December 2009

APPENDIX 1
HOTEL AND OTHER ACCOMMODATION TRENDS

Whilst the advent of the Credit Crunch is making it more difficult for hotel developers to secure finance for hotel development, development activity appears to be continuing albeit at a slower rate and with more aversion to what might be perceived as higher risk or unproven locations. Despite the current slow down, there are some notable development trends in the sector that seem likely to continue over the foreseeable future.

The budget or limited service hotel sector continues to see the fastest rate of expansion in the UK, with a continuing trend towards differentiation in the sector. There are now 5 visible tiers of budget provision, ranging from hostels (St Christopher Inns, Globetrotter Inns, Euro Hostels and Smart City Hostels) and economy brands (Formule 1, Metro Inns, Easyhotel and Etap), to budget brands like Travelodge, Premier Inn and Days Inn and 'upper-tier' budget brands such as Holiday Inn Express, Ramada Encore and Hampton by Hilton. At the upper end of the spectrum, 'budget boutiques' that combine high design with limited service, such as Big Sleep, Yotel, Nite Nite, Hoxton Urban Lodges and Citizen M are starting to develop.

Other key trends are the continued development of boutique hotels, through the expansion of small boutique hotel chains, individual boutique hotel projects and the introduction of boutique hotel brands by the major hotel chains, and the development of suite hotels and serviced apartments.

The active players to watch in terms of new hotel development include:

- The main **budget/ upper-tier budget** brands (Premier Inn, Travelodge and Express by Holiday Inn), which continue their aggressive expansion plans across the UK. Whitbread plans to expand Premier Inn by 50% over the next 5 years, with plans for at least 100 more hotels by 2013. Travelodge intends to treble the size of its estate by 2020, targeting a 10% share of the UK hotel market. The company opened 38 new hotels in 2008 alone. Intercontinental Hotels Group (IHG) continues to expand its Holiday Inn Express brand in the UK through development deals with a number of UK franchisees, with hotels opening in Banbury, Burnley, Ayr, Dundee, Lincoln, Epsom and Kent International Airport in 2008. Pub and restaurant operator Mitchells & Butlers sold its portfolio of Holiday Inn Express hotels to Premier Inn in 2008 however.

- The expansion of **new upper-tier budget** brands such as Ramada Encore and Hampton by Hilton. BDL Management launched a new hotel group (Ramcore Hotels) in 2006 to develop around 40 Ramada Encore hotels in the UK over the next 7 years. Hilton Hotels Corporation has signed deals with three UK franchisees (HLH Property, Shiva Hotels and Somerston Hotels) to develop up to 70 Hampton by Hilton and Hilton Garden Inn hotels in the UK. The first UK Hampton by Hilton hotel opened in Corby, Northamptonshire in March 2009. The Purplehotels upper-tier budget brand ceased to exist in 2008 following the piecemeal sale of the hotels by the administrators of The Real Hotel Company. The Tulip Inn upper-tier budget hotel brand disappeared from the UK in 2007 following Premier Inn's acquisition of the UK Tulip Inn hotels.

- New entrants to the budget sector include: Easyhotel (part of the Easyjet Group), which opened its first in London in 2005; French hotel group Accor's Etap budget brand, which opened its first UK hotel in Birmingham in 2006 and has opened 14 hotels in the UK in 2007 and 2008; the Yotel budget boutique brand that is looking for sites in the UK; the new micro budget boutique concept Nite Nite which opened its first hotel in Birmingham in 2006; the Big Sleep budget boutique brand now with hotels in Cardiff, Cheltenham and Eastbourne; Hoxton Urban Lodges that opened its first hotel in London in 2006 and has a second hotel currently under construction in Edinburgh; and Sleeperz which is working with Network Rail to develop budget hotels at city centre rail stations. The Dutch budget boutique operator CitizenM has plans to open its first UK hotel in Glasgow in 2009. Rezidor has announced that it is planning to introduce a new 'colourful' budget hotel brand into the UK.

- The UK **boutique hotel** sector continues to develop, with further expansion by Apex, ABode, Bespoke and Hotel du Vin; the development of new boutique hotel companies including Mourhotel and Silks Hotels, and the development of one-off boutique hotels by independent hoteliers. Abode is launching a second boutique brand, Baby ABode in 2009. Major hotel chains also have plans to introduce boutique hotel products into the UK:

  - InterContinental Hotels Group (IHG) opened its first UK Hotel Indigo boutique hotel in London-Paddington in June 2009;
  - Starwood Hotels & resorts will open its first W boutique hotel in the UK in London in 2010;
  - Accor is considering introducing its 'So' boutique-style brand into the UK;
  - Hilton has plans to launch its Denizen boutique brand in the UK.
  - Rezidor opens its first Missoni 'lifestyle' hotel in Edinburgh in 2009 and will open its first UK art'otel in London in 2012.

- The newly established boutique hotel chain Mourhotel is aiming to sign up 12-15 hotel sites in the next 6 months as the first phase of its development. It opened its first hotel in Nottingham in March 2009, through the conversion of the former Dakota hotel.

- A number of **4 star operators** are also active, including Hilton, Novotel, Crowne Plaza, Millennium & Copthorne, Marriott, City Inns, Ramada/ Ramada Plaza, Radisson SAS, Macdonald, Thistle and Park Plaza, all of which are seeking to expand their UK representation. There is also the possible development of US Wyndham Hotel Group's Wingate 4 star brand in the UK. Hilton Hotels Corporation launched its first Doubletree by Hilton hotel in the UK in April 2008 with the conversion of the Cambridge Garden House hotel in Cambridge. The US hotel operator Dolce Hotels has announced plans to expand into the UK in 2009, initially targeting London, Birmingham and Manchester. West Hotels, the new hospitality division of West Properties, has plans to develop 11 hotels in Manchester, Leeds and London over the next 7 years. Canadian hotel company, Sandman Hotels, has announced plans to open its first UK Sandman Signature hotel in Newcastle.

- At the luxury end of the market, United Arab Emirates-based Jumeirah Group is developing a 6 star hotel in Glasgow, due to open in 2011. The group already operates two 5 star hotels in London. European spa hotel operator Danubius Hotels will manage new spa hotels that are currently being developed in Bath and Buxton. Von Essen will open a new 5 star hotel at Battersea in London in 2009. Bulgari, the Italian jewellery fashion house is planning to open its first luxury hotel in Knightsbridge in London.

- There will be further openings in the **3 star market** from operators such as Holiday Inn, Jury's Inn, Village (part of the De Vere Group), Park Inn, Courtyard by Marriott and Future Inns. Marriott International has plans to develop a further 50 Courtyard by Marriott hotels in Europe, including the UK. Rezidor has 11 Park Inn hotels currently under development in the UK, including new openings in 2009 in Aberdeen, Manchester, Preston, Rotherham, and Southend-on-Sea. Aston Hotels is a newly established 3 star operator that is looking to expand across the UK. Entrepreneur Duncan Bannatyne has opened a new hotel in Durham as the first of 5 planned Bannatyne Hotels. Hilton Hotels Corporation has ambitious plans to establish its mid-market Hilton Garden Inn brand in the UK, with the first hotel opening in Luton in 2008.

- The **inn/ pub accommodation** sector is also set to expand as pub companies look for new revenue streams in the wake of the smoking ban and consumer slowdown. Marston's Inns and Taverns has unveiled plans to invest £50 million in expanding the accommodation offer in its managed pubs, including the development of 12 new pubs with bedroom blocks of 40 rooms. London-based Urban Inns has plans to increase its number of inn sites from 2 to 20 in the next 5 years. The Spirit Group has rebranded its pub accommodation units as Good Night Inns and announced plans in 2008 to add another 1,000 bedrooms to its pub estate. MWB, the owner of the Malmaison and Hotel du Vin launched its new Pub du Vin concept in Brighton in 2008. Plans for a roll out of the brand across the UK are now being considered. Young's announced plans in April 2008 for a £30 million hotel investment programme. Daniel Thwaites opened its first Lodge on the Park budget hotel at the Aztec West Business Park just outside Bristol in March 2008 and now has plans to roll out the brand across the UK. Merchant Inns announced plans at the end of 2007 for a £200 million investment in the development of a chain of 40-50 pubs with rooms in a category it describes as 'luxury budget' hotels. JD Wetherspoon has recently acquired a number of hotels in market towns that it is redeveloping as part of its Wetherlodges budget hotel chain.

- In terms of **country house hotel** development the main trend in recent years has been in terms of the acquisition and subsequent refurbishment and upgrading of established country house hotels by country house hotel chains such as Hand Picked and Von Essen. Hand Picked acquired 3 hotels from Bridgehouse Hotels in 2008, while Von Essen has recently purchased Callow Hall in Derbyshire and Hunstrete House, near Bath. There have also been some new country house hotel openings, including major luxury country house hotels, such as Elite Hotels' restoration and conversion of Luton Hoo, together with the development of a number of independently operated country house hotels.

- In terms of **golf hotel** development Q Hotels has invested over £20 million in the last 3 years in the refurbishment, expansion and development of two golf hotels that it acquired in North Lincolnshire and Telford and has invested in the expansion of some of its other golf hotels. Macdonald Hotels has opened new golf hotels in Shropshire and Cheshire. A number of independently operated golf hotels have also been developed, are under construction, or at an advanced stage of planning. These include hotels on established golf courses and the development of some entirely new golf resorts.

- **Leisure operators** look likely to continue to diversify into hotels, with for example the development of hotels at theme parks and visitor attractions (e.g. Alton Towers, Drayton Manor theme park and Chester Zoo), sports stadia (e.g. the Marriott at

Twickenham stadium and a possible hotel at The Oval cricket ground) and racecourses (e.g. the Marriott at Lingfield Park and proposals for a hotel at Wolverhampton racecourse).

- The **serviced apartment** sector is rapidly developing with the expansion of new serviced apartment operators The Chambers, Roomzzz, Base2Stay, BridgeStreet Worldwide and Club Quarters. Leeds-based Roomzzz has plans to open new serviced apartment complexes in York, Sheffield, Manchester and Newcastle. The UK is also starting to see the development of suite hotels. The first UK Staybridge Suites hotels opened in Liverpool in June 2008 and Newcastle in April 2009. Further hotels are planned in London, Glasgow, Birmingham and Farnborough. Other US suite hotel brands such as Country Inns & Suites, Residence Inn may also come to the UK. Accor is also planning to introduce its Adagio city aparthotel and Suitehotel brands into UK cities.

NEW LUXURY CAMPING CONCEPTS IN THE UK

Recent years have seen the emergence of a number of new luxury camping concepts in the UK. Key products that have emerged are discussed below.

- The first UK **camping pods** opened at the Eskdale Camping & Caravanning Club site in the Lake District in 2008. These are wooden tents made from locally sourced timber and insulated with sheep's wool. They have hard foam floors, French windows, wooden decking areas, heaters and electric lighting. Each pod sleeps 4 people. The Eskdale site has 10 pods priced at £38 per night. They have proved extremely popular during their first season and have even attracted demand during the winter. A second Camping and Caravanning Club site at Bellingham in Northumberland is now offering 4 camping pods in 2009. Newfoundland Leisure Lodges, the company that manufactured the pods for these sites reports huge interest in the concept, which looks likely to rapidly expand throughout the UK.

- **Feather Down Farms** (www.featherdown.co.uk) is a concept that has been operated in the UK since 2005 by the Feather Down Farm Days company as a seasonal luxury camping holiday option. Originally developed in Holland, the concept involves Feather Down Farm Days providing working farms with 5-10 fully equipped Feather Down tents for erection between Easter and October. The tents provide spacious, ready-to-use camping accommodation including beds, bedding, a toilet, wood-burning cooking stove, cool chest and cooking equipment. The farmer is responsible for providing a cold water supply to each tent and connection to a mains sewer or septic tank, together with the provision of a communal hot shower facility. Feather Down Farm Days runs a national marketing, advertising and PR campaign and provides a central booking system.

- Another concept that is starting to emerge in the UK is **ready-pitched luxury camps.** Shieling Holidays (www.shielingholidays.co.uk) on the Isle of Mull provides16 fully equipped Shieling cottage tents, which take their name from the summer cottages that Highland shepherds traditionally use. The tents are equipped with proper beds and fully equipped kitchens and have electricity and gas heaters. Some also have shower and toilet facilities. Forest Tented Lodges (www.tentedlodges.co.uk) in Pembrokeshire is a cluster of safari-style tents that come with en-suite showers.

- **Yurts,** based on the Mongolian yurt, are wooden frame, insulated circular tents that are usually furnished with beds, wood burning stoves and kitchen equipment. Cornish Yurt Holidays in Bodmin (www.yurtworks.co.uk) offers three fully equipped yurts for hire. All three yurts have wood-burning stoves and toilets. One also has a bathroom and another has a shower.

- **Tipi** sites offer a similar set up. Examples include Cornish Tipi Holidays at Wadebridge (www.cornish-tipi-holidays.co.uk); Tipi West at Cardigan Bay (www.tipiwest.co.uk); Eco Retreats in Powys, Wales (www.ecoretreats.co.uk) and Isle of Wight Tipi Holidays (www.tipi-holidays.co.uk).

- **Wooden wigwams** rented out at around 20 sites in Scotland and the North East of England are another alternative. Northumbria's Pot-Doodle-Do (www.northumbrianwigwams.co.uk) has 12 wooden wigwams sleeping 4/5 people. Each wigwam is fully insulated and has electric lighting and heating. Foam mattresses are provided. The site has a central shower and toilet block, kitchen for guests' use and licensed restaurant on site.

APPENDIX 2
BENCHMARKING REPORT

BATH HOTEL
STOCK COMPARISONS

Prepared for:
Bath & North East Somerset Council

June 2009

hotel solutions
the hotel development consultancy

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1. INTRODUCTION

The following report has been prepared for Bath & North Somerset Council as part of the Bath Hotel Study to compare hotel supply and development activity between Bath and other historic cities in England.

The comparator cities assessed are as follows:

- Bath
- Chester
- York
- Oxford
- Cambridge
- Exeter

The comparisons cover star-rated and branded hotels. We have also included 5 star guest accommodation businesses in the analysis. Non-inspected/ non-branded hotels have not been included.

In terms of geographic coverage the comparisons have included hotels in the city centre, edge of city centre and city outskirts in each destination. For the purposes of the comparisons hotels in surrounding rural areas have been excluded, although it is recognised that in some cases such hotels may be part of the overall competitive hotel supply for each city.

The report is based on desk research as follows:

- A review of visitor/ accommodation guides and websites for each comparator destination;
- A review of national hotel chain directories;
- Additional Internet searches;
- Telephone interviews with Tourism, Economic Development and Planning Officers in each destination.

The report provides information on the following:

- The current supply of hotels in each city;
- Changes in the hotel supply in each destination between 2000 and 2009 and more recently between 2005 and 2009;
- Planned hotel development projects in each city;
- Conclusions regarding possible hotel development opportunities and priorities for Bath.

2. CURRENT HOTEL SUPPLY

Appendix 2 provides a comparison of the current hotel supply in each comparator city by standard. Key observations from these comparisons are as follows:

- In terms of total hotel supply, Bath is broadly in line with Oxford, Cambridge and Exeter, but some way behind Chester, and in particular York.

- Bath has the most significant supply of 5 star hotel accommodation. Only Chester and Oxford also have 5 star hotels (one in each city), although a 5 star hotel is currently under construction in York city centre, due to open Spring 2010. Bath has two 5 star hotels.

- Bath has a lower supply of 4 star hotel bedrooms than any of the other comparator cities, particularly since the conversion of the Menzies Waterside to a Travelodge in 2008. Bath has significantly fewer 4 star hotel bedrooms than Chester, York, Oxford and Cambridge.

- Bath has a similar supply of 3 star hotel accommodation to Cambridge , a greater supply of 3 star bedrooms than Chester, Oxford and Exeter, but a much lower 3 star supply than York. York has significantly more 3 star hotel bedrooms than any of the other compartor cities. It also has a much more significant 2 star supply.

- Bath has by far the most significant supply of 5 star guest accommodation businesses. This type of accommodation has not so far developed in the other historic cities in the way that it has in Bath.

- Each of the cities has an Express by Holiday Inn upper-tier budget hotel. York is the only city to have seen the development of other upper-tier budget brands, with a Ramada Encore.

- Bath has the lowest supply of budget hotel accommodation of any of the comparator cities, although only marginally fewer budget hotel bedrooms than Exeter. It has a much lower budget hotel supply than Chester, York, Oxford and Cambridge. Bath's budget hotel supply increased significantly in 2008 with the rebranding of the Menzies Waterside as a Travelodge. Bath has not seen the development of new-build budget hotels in the way that the other cities have.

- Bath, Oxford and Cambridge each have a small serviced apartment operation.

- Bath has a similar hotel supply on its outskirts to Chester, York, Cambridge and Exeter and a more significant stock than Oxford. There are a number of country house hotels in the surrounding area that also trade in the Bath hotel market however. Hotels in Bradford-upon-Avon also compete in the Bath hotel market.

3. CHANGES IN HOTEL SUPPLY

Appendices 4 and 5 provide information on hotel development and supply growth in each of the comparator cities between 2000 and 2009. Appendix 3 provides detailed information on more recent changes in hotel supply in each city between 2005 and 2009 in terms of new hotel openings, major hotel extensions and the repositioning, rebranding and refurbishment of hotels. Key observations from these appendices are as follows:

- All 6 cities have seen an increase in hotel supply between 2000 and 2009.
- Bath has seen the lowest growth in hotel supply of any of the six cities both in terms of numbers of new hotel bedrooms and the percentage growth in total hotel supply.
- Oxford has seen the most significant increase in hotel supply, with a more than doubling of its hotel stock since 2000. Chester, York and Cambridge have also seen strong growth in hotel supply both in terms of new hotel openings and extensions to existing hotels.
- Key trends in hotel development in the cities since 2000 have been the emergence of budget and boutique hotels. Serviced apartment operations have also started to develop in some cities.
- Chester, York and Oxford have seen significant growth in budget hotel supply since 2000. Cambridge and Bath have also seen the development of budget hotel provision, which they did not have at all prior to 2000.
- Bath, Chester, York, Oxford and Cambridge have all seen the opening of Express by Holiday Inn upper-tier budget hotels and the Exeter Express by Holiday Inn has expanded. York has also seen the opening of a Ramada Encore upper-tier budget hotel.
- Boutique hotels have opened in all six cities over the past 9 years. York, Oxford, Cambridge and Exeter have attracted national boutique hotel chains including Hotel du Vin (York and Cambridge), Malmaison (Oxford), ABode (Exeter) and Alias (Exeter). Bath and Chester have only seen the opening of a small independent boutique hotel in each city although an ABode hotel will open in Chester in 2010 and plans are at an advanced stage for a Hotel du Vin in Chester.

- Purpose-built serviced apartment operations have opened in Bath, Oxford and Cambridge.

- At the 5 star level of the market, Bath has seen the expansion of one of its 5 star hotels and The Randolph in Oxford has upgraded to give the city its first 5 star hotel. 5 star hotels have not so far developed in York, Cambridge or Exeter, although there are proposals for two 5 star/luxury hotels in York.

- Chester, York, Oxford and Exeter have seen an increase in 4 star hotel supply primarily through the upgrading and/or expansion of existing hotels. Oxford is the only city that has seen the opening of a new 4 star hotel (the Oxford Spires Four Pillars). Bath lost a third of its 4 star supply in 2008 with the rebranding of the Menzies Waterside as a Travelodge budget hotel. It is the only city to have seen a fall in 4 star hotel supply.

- The 3 star hotel supply has increased in Oxford, York and Exeter, with the opening of a Holiday Inn in Oxford, a Jury's Inn in Exeter and an independent 3 star hotel in York. The 3 star hotel supply has reduced in Chester with the upgrading of a large 3 star hotel in the city to a 4 star Doubletree by Hilton.

- The pace of new hotel development in the 6 cities has slowed in the last 4 years. The focus of hotel development has been more about the upgrading, rebranding and expansion of existing hotels:

    - In Bath, one 4 star hotel has been repositioned as a budget hotel;
    - In Chester, three 3 star hotels have upgraded to 4 star;
    - In York, two 3 star hotels have been upgraded to 4 star and a further 3 star hotel has been repositioned as a budget hotel;
    - In Oxford, one 4 star hotel has been upgraded to 5 star;
    - In Cambridge, one 2 star hotel has upgraded to 3 star and one 3 star hotel has upgraded to 4 star;
    - In Exeter, one 3 star hotel has been repositioned as a boutique hotel.

- Some new hotels have also opened in the 6 cities in the last 4 years. These have been primarily budget and boutique hotels and serviced apartments:

    - SACO has opened a serviced apartment operation in Bath;;
    - New Premier Inn and Travelodge budget hotels have opened in Chester;
    - A Hotel du Vin boutique hotel has opened in York;
    - A Malmaiosn boutique hotel has opened in Oxford;
    - A Hotel du Vin boutique hotel and two Premier Inn budget hotels have opened in Cambridge;
    - A 3 star Jury's inn has opened in Exeter.

- New hotel brands that have been introduced into the 6 cities in the past 4 years through both new hotel openings and the rebranding of existing hotels include:

    4 Star
    - Doubletree by Hilton (Cambridge and Chester)
    - Crowne Plaza (Chester)
    - Barcelo (Bath and Oxford)

    Boutique
    - ABode (Exeter)
    - Hotel du Vin (York and Chester)
    - Malmaison (Oxford)

    3/4 Star
    - Mercure (Bath, Oxford and Exeter)

    3 Star
    - Park Inn (York)
    - Jury's Inn (Exeter)

    Budget
    - Ibis (York)

4. PLANNED HOTEL DEVELOPMENT

Appendix 6 provides details of planned hotel development in each of the comparator cities. This shows the following:

- There are plans for significant hotel development in Chester and York and proposals for new hotels in Bath, Cambridge and Exeter. There are no firm plans currently for new hotels in Oxford.

- A new 5 star spa hotel is currently being developed in Bath by the Hungarian Danubius Hotels group. Hilwood Resorts & Hotels also has secured planning permission for the development of Bailbrook House at Batheaston into a luxury resort and spa. The site is currently being marketed for sale by Christie & Co. The Destination Management Plan for Bath identifies hotel developer interest in the city. The high cost of land and the difficulty of finding sites is a major constraint on converting this interest into new hotel development projects on the ground however.

- Oxford faces similar issues to Bath. The Oxford Hotel Futures Study undertaken by Hotel Solutions in 2007 identified significant market potential for new hotel development in the city and strong interest from hotel developers. The lack of available and affordable sites for hotel development is a major constraint however. Oxford City Council is currently considering site allocations for new hotels as part of the process of preparing the new Local Development Framework and West End Area Action Plan for the city.

- There are plans currently for up to 8 new hotels in Chester and an additional 893 hotel bedrooms. These include:

    - An Abode boutique hotel currently under construction at the HQ site;
    - Plans for a Hotel du Vin at Chester Castle;
    - Proposals for three further budget hotels in the city centre;
    - Plans for a further two hotels in the city centre;
    - Plans for a hotel at Chester Zoo as part of its expansion plans.

- A 5 star and a Premier Inn budget hotel are currently under construction in York city centre, both due to open in Spring 2010. There are also proposals for further 5 new hotels in York including:
    - Three 4 star hotels;
    - A 3 star hotel;
    - A further budget hotel.

- A hotel is included as part of the plans for the redevelopment of the Cambridge station area. A planning application has also recently been lodged for a 220-bedroom hotel in the city.

- There are plans for a further boutique hotel in Exeter. A hotel is also included in the plans for the Skypark business and retail park scheme to the north of Exeter.

APPENDICES

APPENDIX 1

HOTEL LISTINGS FOR EACH COMPARATOR DESTINATION

APPENDIX 1

BATH – CURRENT HOTEL SUPPLY – JUNE 2009

Hotel	Standard	No Rooms	Brand
City			
Bath Spa	5 star (AA 2 Rosettes)	129	Macdonald
Royal Crescent	5 star (AA 3 Rosettes RAC Blue Ribbon)	52	Von Essen
Bath Priory	4 star (AA 4 Red Star/3 Rosettes RAC Gold Ribbon)	31	Small Luxury Hotels of the World
Hilton Bath City	4 star	150	Hilton
Milsoms	Boutique	9	
Abbey	3 star	62	Best Western
Dukes	3 star	17	
Harington's	3 star	13	
Lansdowne Grove	3 star	58	Shearings
Mercure Francis	3 star	95	Mercure
Pratt's	3 star	46	Forestdale
Royal	3 star	31	
The Queensberry	3 star (AA 3 Red Star/2 Rosettes) RAC Gold Ribbon)	29	
George's	2 star	19	
Redcar	2 star	43	
Wentworth House	2 star	19	
139 @Leighton House	5 star GA Boutique	8	
Bath Paradise House	5 star GA	11	
Carfax Hotel	5 star GA	31	
Cheriton House	5 star GA	13	
Dorian House	5 star GA Boutique	12	
Tasburgh House	5 star GA	12	
The Ayrlington	5 star GA (VB Gold Award)	16	
The Windsor	5 star GA	10	
Villa Magdala	5 star GA (VB Gold Award)	19	
Express by Holiday Inn	Upper-tier Budget	126	Express by Holiday Inn
Travelodge Bath Waterside	Budget	124	Travelodge
Travelodge Bath Central	Budget	66	Travelodge
SACO Bath	Serviced Apartments	43	SACO

City Outskirts			
Combe Grove Manor	**4 star (AA 1 Rosette)**	**42**	**Barcelo**
Bailbrook House, Batheaston	**3 star**	**78**	**Hilwood**
Homewood Park	**3 star (AA 2 Rosettes)**	**19**	**Small Luxury Hotels of the World/ Pride of Britain**
Cliffe	**3 star (AA 1 Rosette)**	**11**	**Best Western**
Limpley Stoke	**3 star**	**67**	**Best Western**
The Old Mill, Batheaston	**3 star**	**27**	

CHESTER – CURRENT HOTEL SUPPLY – JUNE 2009

Hotel	Standard	No Rooms	Brand
City			
The Chester Grosvenor	**5 star (AA 5 Red Star/ 3 Rosettes RAC Blue Ribbon VB Gold Award)**	**80**	**Small Luxury Hotels of the World/ Pride of Britain**
Crowne Plaza Chester	**4 star**	**160**	**Crowne Plaza**
Doubletree by Hilton Chester	**4 star**	**110**	**Doubletree by Hilton**
Queen	**4 star**	**218**	**Best Western**
Macdonald New Blossoms	**4 star**	**67**	**Macdonald**
Ramada Chester	**4 star**	**126**	**Ramada**
Green Bough	**Boutique (RAC Blue Ribbon VB Gold Award)**	**15**	
Holiday Inn Chester South	**3 star**	**143**	**Holiday Inn**
Mill	**3 star**	**129**	
Westminster	**3 star**	**75**	**Best Western**
Alton Lodge	**3 star**	**21**	
Lloyd's of Chester	**3 star**	**17**	
Belgrave	**2 star**	**34**	
Brookside	**2 star**	**27**	
Chester Court	**2 star**	**20**	
Curzon	**2 star**	**16**	
Dene	**2 star**	**53**	
Eaton	**2 star**	**16**	
Hotel Roma	**2 star**	**28**	
Stafford	**2 star**	**25**	
Express by Holiday Inn – Chester Racecourse	**Upper-tier Budget**	**97**	**Express by Holiday Inn**
Comfort Inn	**Budget**	**31**	**Comfort Inn**
Premier Inn Chester City Centre	**Budget**	**120**	**Premier Inn**
Premier Inn Chester Central (North)	**Budget**	**31**	**Premier Inn**
Premier Inn Chester Central (South East)	**Budget**	**94**	**Premier Inn**
Travelodge Chester Central	**Budget**	**60**	**Travelodge**

City Outskirts			
Crabwall Manor	**4 star** **(AA 4 Red Star)**	**48**	
Mollington Banastre	**4 star**	**63**	**Best Western**
Macdonald Craxton Wood	**4 star**	**72**	**Macdonald**
Rowton Hall	**4 star** **(AA 1 Rosette VB Silver Award)**	**38**	
Innkeeper's Lodge Chester North East	**Budget**	**36**	**Innkeeper's Lodge**
Innkeeper's Lodge Chester South East	**Budget**	**14**	**Innkeeper's Lodge**

YORK – CURRENT HOTEL SUPPLY – JUNE 2009

Hotel	Standard	No Rooms	Brand
City			
Hilton	4 star	130	Hilton
York Marriott	4 star	151	Marriott
Royal York	4 star	167	Principal
Middlethorpe Hall	4 star (AA 4 Red Star/ 2 Rosettes RAC Gold Ribbon)	29	Relais & Chateaux
The Grange	4 star (AA 3 Red Star/ 2 Rosettes RAC Blue Ribbon VB Gold Award)	36	
Dean Court	4 star (AA 2 Rosettes VB Silver Award)	37	
Hotel Du Vin York	Boutique	44	Hotel Du Vin
Churchill	3 star (VB Silver Award	32	
Park Inn York	3 star	200	Park Inn
Holiday Inn	3 star	142	Holiday Inn
Kilima	3 star	26	Best Western
Minster	3 star	31	
Monkbar	3 star	99	Best Western
Novotel York Centre	3 star	124	Novotel
Mount Royale	3 star (AA 1 Rosette)	24	
Hotel 53	3 star	100	
Elmbank	3 star	63	
York Pavilion	3 star (AA 2 Rosettes)	57	Best Western
The Queens	2 star	78	
Alhambra Court	2 star	24	
Beechwood Close	2 star	14	
Blakeney	2 star	17	
Blue Bridge	2 star	18	
Coach House	2 star	11	
Hedley House	2 star	28	
Holgate Hill	2 star	33	
Hotel Noir	2 star	28	
Jorvik	2 star	22	
Lady Anne Middleton's	2 star	54	
Knavesmire	2 star	20	
Newington	2 star	44	
Wheatlands Lodge	2 star	60	
Bishops	5 star GA	13	

Ramada Encore	**Upper-tier Budget**	**104**	**Ramada Encore**
Express by Holiday Inn York East	**Upper-tier Budget**	**49**	**Express by Holiday Inn**
Ibis	**Budget**	**85**	**Ibis**
Innkeeper's Lodge	**Budget**	**40**	**Innkeeper's Lodge**
Travelodge	**Budget**	**90**	**Travelodge**
Premier Inn York City Centre	**Budget**	**86**	**Premier Inn**
City Outskirts			
Ramada Fairfield Manor	**3 star**	**89**	**Ramada**
The Gateway to York	**3 star**	**30**	
Premier Inn York North	**Budget**	**49**	**Premier Inn**
Premier Inn York North West	**Budget**	**64**	**Premier Inn**

OXFORD – CURRENT HOTEL SUPPLY – JUNE 2009

Hotel	Standard	No Rooms	Brand
City			
Macdonald Randolph	5 star	151	Macdonald
Oxford Spires Four Pillars	4 star	160	Four Pillars
Barcelo Oxford	4 star	168	Barcelo
Old Parsonage	4 star	30	
Cotswold Lodge	4 star (AA 1 Rosette)	49	
Old Bank	Boutique (AA 1 Rosette)	42	
Malmaison	Boutique	91	Malmaison
Ethos	Boutique	12	
Holiday Inn	3 star	154	Holiday Inn
Mercure Eastgate	3 star	63	Mercure
Royal Oxford	3 star	26	
Hawkwell House	3 star (AA 1 Rosette)	66	Bespoke
Linton Lodge	3 star	70	Best Western
Balkan Lodge	2 star	13	
Bath Place	2 star	15	
Manor House	2 star	8	
Mount Pleasant	2 star	8	
River	2 star	20	
Tree	2 star	9	
Victoria	2 star	20	
Burlington House	5 star GA	11	
Express by Holiday Inn Kassam Stadium	Upper-tier Budget	162	Express by Holiday Inn
Premier Inn	Budget	143	Premier Inn
Travelodge Oxford Peartree	Budget	197	Travelodge
St Thomas Mews	Svcd Apts	34	
City Outskirts			
Oxford Thames Four Pillars	4 star	62	Four Pillars
Westwood Country	3 star	20	

CAMBRIDGE – CURRENT HOTEL SUPPLY – JUNE 2009

Hotel	Standard	No Rooms	Brand
City			
Crowne Plaza	4 star	192	Crowne Plaza
De Vere University Arms	4 star	120	De Vere
Doubletree by Hilton	4 Star	121	
Felix	Boutique (AA 2 Rosettes)	52	
Hotel Du Vin	Boutique	41	Hotel Du Vin
Arundel House	3 star	103	
Gonville	3 star	74	Best Western
Lensfield	3 star	30	
Regent	3 star	22	
Royal Cambridge	3 star	57	Forestdale
Sorrento	3 star	37	
Ashley	2 star	16	
Centennial	2 star	39	
Lovell Lodge	2 star	23	
Express by Holiday Inn	Upper-tier Budget	100	Express by Holiday Inn
Premier Inn Cambridge Arbury Park/A14	Budget	154	Premier Inn
Travelodge Cambridge Central	Budget	120	Travelodge
City Roomz	Budget	26	
Cambridge Apartments	Serviced Apts	40	
City Outskirts			
Menzies Cambridge	4 star	136	Menzies
Holiday Inn Cambridge	3 star	161	Holiday Inn
Cambridge Quy Mill	3 star (AA 1 Rosette)	49	Best Western
Premier Inn Cambridge North (Girton)	Budget	20	Premier Inn

EXETER – CURRENT HOTEL SUPPLY – JUNE 2009

Hotel	Standard	No Rooms	Brand
Town			
Buckerell Lodge	4 star	54	Folio
Mercure Southgate	4 star	154	Mercure
The Rougemont by Thistle	4 star	90	Thistle
ABode	Boutique	53	Abode
Barcelona[1]	Boutique	46	Alias
Devon	3 star	40	Brend
City Gate	3 star	15	Youngs
Gipsy Hill	3 star	37	Best Western
Jury's Inn	3 star	170	Jury's Inn
Queen's Court	3 star	18	
St Olaves	3 star	15	
White Hart	3 star	55	Marstons
Great Western	2 star	33	
Oke Lodge	2 star	26	
Red House	2 star	12	
SilverSpirngs	5 star GA	10	
Express by Holiday Inn	Upper-tier Budget	149	Express by Holiday Inn
Exeter Toby Lodge	Budget	39	Toby
Premier Inn	Budget	44	Premier Inn
Travelodge Exeter	Budget	102	Travelodge
City Outskirts			
Woodbury Park	4 star	59	
Barton Cross	3 star	9	
Exeter Court, Kennford	3 star	63	
Lord Haldon	3 star	23	
Gissons, Kennford	2 star	21	
Globe, Topsham	2 star	19	
Innkeeper's Lodge Exeter East, Clyst St George	Budget	21	Innkeeper's Lodge

Notes:
1. Hotel closed in December 2008 for refurbishment and extension

APPENDIX 2

HOTEL STOCK COMPARISONS BY STANDARD –HERITAGE DESTINATIONS

APPENDIX 2

CHESTER HOTEL STOCK COMPARISONS – HISTORIC CITIES – JUNE 2009

Standard	Bath		Chester		York		Oxford		Cambridge		Exeter	
	Estabs	Rooms	Estabs	Rooms	Estabs	Rooms	Estabs	Rooms	Estabs	Rooms	Estabs	Rooms
City												
5 star	2	181	1	80			1	151				
4 star	2	187	5	681	6	550	4	407	3	433	3	298
Boutique	1	9	1	15	1	44	3	145	2	93	2	99
3 star	8	351	5	385	11	898	5	379	6	323	7	350
2 star	3	77	8	219	14	451	7	93	3	78	3	71
5 star GA	9	124			1	13	1	11			1	10
Upper-tier Budget	1	126	1	97	2	153	1	162	1	100	1	149
Budget	2	190	5	336	4	301	2	340	3	300	3	185
Serviced Aprtments	1	43					1	34	1	40		
Total City	**29**	**1288**	**26**	**1813**	**39**	**2410**	**25**	**1722**	**19**	**1367**	**20**	**1162**
City Outskirts												
5 star												
4 star	1	42	4	221			1	62	1	136	1	59
3 star	5	204			2	119	1	20	2	210	3	95
2 star											2	40
Upper-tier Budget												
Budget			2	50	2	113			1	20	1	21
Total City Outskirts	**6**	**246**	**6**	**271**	**4**	**232**	**2**	**82**	**4**	**366**	**7**	**215**
Total												
5 star	2	181	1	80			1	151				

4 star	3	223	9	902	6	550	5	469	4	569	4	357
Boutique	1	9	1	15	1	44	3	145	2	93	2	99
3 star	13	553	5	385	13	1017	6	399	8	533	10	445
2 star	3	81	8	219	14	451	7	93	3	78	5	111
5 star GA	9	132			1	13	1	11			1	10
Upper-tier Budget	1	126	1	97	2	153	1	162	1	100	1	149
Budget	2	190	7	386	6	414	2	340	4	320	4	206
Serviced Aprtments	1	43					1	34	1	40		
TOTAL	**35**	**1534**	**32**	**2084**	**43**	**2642**	**27**	**1804**	**23**	**1733**	**27**	**1377**

APPENDIX 3

CHANGES IN HOTEL SUPPLY 2005-2009

APPENDIX 3

CHANGES IN HOTEL SUPPLY 2005-2009

BATH			
New Hotels			
Hotel	**Standard**	**Rooms**	**Year Opened**
SACO Bath	Svcd Aprtmnts	43	2007
Hotel Extensions			
Hotel	**Standard**	**Additional Rooms**	**Year Opened**
Bath Spa	5 star	21	2007
Rebranding, Repositioning and Refurbishment of Hotels			
The 4 star Menzies Waterside was acquired by Travelodge in 2008 and has been rebranded as the Travelodge Bath Waterside			
Bailbrook House was acquired by Hilwood Resorts & Hotels (from the Sundial Group) in 2007l			
The Francis (3 star) was rebranded as a Mercure hotel following its acquisition in 2006 by Accor (from Macdonald Hotels)			
The 3 star Lansdowne Grove has been sold to Shearings – formerly Marston Hotels			
Leighton House has been repositioned as the One Three Nine boutique guest house			
The County (22 rooms) has been sold to Seasons Holidays			
A number of 5 diamond guest houses have downgraded to 4 stars under the new National Accommodation Grading Scheme			

CHESTER			
New Hotels			
Hotel	**Standard**	**Rooms**	**Year Opened**
Premier Inn Chester City Centre	Budget	120	2009
Travelodge Chester Central	Budget	60	2008
Hotel Extensions			
Hotel	**Standard**	**Additional Rooms**	**Year Opened**
Queen	4 star	87	2009
Doubletree by Hilton	4 star	13	2009
Premier Inn Chester Central (South East)	Budget	24	2008
Rebranding, Repositioning and Refurbishment of Hotels			
The Hoole Hall Hotel was rebranded as a 4 star Doubletree by Hilton in 2009 – previously a 3 star hotel			
The Moat House has been rebranded as a Crowne Plaza			
The Ramada has upgraded to 4 star			

The Macdonald New Blossoms has undergone a significant refurbishment programme, upgrading the hotel to 4 star

YORK			
New Hotels			
Hotel	**Standard**	**Rooms**	**Year Opened**
Hotel Noir	2 star	28	2008
Hotel du Vin	Boutique	44	2007
Hotel Extensions			
Hotel	**Standard**	**Additional Rooms**	**Year Opened**
The Grange	4 star	6	2008
Churchill	3 star	18	2007
Premier Inn York North West	Budget	20	2007
Rebranding, Repositioning and Refurbishment of Hotels			
The Grange was upgraded to 4 star (from 3 star)in 2008			
The Dean Court was upgraded to 4 star (from 3 star) in 2008			
The Novotel was refurbished in 2008.			
The Express by Holiday Inn York Clifton was acquired by Premier Inn in 2008 and has been rebranded as the Premier Inn York North.			
The York Moat House was sold to Rezidor in 2007 and rebranded as a Park Inn (3 star). The hotel was fully refurbished in 2008.			
The Ramada Abbey Park (3 star) has been sold to Accor and rebranded as an Ibis budget hotel			

OXFORD			
New Hotels			
Hotel	**Standard**	**Rooms**	**Year Opened**
Ethos	Boutique	12	2008
Malmaison	Boutique	91	2005
Hotel Extensions			
Hotel	**Standard**	**Additional Rooms**	**Year Opened**
Oxford Spires Four Pillars	4 star	45	2007
Hawkwell House	3 star	10	2007
Premier Inn	Budget	23	2006
Travelodge	Budget	47	2006
Rebranding, Repositioning and Refurbishment of Hotels			
The Randolph has upgraded to 5 star (previously 4 star)			
The 3 star Eastgate has been acquired by Accor (from Macdonald) and rebranded as a Mercure hotel			

Hawkwell House has been purchased by Bespoke Hotels (from Furlong Hotels)
The Paramount Oxford is now part of Barcelo Hotels following the company's takeover of Paramount Hotels in 2007

CAMBRIDGE			
New Hotels			
Hotel	**Standard**	**Rooms**	**Year Opened**
Premier Inn Cambridge Arbury Park/A14	Budget	154	2009
Hotel du VIn	Boutique	41	2007
Premier Inn	Budget	20	2007
City Roomz	Budget	26	2006
Hotel Extensions			
Hotel	**Standard**	**Additional Rooms**	**Additional Facilities**
No major hotel extensions 2005-2007			
Rebranding, Repositioning and Refurbishment of Hotels			
The Cambridge Garden House was rebranded as a Doubletree by Hilton in 2008			
The Arundel House upgraded to 3 star (from 2 star) in 2008			
The Cambridgeshire Moat House has been purchased by Menzies Hotels and upgraded to 4 star			
A major refurbishment programme is planned for the De Vere University Arms			

EXETER			
New Hotels			
Hotel	**Standard**	**Rooms**	**Year Opened**
Jury's Inn	3 star	170	2009
Hotel Extensions			
Hotel	**Standard**	**Additional Rooms**	**Additional Facilities**
Mercure Southgate	4 star	44	2009
Travelodge	Budget	28	2008
Express by Holiday Inn	Upper-tier Budget	27	2008
Rebranding, Repositioning and Refurbishment of Hotels			
The former 3 star Royal Clarence Hotel was repositioned as the Abode Exeter boutique hotel in 2005			
Buckerell Lodge was refurbished in 2008			
The Southgate Hotel was rebranded as a Mercure hotel following its acquisition in 2006 by Accor (from Macdonald Hotels)			

APPENDIX 4

HOTEL DEVELOPMENT 2000 – 2009

APPENDIX 4

HOTEL DEVELOPMENT 2000-2009

Hotel	Standard	Rooms
Bath		
Bath Spa (extension)	5 star	21
Menzies Waterside	4 star	(112)
Milsoms	Boutique	9
Express by Holiday Inn	Upper-tier Budget	126
Travelodge Bath Central	Budget	66
Travelodge Bath Waterside	Budget	124
SACO Bath	Serviced Apartments	43
Chester		
Queen (extension)	4 star	87
Doubletree by Hilton (rebranding + extension of Hoole Hall)	4 star	110
Hoole Hall (rebranding to Doubletree by Hilton)	3 star	(97)
Green Bough	Boutique	15
Express by Holiday Inn –Chester Racecourse	Upper-tier Budget	97
Premier Inn Chester Central (South East)	Budget	70
Premier Inn Chester East	Budget	40
Premier Inn Chester City Centre	Budget	120
Premier Inn Chester Central (South East) extension	Budget	24
Travelodge Chester Central	Budget	60
York		
Hotel du Vin	Boutique	44
The Grange (upgraded to 4 star + extended)	4 star	36
Dean Court (upgraded to 4 star)	4 star	37
The Grange (upgraded to 4 star + extended)	3 star	(30)
Dean Court (upgraded to 4 star)	3 star	(37)
Hotel 53	3 star	100
Churchill (extension)	3 star	18
The Queens	2 star	78
Hotel Noir	2 star	28
Ramada Encore	Upper-tier Budget	104
Express by Holiday Inn York East	Upper-tier Budget	49
Express by Holiday Inn York Clifton	Upper-tier Budget	49
Express by Holiday Inn York Clifton (rebranded as Premier Inn York North	Upper-tier Budget	(49)
Premier Inn York North (formerly Express by Holiday Inn York Clifton)	Budget	49
Premier Inn York City Centre	Budget	86
Premier Inn York North West	Budget	44
Premier Inn York North West (extension)	Budget	20
Travelodge	Budget	90

Oxford		
Randolph (upgrading to 5 star + extension)	5 star	151
Randolph (upgrading to 5 star)	4 star	(111)
Oxford (extension)	4 star	48
Oxford Spires Four Pillars + extension 2006	4 star	160
Old Bank	Boutique	42
Malmaison	Boutique	91
Ethos	Boutique	12
Holiday Inn	3 star	154
Hawkwell House (extension)	3 star	10
Express by Holiday Inn Kassam Stadium	Upper-tier Budget	162
Travelodge + extension 2006	Budget	197
Premier Inn (extension)	Budget	23
St Thomas Mews	Serviced Apartments	34
Cambridge		
Hotel Felix	Boutique	52
Hotel du Vin	Boutique	41
Express by Holiday Inn	Upper-tier Budget	100
Travelodge	Budget	120
Premier Inn Cambridge Arbury Park/A14	Budget	154
Premier Inn Cambridge North (Girton)	Budget	20
City Roomz	Budget	26
Cambridge Apartments	Serviced Apartments	40
Exeter		
Mercure Southgate (extension)	4 star	44
Barcelona	Boutique	46
ABode	Boutique	53
Royal Clarence	3 star	(53)
Jury's Inn	3 star	170
Express by Holiday Inn (extension)	Upper-tier Budget	27
Travelodge	Budget	28

APPENDIX 5

HOTEL GROWTH 2000-2009

APPENDIX 5

CHESTER HOTEL STOCK COMPARISONS – HOTEL GROWTH 2000-2007 – HERITAGE DESTINATIONS

Standard	Bath			Chester			York			Oxford			Cambridge			Exeter		
	New Hotels	New Rooms	% Growth (Rooms)	New Hotels	New Rooms	% Growth (Rooms)	New Hotels	New Rooms	% Growth (Rooms)	New Hotels	New Rooms	% Growth (Rooms)	New Hotels	New Rooms	% Growth (Rooms)	New Hotels	New Rooms	% Growth (Rooms
5 star		21	13.1								151	*						
4 star	(1)	(112)	(33.4)	1	197	27.9	2	73	15.3	1	97	26.1					44	14.1
3 star				(1)	(97)	(20.1)	(1)	51	5.3	1	164	70.2				1	118	36.1
Boutique	1	9	*	1	15	*	1	44	*	3	145	*	2	93	*	2	99	*
Upper-tier Budget	1	126	*	1	97	*	2	153	*	1	162	*	1	100	*		27	22.1
Budget	2	190	*	4	314	436.1	4	289	231.2	1	220	183.3	3	320	*		28	15.7
2 star							2	106	30.7									
Serviced Aprtmnts	1	43	*							1	34	*	1	40	*			
Total	**4**	**277**	**22.0**	**6**	**526**	**33.8**	**10**	**716**	**37.2**	**8**	**973**	**117.1**	**7**	**527**	**43.7**	**3**	**316**	**29.8**

Notes:

* No hotels of this standard existed in the city before 2000.

Figures in brackets ( ) show a decrease in supply

Figures for new hotels and new rooms are net figures taking account of new hotel openings and rebrandings/ upgradings

APPENDIX 6 PLANNED HOTEL DEVELOPMENT

APPENDIX 6

PLANNED HOTEL DEVELOPMENT

LOCATION/SITE	PLANNED HOTEL/S	STANDARD	ROOMS	STATUS
Bath				
Beau Street, City Centre	The Gainsborough – Danubius Hotels	5 star spa hotel	97	Under construction – due to open 2008
Batheaston	Bailbrook House	Luxury	61	Planning permission granted October 2008 for the development of the site into a luxury hotel with 139 bedrooms, a spa, two fine dining restaurants, bars, lounges and conference facilities. Currently being marketed by Christie & Co.
Walcot Street	Hilton Bath City	4 star	11	Plans to add 11 bedrooms through the conversion of conference space
Queen Square	Mercure Francis	3 star	32	Discussing a possible bedroom extension
Hinton Charterhouse	Homewood Park	4 star	2	Plans for 2 additional bedrooms and a spa
Total Planned New Hotel Rooms - Bath			**203**	

LOCATION/SITE	PLANNED HOTEL/S	STANDARD	ROOMS	STATUS
Chester				
Castle Gateway – HQ development	ABode	Boutique	80	Under construction – due to open February 2010
Chester Castle – Colvin & Napier House	Hotel du Vin	Boutique	42	On hold currently due to the economic climate
Grosvenor Park Road	Ibis	Budget	87	Planning permission granted Jan 2008
Northgate Street	Travelodge	Budget	160	Planning permission granted April 2008
Milton Street	Mill Hotel – extension including additional boutique bedrooms, suites, conference facilities and car park	3 star	24 boutique bedrooms 24 luxury suites	Planning permission granted in 2005. The hotel is currently up for sale.
Forest Street	Purple Hotel	Budget	65	Construction currently on hold following the liquidation of the Real Hotel Company that was building the hotel.
City Road	Proposal for 2 hotels	n/a	182 +139	Christie & Co is currently marketing a

				site on City Road for the development of a possible 2 hotels.
Chester Zoo		n/a	90	Hotel included as part of the planned expansion of Chester Zoo
Total Planned New Hotel Rooms - Chester			**893**	

LOCATION/SITE	PLANNED HOTEL/S	STANDARD	ROOMS	STATUS
York				
Terry's Chocolate Factory	Plans for 2 hotels	4 star Budget	150 100	Plans have been put forward by developers Grantside for up to 2 hotels as part of the redevelopment of the former Terry's Chocolate factory. The initial plans were rejected by the City Council in 2008. Grantside is now discussing alternative options for the site with the Council.
Barbican Centre	Proposals for 2 hotels	4 star 3 star	165[1] 100	Hotels proposed as part of the redevelopment of the Barbican Centre sie.

GNER headquarters building, Station Rise	Cedar Court Hotels	5 star	107	Under construction. Due to open Spring 2010
Proposed new sports stadium for York City Football Club and York Knights Rugby League Football Club	Possible hotel to be included as part of the stadium development	4 star	120	Hotel is being considered as an option as part of the stadium development
Blossom Street	Premier Inn	Budget	86	Under construction. Due to open Spring 2010
	Novotel	4 star	44	Planned bedroom extension and upgrade to 4 star
Total Planned New Hotel Rooms – York			**872**	

Notes:
1. Hotel Solutions estimates based on the intelligence we have been able to gather about the proposals for hotels as part of the Barbican Centre redevelopment.

Oxford
There are no firm proposals currently for new hotels in Oxford. The West End Area Action Plan includes provision for new hotels as part of the redevelopment of this part of the city.

LOCATION/SITE	PLANNED HOTEL/S	STANDARD	ROOMS	STATUS
Cambridge				
Cambridge Station redevelopment – cb1	Proposed hotel	Not known at this stage	120	Hotel included as part of Ashwell's plans for the redevelopment of a 26 acre site around Cambridge station that will also include offices, apartments, retail and leisure uses and a major new transport interchange
Newmarket Road	Proposed hotel	Not known at this stage	220	Planning application submitted March 2009 for a 6-storey hotel
Total Planned New Hotel Rooms – Cambridge			**340**	

LOCATION/SITE	PLANNED HOTEL/S	STANDARD	ROOMS	STATUS
Exeter				
Magdalen Street	Barcelona	Boutique	15	The hotel closed in December 2008 to undergo a complete refurbishment and extension
St Anne's Brewery	Proposed boutique hotel	Boutique	33	Planning permission granted for conversion to a hotel
Skypark	Proposed hotel	Not known	150	Outline planning permission granted for a hotel as part of the £210 million Skypark business and retail park scheme.
Queen Street	The Rougemont by Thistle	4 star	8	Plans for an additional 8 bedrooms
Matford	Devon	3 star	40	Brend Hotels has plans for a phased development of up to a further 40 bedrooms.
Total Planned New Hotel Rooms – Exeter			**246**	

APPENDIX 3
BATH BUSINESS SURVEY

Representatives from 23 of the larger private sector companies and public sector organisations located in and around Bath were surveyed by telephone using structured interviews to ascertain the extent to which they use local hotels and whether the hotels in the area are satisfying their needs.

Respondents were asked about their use of local hotels for accommodation, meeting rooms and restaurants. 17 of the 23 organisations indicated that they booked hotel accommodation in or around Bath whilst the remaining 6 said that they did not. Amongst those companies that booked accommodation, it was clear that generally there were several people in the company who did bookings. Another trend observed was that increasingly individuals are responsible for booking their own accommodation, rather than it being done through a central person, reflecting the increasing use of the internet for such purposes and changing business practices. The above trends should be borne in mind when considering the results set out below.

Note: Only the results for the 17 organisations that said that they booked accommodation are included in the analysis below

BOOKING BEHAVIOUR

- **The average number of bed nights booked was around 18 per month**

Overall, the people spoken to were responsible for a total of 3774 bed nights per year. The individual amounts of bed nights booked varied considerably, ranging from 5 a year to 250 per month. The sample was slightly skewed towards those booking small amounts of bed nights per month (i.e. less than 5 bed nights per month) rather than those booking large amounts (i.e. 5 or more bed nights per month). The table below provides more details.

Table 1: Average number of bed nights booked per month

Quantity of bed nights booked (per month)	No of respondents
Less than 5	10
5 but less than 10	4
10 - 20	1
More than 20	2
TOTAL	17

As has already been stated, this sample does not reflect the total number of bookings generated by local companies as the majority of visitors to companies are responsible for their own bookings, and, as already mentioned, the individuals spoken to were not the only people in the company to make bookings.

- **The vast majority of bookings made are for short stays of one night**

11 of the 17 organisations that were interviewed said that bookings tended to be for one night. The remainder of the sample booked stays of between 2 to 3 nights. However, a few respondents did book longer stays, particularly for engineers and for overseas clients and staff. All bookings were made for during the week, with no weekend stays reported.

- **The majority of companies' bookings were for staff but there were also sizeable numbers of bookings for clients**

12 of the 17 respondents book rooms for staff or one sort or another. Most of the staff bookings are for people coming from the organisations' other offices around the UK or from overseas. Reasons for bookings ranged from attendance at meetings, training events and for project management purposes. Spikes in the numbers of bookings made tended to stem from particular company changes such as mergers, openings or closures, new contracts, product development and launches.

- **Bookings for senior staff were more common than for other types of staff**

As the table below shows, 12 booked for senior staff, 9 for middle level staff and 9 for junior staff. Well over half (11 out of 17 organisations) booked rooms for clients, with just under a half of these booking exclusively for clients.

Table 2: Average number of bed nights booked per month

Booking	No. of respondents
Senior staff	12
Middle level staff	9
Junior level staff	9
Staff of any level	12
Clients	11
Contractors	4

The degree to which the type of person being booked for affects the choice of accommodation varies between companies. A few do make a distinction between senior and junior staff but most have a standard accommodation policy for all those for whom they book.

- **Most companies did not foresee any significant change in their hotel accommodation needs in the coming years.**

The vast majority (12 out of 17) fell into this category. Two companies predicted an increase in demand whilst three felt that falls in demand were likely. Where changes in demand were forecast, these tended to be linked to company developments such as mergers, plant openings or closures. For instance, one of the companies expecting a short term increase attributed this to the need for more inter-plant communication in the run-up to production shifting away from Bath to Poland. A few companies had experienced a downturn in demand due to broader economic conditions but this appeared to have only a marginal and short-term effect.

Table 3: Predicted change in demand for accommodation over next few years

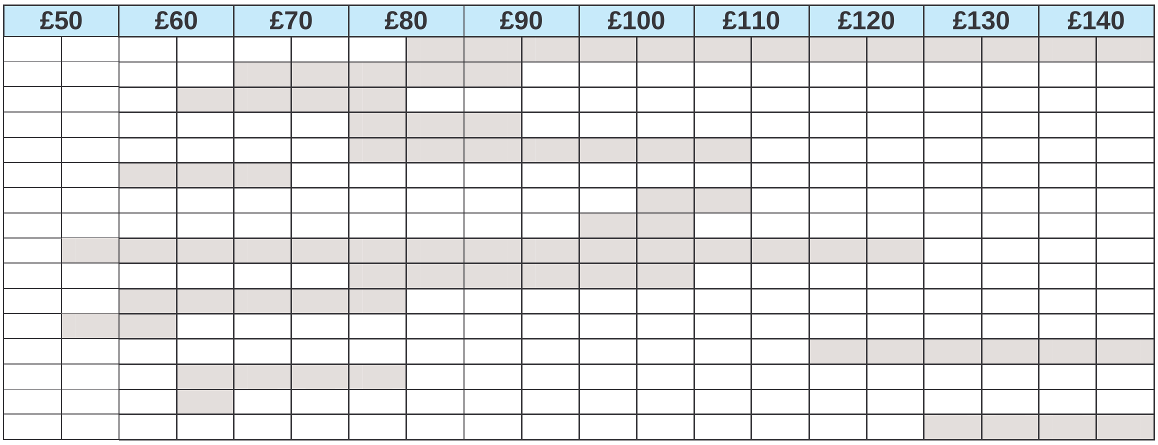
Booking	No of respondents
Likely to go up	2
Stay the same	12
Likely to go down	3
TOTAL	17

PRICE

▶ The average price paid for a room is around £90[1]

The room rates paid varied enormously, from a low of £56 to a high of £250. Few companies had hard and fast rules about the maximum amount they would pay for overnight accommodation but most had a notional budget of between £80 and £100. For many companies, £100 was seen as a maximum cut off beyond which they were reluctant to go. Budgets for housing senior executives and clients tended to be higher than for other types of bookings. The table below shows the range of prices paid by the individuals spoken to[2].

Table 4: Price bands paid by respondents



▶ Nearly all had negotiated discounted rates with hotels

Twelve of the seventeen companies had negotiated discounted rates with local accommodation providers. However, none were able to say how these compared with

[1] This figure has been calculated by taking the midpoints of the ranges given by respondents and then producing an average of these mid point figures.
[2] One company refused to prove details of the price paid for overnight accommodation

published (rack) rates. In most cases, rates offered were based on a flat percentage level of discount but in one or two cases companies had been given a rate regime that reduced prices paid depending on the number of bookings made over a set period.

HOTEL SELECTION CRITERIA

- **Location was the most commonly cited factor in determining which hotel(s) a company used**

All 17 companies included it amongst their criteria. Generally, they wanted hotels in a certain area (usually close to their offices but sometimes in central Bath so that visitors could go out and see the City's attractions in the evening). In general, the decision over where to locate people in hotels was more influenced by office location than a desire or otherwise to be in central Bath.

- **Companies with offices in central Bath tended to seek central locations whilst those outside the centre (e.g. Keynsham and Trowbridge) tended to favour out of city locations.**

Many of those booking rooms felt that proximity was important for the convenience of the guest but also to limit additional claims for taxi fares etc. The idea of a city centre/ out of city split meant little to respondents. Instead it was all about proximity to their particular business.

- **Quality is important and linked to value for money rather than luxury**

Quality was also an important factor (14 out of 17 included it amongst their selection criteria). Quality as a concept was generally linked to value for money, a customer focus and to hotels that offered more than a basic service. Price was also a factor for the majority (13 out of 17).

- **The presence or otherwise of certain facilities (e.g. gym, health spa etc) appeared to be of little concern in the decision over where to house guests**

Only one company said that it was part of the formal criteria used to select hotels. When asked why this was, respondents tended to feel that guests had little time to enjoy such facilities so they were not a consideration. However what did emerge from the interviews was that certain facilities could make a difference as to whether a hotel was added to a company's shortlist of hotels. WiFi was one such criteria used in this regard.

- **Car parking was an issue for quite a few respondents**

Some specifically looked to house clients in hotels with good parking facilities whilst others got round the problem by selecting hotels close to their plant, That way, clients could stay at the hotel but use the company's parking facilities. Parking was less of an issue for those booking in overseas clients as they tended to come by transport modes other than the car (i.e. air, taxi, train).

Table 5: Factors determining hotel choice

Criteria	No of respondents
Price	13
Location	17
Facilities	1
Quality	14

- **Invoicing arrangements could affect the inclusion or otherwise of certain accommodation providers on hotel shortlists**

One or two respondents mentioned the fact that they needed hotels to be able to invoice the company rather than charge their staying guests. Another respondent said that they didn't use Travelodge hotels simply because booking and payment had to be made using the same credit card. This meant that, for example, it was not possible for the company's staff to book their accommodation online but have the company pay for the cost of that accommodation. It was noted that the Express by Holiday Inn did allow such financial arrangements.

HOTEL USAGE

Respondents were asked about the specific accommodation that they used. The table below provides the details.

Table 6: Hotels used

Accommodation	No.	Positive comments	Negative comments
Mercure Francis	8	"Car parking is good", "good central location", "WIFI is available", "Lovely hotel", "Comfortable", , "Central", "Everyone knows where it is", "Very customer focused", "Nice"	"Refurbished rooms are good, but non refurbished rooms not so good", "Can be noisy from streets and seagulls", "Parking is a problem"
Express by Holiday Inn	5	"Decent quality and they get a good rate", "Basic but flexible", "Parking is good"," Air Con is a plus for US visitors", "Decent hotel with clean facilities", "People staying a long time like it because you can eat take-aways"	"Location isn't great and has a lack of local amenities (e.g. restaurants)",
Travelodge Bath Waterside (Menzies)	5	None	"Used to use a lot but not so much since it became a Travelodge", "Haven't used since it became a Travelodge but doesn't mean we wont", "Won't use it anymore as too basic", "Used to use but not now", "Not an active choice, more of a needs-must"

The Hilton	5	"US visitors like it because they can gain Hilton Card Points", "Use it when they want a Central Bath location", "Use it for events and meetings", "A chain that people feel comfortable with"	"You have to pay a supplement for Air Con in some rooms". "Use as a fall back"
The Abbey	3	"Close to office"	None
Centurion (Best Western)	3	"Very convenient in terms of location", "Basic but OK"	None
SACO Apartments	2	"Cheap and good for long stays", "Central"	None
Royal Crescent Hotel	2	"Quality and prestige"	None
Queensbury	2	"Use for VIPs"	None
Bath Spa Hotel	1	"Used for VIPs", "Good quality", "Central", "Good for overseas clients and staff wanting to see the attractions of Bath"	None
Homewood Park Hotel	1	None	None
The Bear (Devizes)	1	"Olde Worlde coaching inn", "Easy to get to from the motorway", "Comfortable"	Non*e*
Arlington	1	None	None
Sheraton Guest House	1	"Less corporate than hotels", "Like the homely atmosphere"	None
Manor House, Keynsham	1	"Very close by so doesn't involve paying extra for taxis"	None
The Grange Hotel, Keynsham	1	"Close by"	None
Grasmere Court Hotel, Keynsham	1	"Close by"	None
Three Abbey Green	1	"Quite expensive but good quality"	None
Kennard B&B	1	"Reasonable price and very good service"; "Less impersonal than the hotels"	None
Apsley House B&B	1	"Good standard and very close by"	None
Newbridge B&B	1	"Good standard and very close by"	None
The Royal Hotel	1	"Car parking and close by"	None
Pratts	1	"Proximity"	None
Town House	1	"Close by and decent standard"	None

Brocks Guest House	1	"Close by"	None
Travelodge Bath Central	1	None	"Noisy"
Aquae Sulis	1	"Really good B&B, very comfortable"	None
County Hotel	1	None	"Not sure if its still a hotel
Dukes Hotel	1	None	"Used as a fallback"
Old Manor, Trowbridge	1	"Local and good country house hotel"	None
Hilbury Court Hotel, Trowbridge	1	"Close by and good quality"	None
Polebarn Hotel, Trowbridge	1	"Close by and reasonable for catering for large numbers over extended periods"	None

- **A wide range of accommodation was used to house business tourists**

Our sample used a total of 31 different accommodation providers. Hotels dominated but there was also some use of guest houses and B&Bs, particularly outside of Bath City Centre.

- **Middle market and budget chain hotels were the most likely to be mentioned by respondents**

The mid-market Mercure Francis (part of the Accor hotel chain) was the hotel most likely to be mentioned by respondents (8 out of 17 had used it). Comments on the hotel were overwhelmingly positive with praise for its comfort, customer focus and general atmosphere. However, there was some adverse feedback about noise and parking. The Bath Hilton was joined by budget brands Express by Holiday Inn and Travelodge Bath Waterside as the next most frequently mentioned hotels (each mentioned by 5 out of 17 respondents). Feedback on the Express by Holiday Inn and Hilton was generally positive but there were less charitable comments about the former Menzies Hotel, now badged the Travelodge Bath Waterside. "Not as good as it used to be" seemed to be the consensus amongst the people interviewed, although one or two reserved judgment pending more recent use of the hotel.

- **Hotels outside of central Bath picked up business largely because of proximity to a particular company's premises**

There were very few examples of out of city hotels being used by firms based in central Bath. Instead, out of city hotels were picked by companies whose premises also lay out of the city. For them, it was the accommodation's proximity to them that was the over-riding reason for selection.

- **Companies tend to select from a roster of hotels rather than having special relationship with just one**

Although companies were keen to negotiate discounted prices with hotels, none had struck deals that would mean that they placed all guests in that hotel. Instead, companies tended to have 3 or 4 hotels which they regularly used.

- **The vast majority used budget hotels and/or B&Bs**

13 of the 17 companies included B&Bs and/or budget hotels in their roster of accommodation used. For most, these types of accommodation were part of the mix of accommodation used but one or two companies exclusively used B&Bs and/or budget hotels.

- **Companies were very happy with the service offered by individual hotels**

The feedback on hotels was overwhelmingly positive with comments about quality and customer service being particularly favourable. There were a few negative comments about some of the hotels (see table above) but most of the accommodation stock used was seen in a positive light. In general respondents reported that they received very little by way of formal feedback from clients about the hotels. Most respondents took lack of feedback as a positive indication that there was nothing majorly wrong with the accommodation.

VIEWS ON THE HOTEL STOCK IN BATH

- **Just over half of respondents were happy with the amount and type of hotel accommodation available locally**

9 respondents said that they were happy with the remaining 8 saying they had concerns of one sort or another. The table below provides more information about the nature of these concerns.

Table 7: Problems experienced by those booking hotels in Bath

Criteria	No of respondents
Availability	7
Price	6
Quality	3
Capacity	0
Location	0
No problems	9

- **For most, availability problems tended to be restricted to particular pinch points during the year but those booking a larger number of bednights expressed more general problems with availability**

Although 7 respondents mentioned availability as an issue, for most, problems tended to be sporadic and often limited to when the city was hosting major events such as festivals or graduations. However, amongst the two respondents who booked in a larger number of bednights per month, availability was more of a general problem. One firm described

"real problems finding accommodation" whilst the other had difficulties with availability during the Summer months.

▶ **Price was an issue for many respondents**

Even with the deals that they obtained from hotels, a significant minority of respondents felt that hotels were overpriced. Several had had experience of booking hotel accommodation for their company in other towns and cities and had found Bath to be the most expensive of the places that they dealt with.

▶ **Some respondents would like to see more decent business-type hotels in Bath**

Whilst there was a general agreement that Bath was well served for hotels aimed at the leisure market there were a few respondents who felt that the City was not so well off for product aimed at the business traveller. There was most support for mid-budget product.

▶ **There wasn't a strong opinion as to whether additional hotel capacity should be filled by branded or independent product**

Respondents appeared pretty relaxed about whether they preferred additional hotels to be branded or independent hotels. One or two did speak of the re-assurance that comes with a branded hotel but others felt that it was the facilities and rate regimes on offer that were more important than whether or not it was part of a chain.

▶ **All of the companies interviewed held meetings or training courses but less than half use local hotels to host them**

7 out of 17 companies used local hotels for this purpose. The fact that less than half of respondents used hotels for training was largely attributable to the fact that nearly all companies have their own facilities on-site. Occasionally, for a larger event or when their own facilities are not available, a company would look to a hotel venue. Generally there were no problems in securing meeting rooms.

▶ **There was very little use made of hotel restaurants for entertaining clients**

Only 1 of the 17 companies used hotel restaurant for this purpose - such events tending to take place in other Bath restaurants. When asked why hotel restaurants tended not to be used, a number of reasons emerged. This included the fact that they didn't have established reputations in their own right and also because they were not felt to offer value for money.

SUMMARY OF KEY POINTS

- Local companies are generating a demand for stays of 1-3 nights, mid week for visiting staff and customers. This covers a range of personnel from senior executives to junior staff and contractors. Demand fluctuates and is influenced by factors such as expansion, re-organisation, product launches and training programmes. Most companies expected overall demand to stay about the same.

- Hotels are the main choice but a significant minority of companies also use guesthouses and B&Bs. Three and four star accommodation accounts for the lion's share of bookings but some company VIPs (clients and senior staff) are put up at five star properties. The majority of companies also utilise hotels in the budget sector.

- The most popular hotels were the Mercure Francis (mentioned by half of respondents), followed by Express by Holiday Inn, Travelodge Bath Waterside (Menzies) and the Hilton.. Altogether 31 different accommodation establishments were mentioned. This partly reflected the distribution of companies interviewed.

- Most companies have negotiated corporate rates. There is considerable fluctuation in what companies expect to pay depending on the type of personnel, however the average price paid was around £90 with the majority paying between £80 - £100. The latter figure is seen as a cut-off for many.

- Close proximity and price are the key factors in accommodation choice. Companies generally want to place their people close to where the office or plant is located eg Trowbridge companies use Trowbridge / Bradford on Avon hotels. Some companies favoured central Bath because of its proximity to restaurants and entertainment. The existence of hotel leisure facilities played little part in selection. Parking was raised an issue by some.

- The feedback on existing hotels was overwhelmingly positive with comments about quality and customers service being particularly favourable. There were few negative comments.

- Few companies have difficulty in obtaining hotel accommodation in the area, although the one or two amongst our sample who book large numbers of people do experience more general availability issues. Some raised concerns about price and felt that hotels in Bath were relatively expensive.

- There is modest demand for more hotels aimed specifically at the business sector. The preference is for mid budget accommodation rather than new developments aimed at the top or bottom ends of the market. There was no consensus as to whether there was a need for more branded hotels.

- Just under half of the respondents used meeting facilities in local hotels although most have their own facilities on site. Generally there was no great demand for hotel meeting facilities and no problem in securing them when needed.

- None of the companies (bar one) were interested in using hotel restaurant facilities for entertaining preferring to use other restaurants in Bath.

LIST OF RESPONDENTS

Airsprung Furniture Group PLC
Amdocs
Bath & North East Somerset Primary Care Trust
Bath Spa University
BMT Defence Systems
Buro Happold
Cadbury Trebor Basset
City of Bath College
Coates Electrographic
Future publishing
Integrity Print
IPL Information Processing Limited
Polamco
Praxis
Robinia Care group
Rotork Controls
Royal United Hospital Bath NHS Trust
Somer Community Housing Trust
University of Bath
Virgin Mobile
Wessex Water
Welton Bibby
Yeo Valley farms

APPENDIX 4
CONSUMER SURVEY

1. Introduction and Methodology

The purpose of this exercise was to gain a better understanding of what leisure consumers think about visitor accommodation in Bath, identify gaps and whether reactions to accommodation are influencing satisfaction or propensity to visit.

In order to investigate this, given the limited resources available, it was decided that the best option was to undertake an email survey of the BTP marketing database. By definition, this includes people who have shown some interest in visiting Bath and therefore know something about the place.

We took names of those who had joined the database in the past two years and who had indicated that they were willing to be contacted by third parties. After eliminating duplicates and local residents this gave a total of 2700 names with a mixture of UK and overseas residents. These people were emailed and sent a link to an on-line questionnaire. An incentive of entry into a £100 prize draw was included.

A total of 725 people responded to the survey, giving a response rate of 26.4%. We were interested in the reaction of those who had stayed in Bath and sampled the accommodation as well as those who had considered staying in Bath but had not stayed.

2. Sample Profile

Of the 725 people who responded, 40% had stayed in Bath and 36% had considered staying in Bath but had not.

Sample characteristics are shown in the table below.

Figure 1: Sample characteristics

	People who have stayed in Bath	People who have considered staying in Bath but didn't	All
Age			
17 or under	0%	0%	0.%
18-24	4%	4%	4%
25-34	18%	15%	15%
35-44	18%	24%	21%
45-54	29%	27%	28%
55-64	27%	21%	24%
65+	3%	8%	7%
Origin			
UK	77%	74%	77%

South West	11%	15%	17%
South East	16%	16%	14%
London	13%	10%	11%
Wales	5%	8%	6%
East of England	8%	6%	6%
West Midlands	7%	6%	6%
Other	18%	13%	17%
Elsewhere	22%	25%	23%
Europe	9.%	11%	11%
	7%	8%	6%
USA	7%	7%	6%
Other			
Children U16 at home			
Yes	18%	22%	20%
No	82%	77%	79%

The sample characteristics of the two groups were similar. Respondents were a range of ages - most were between 35 and 64 – and approximately three quarters were from the UK. Only around 20% had children under the age of 16 at home.

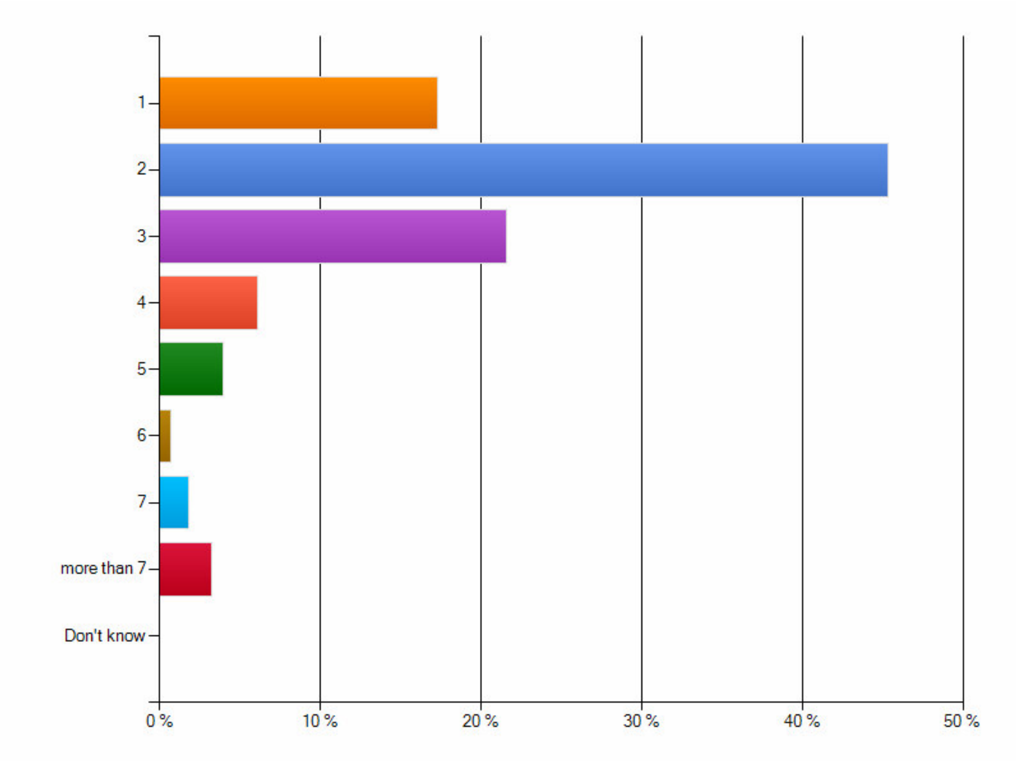
3. People who had stayed in Bath

3.1 Details of staying visit

All respondents had stayed recently in Bath ie since 2007. 50% had stayed in 2008 and 37% in 2009.

Length of stay

Figure 2



Short breaks of between one and three nights were most common amongst respondents. 45% had stayed two nights, 22% three nights and 17% one night. Although longer stays were less common, 5% had stayed a week or more. The average length of stay was 2.2 nights.

Day(s) of the week the stay took place

Figure 3

Day of the week	%
Mon, Tues, Wed or Thurs	42.6%
Fri, Sat or Sun	66.3%
Don't know / can't remember	6.0%

The majority of stays included a weekend with 66% of respondents having stayed on a Friday, Saturday or Sunday night. 43% of stays had included a weekday night. This suggests that stays are spread relatively evenly across the week.

Time of year of most recent staying visit to Bath

Figure 4

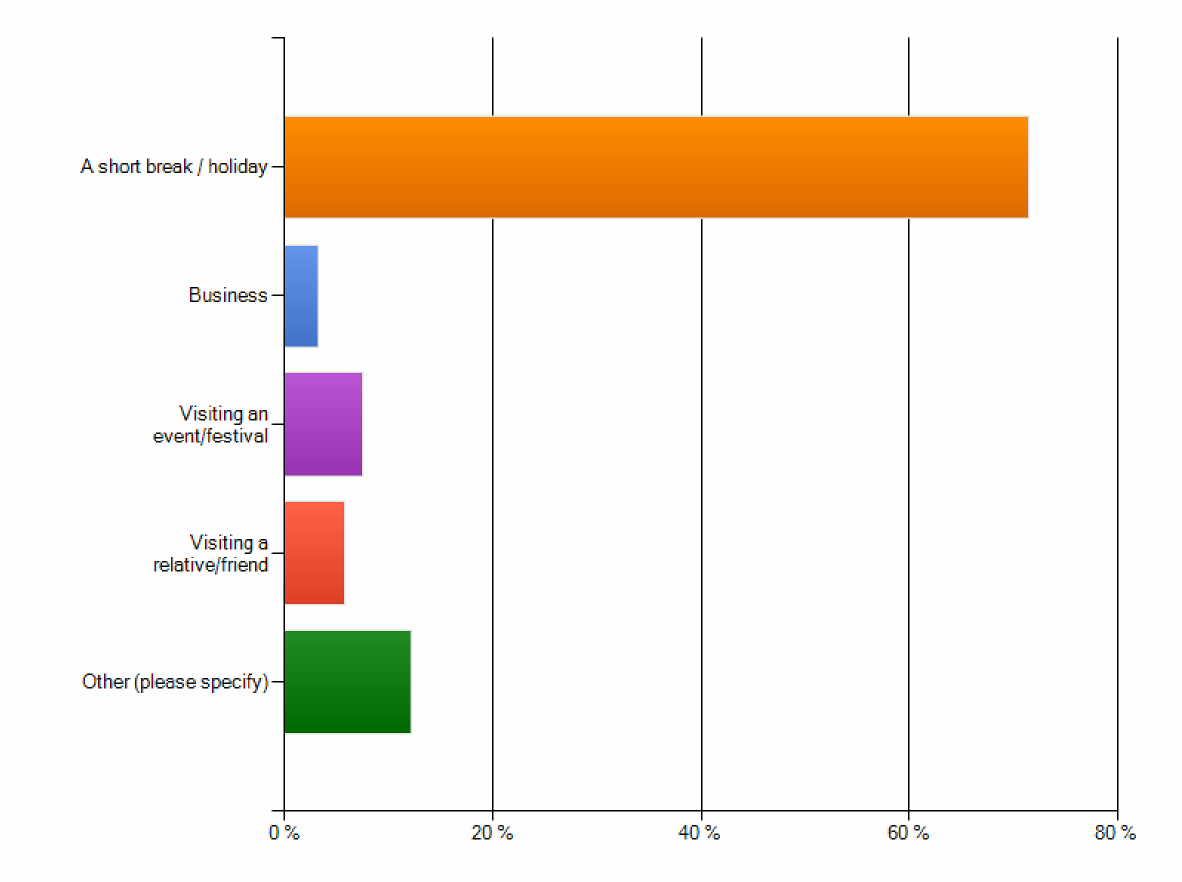
Time of year	%
Winter (Dec to Feb)	22.9%

Spring (Mar to May)	32.9%
Summer (Jun to Aug)	31.1%
Autumn (Sept to Nov)	16.4%
Don't know / can't remember	0.4%

Visits are also spread quite evenly across the year, with 33% taking place in Spring, and 31% in Summer. Nearly a quarter (23%) took place in Winter. This indicates that Bath is a year round destination.

Main reason for most recent visit

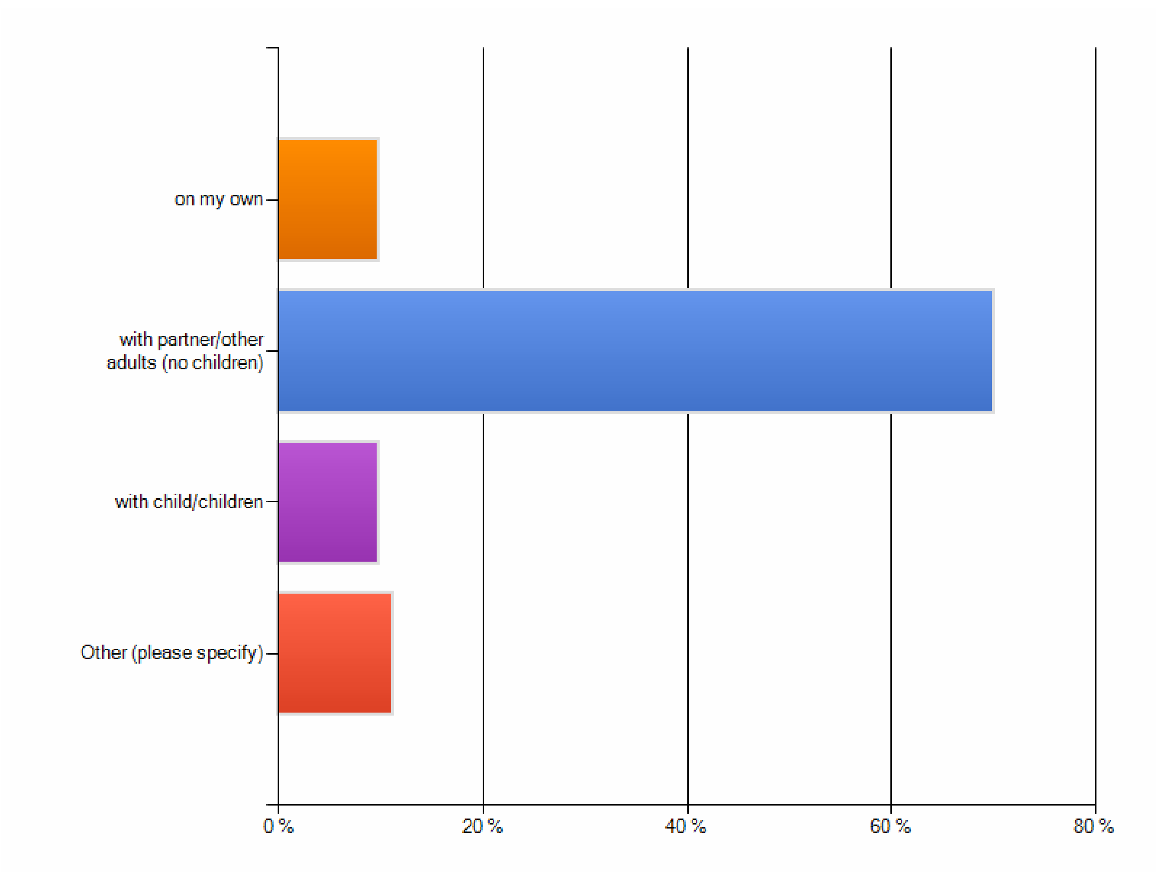
Figure 5



The overwhelming driver for visits to Bath was for a short break or holiday, with 72% of respondents stating this as their main reason for visiting the city. Only 8% visited because of a specific event or festival and only 6% were visiting friends and relatives. The low proportion of respondents who came for business as opposed to leisure reflects the nature of the database used rather than the level of business tourism to Bath. This should be borne in mind when analysing the results of this survey – ie it reflects the views of leisure, rather than business visitors.

Who they visited with

Figure 6



The majority of respondents (70%) had visited Bath with their partner or other adults. Only 9% had visited with children in their party.

Main type of accommodation used during most recent stay

Figure 7

Type of accommodation	%
Hotel	51.2%
Guesthouse / small hotel	17.1%
B&B	17.4%
Hostel	3.2%
Self catering apartment / cottage	6.0%
Other	5.0%

Respondents had used a range of accommodation types, the most popular being hotels (51%), followed by B&Bs and Guesthouses (17% each). Other accommodation used included rooms at the University and staying with friends and family.

Accommodation Grade

Figure 8

	Hotel	**Guesthouse / B&B**	**Other**	**All**
5	12.5%	10.4%	12.0%	12.1%
4	37.5%	18.8%	20.0%	27.4%
3	24.3%	20.8%	16.0%	21.0%
2	6.9%	5.2%	6.7%	6.0%
Not graded	0.7%	4.2%	10.7%	6.0%
Don't know	18.1%	40.6%	34.7%	27.4%

28% of respondents did not know or were not sure what, if any, grading their accommodation had. For Guesthouses and B&Bs, this figure rose to 41%. The highest proportion of hotel stays were in 4 star establishments (37.5%), whereas the highest proportion of guesthouse/B&B stays were in 3 star facilities (20.8%).

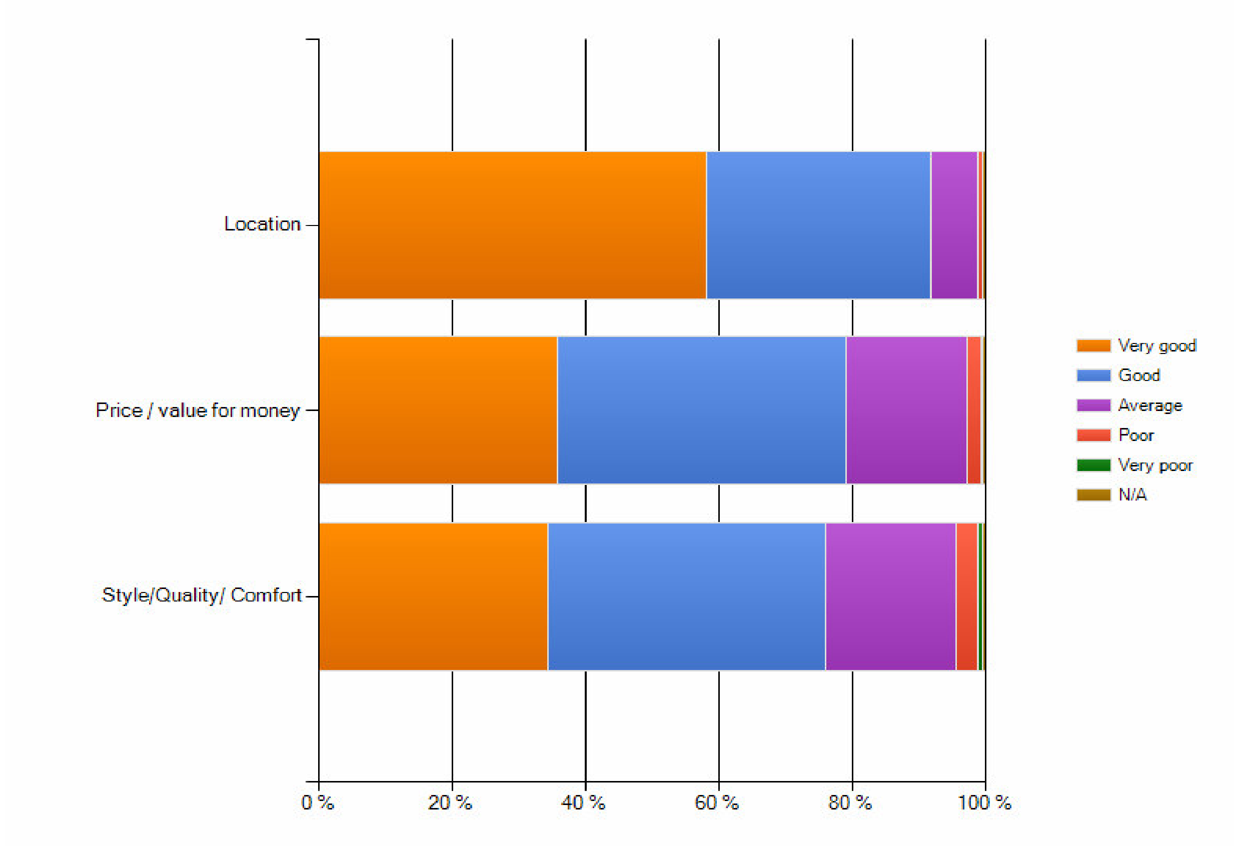
3.2 Views of Bath accommodation

Rating of various aspects of accommodation used

Figure 9a: (score out of 5)

	Type of accommodation stayed in			
	Hotel	**GH / B&B**	**Other**	**All**
Location	4.54	4.45	4.46	4.50
Price / value for money	4.13	4.06	4.04	4.12
Style / Quality / Comfort	4.03	4.03	3.96	4.06

Figure 9b



Respondents were overwhelmingly positive about the different aspects of their accommodation with most rating their experience either very good or good in all three aspects of location, value for money and comfort. Location was seen as the most positive feature. However, some of the specific comments highlighted some more negative feelings such as "perfect location but a bit expensive" and "it's impossible to book anywhere for less than two nights at a weekend".

<u>Ease of finding suitable accommodation in Bath</u>

Figure 10

	Rating (out of 5)
Hotel	4.11
GH/B&B	3.91
Other	4.04
All	4.03

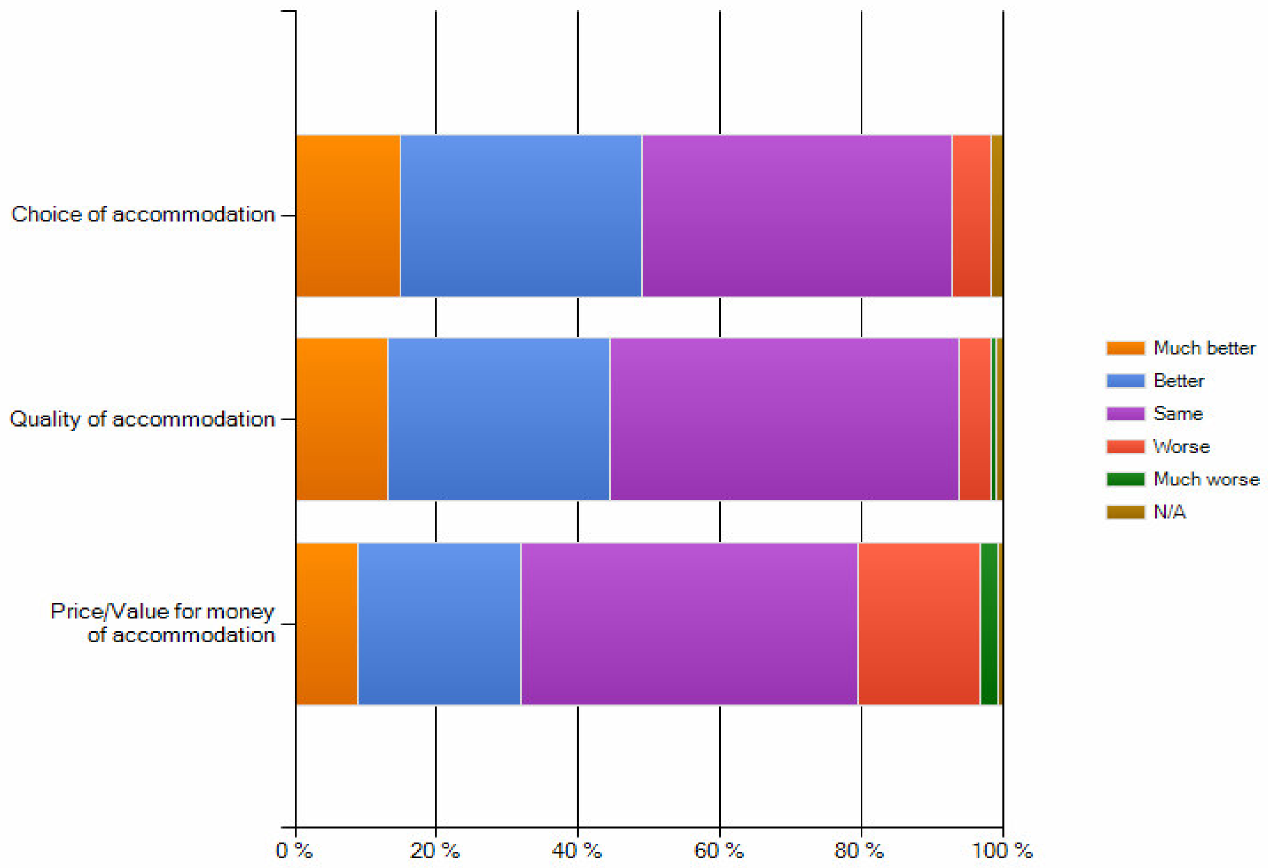
Respondents generally found it easy to find accommodation in Bath. 75% found it either very easy or easy to find accommodation compared to only 8% who found it difficult or very difficult. Guest accommodation scored slightly less well than hotels in this respect.

How Bath compares with other places in the UK

Figure 11a (rating out of 5)

	Type of accommodation stayed in			
	Hotel	**GH / B&B**	**Other**	**All**
Choice of accommodation	3.54	3.67	3.54	3.59
Quality of accommodation	3.47	3.61	3.58	3.52
Price / value for money of accommodation	3.14	3.23	3.23	3.18

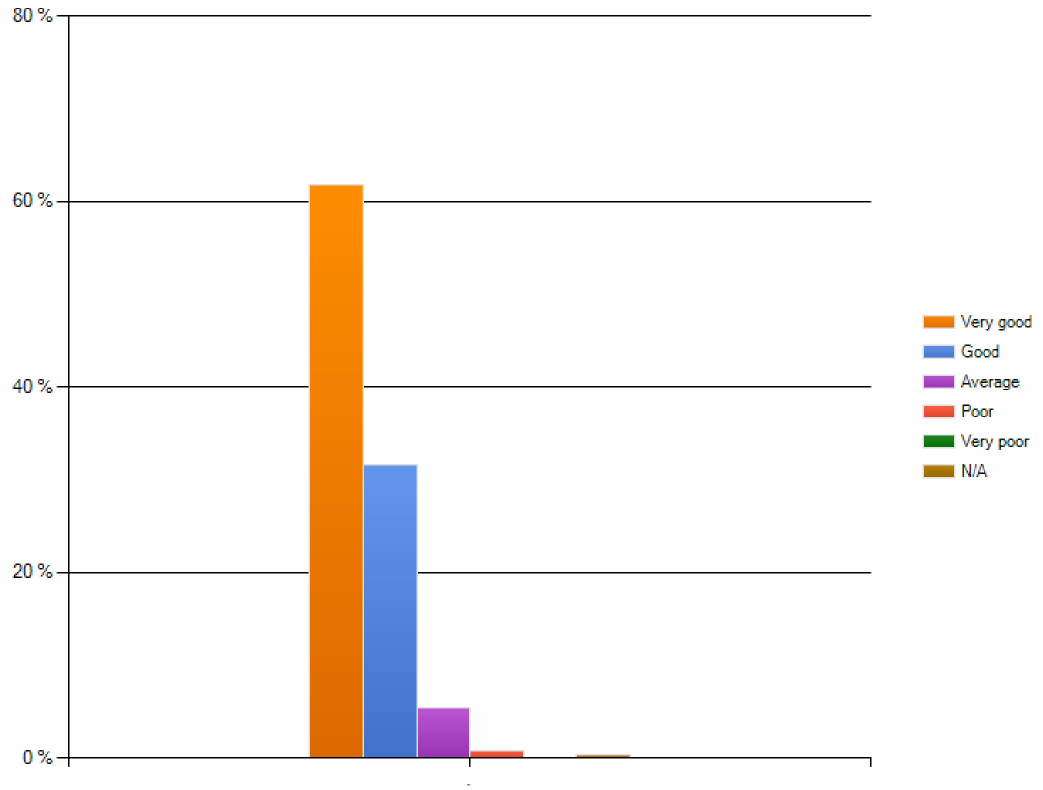
Figure 11b



When asked to compare Bath to other destinations in the UK on factors such as choice, quality and value for money of accommodation, respondents were again generally positive. Just under half (c45%) of respondents said Bath was about the same as other places whilst a similar proportion said Bath was actually better.
Bath scored less well in terms of price and value for money than the other factors with some 17% saying it was worse than other places

<u>Overall rating of staying visit to Bath</u>

Figure 12



This positive feedback is also reflected in the overall rating given my respondents to their stay in Bath. 62% said their stay was 'very good', 32% said it was 'good', 5% rated it as 'average' and less than 1% said it was 'poor'. The average rating out of 5 was 4.60.

47% said their experience of accommodation would make it 'much more likely' that they would return, and a further 28% said their experience made it 'a bit more likely' that they would return. 23% said it would have no effect. Only 3% were less or much less likely to return due to their accommodation experience. The average rating out of 5 (where 5 was that their experience of accommodation would make it much more likely that they would return and 1 was that it was much less likely) was 4.16.

<u>General Comments</u>

Comments by those who had stayed in Bath were generally very positive, particularly around the heritage of the city, the Christmas market and the friendly welcome. Most respondents reported a positive experience of accommodation although cost and value for money was raised a number of times. Some respondents wanted more good value accommodation (some reported a lack of B&Bs and Guesthouses) and there is a desire for more self catering, particularly in the city centre. Lack of parking at or near hotels was also raised as an issue by a number of respondents.

Summary

- largely middle aged / older respondents from south east / south west of UK
- overwhelmingly leisure visitors who came for short breaks and stayed in serviced accommodation 3 star or more

very positive overall about their experience of staying in Bath
their positive experience means they are more likely to come back
Bath is at least as good, if not better, than other destinations in the UK in terms of accommodation quality, choice and value for money.
It scores less well (although still positively) in terms of price and value for money

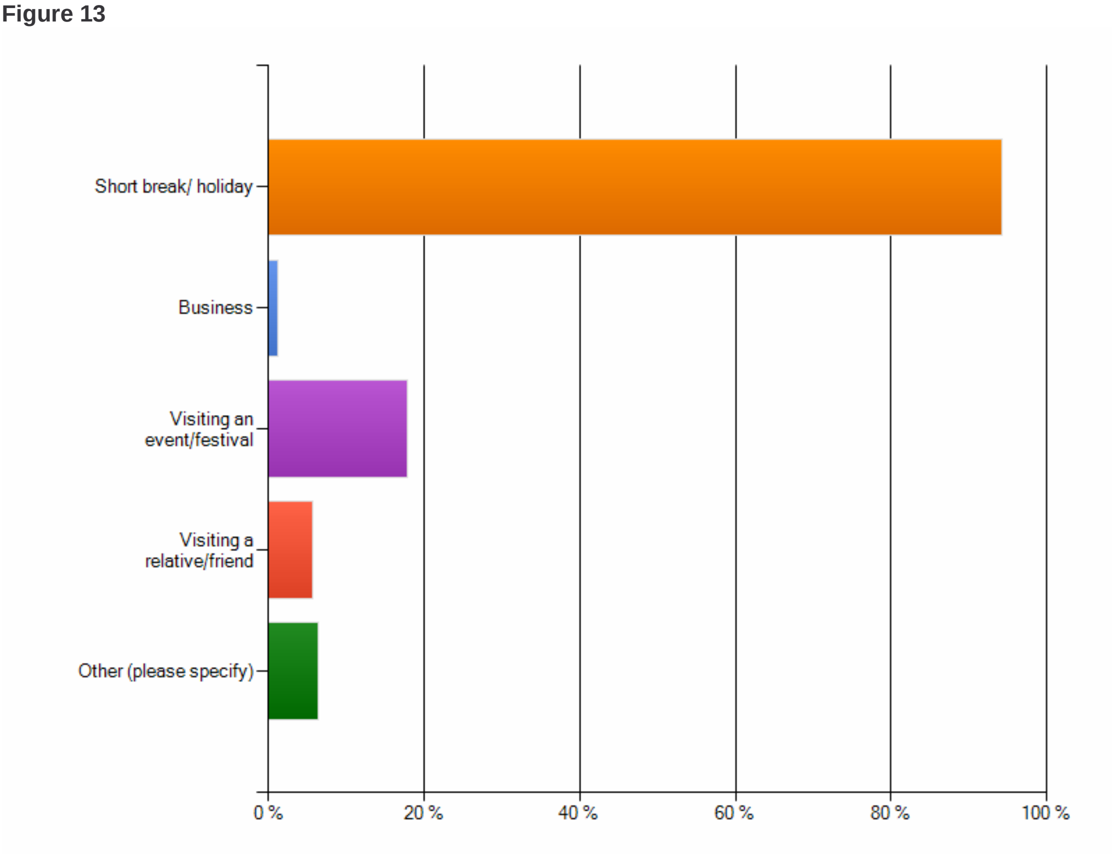
4. People who had considered staying overnight but didn't

4.1 Details of Considered Visit

Reason for visiting

Overwhelmingly, respondents were considering a staying visit to Bath as a short break or holiday. A significant proportion (18%), were considering visiting for an event or festival. As above, very few were potential business visitors.

Figure 13



Time of year for considered visit

Figure 14

Time of year	%
Winter (Dec to Feb)	16.5%
Spring (Mar to May)	16.9%
Summer (Jun to Aug)	22.2%
Autumn (Sept to Nov)	27.0%
Don't know / can't remember	17.3%

Respondents were thinking of staying in Bath throughout the year with over a quarter (27%) considering coming in Autumn, 22 % in Summer. A similar proportion (17%) were considering coming in Winter and Spring. 17% did not have a particular time of year in mind. This indicates that people think of Bath as a place to go all year round.

Day of week of considered visit

Figure 15

Day of the week	%
Mon, Tues, Wed or Thurs	15.8%
Fri, Sat or Sun	49.8%
Don't know / can't remember	34.4%

50% were considering visiting during the weekend, and 16% were considering coming during the week. However, 34% did not have a specific day in mind or couldn't remember.

Accommodation looked at

75% had actually looked at places to stay while 20% had not. The remaining 5% could not remember. Of those who had looked at accommodation, 46% had looked at hotels and 41% had looked at guesthouses or B&Bs.

Figure 16

Type of accommodation	%
Hotel	46.3%
Guesthouse / small hotel	20.0%
B&B	21.1%
Hostel	3.2%
Self catering appartment / cottage	6.3%
Other	3.2%

Views on Bath

Perceptions of accommodation in Bath

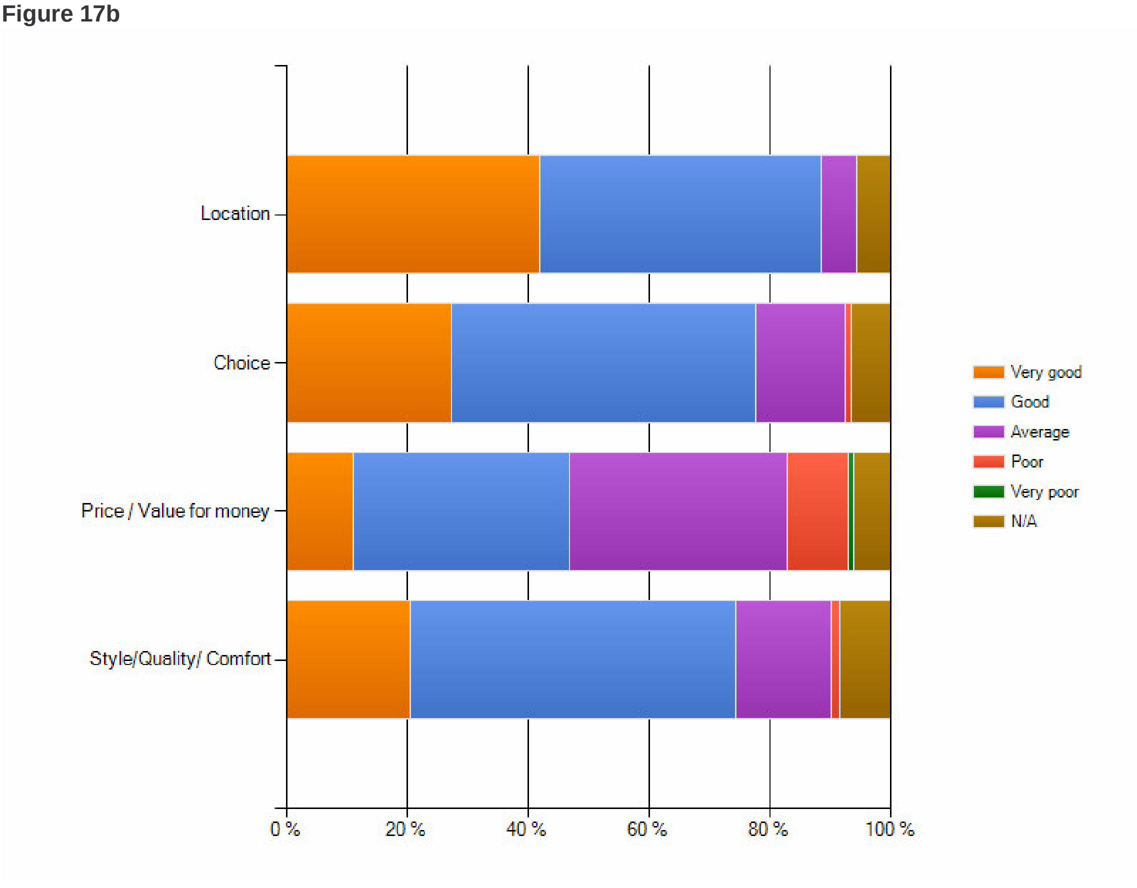
When asked to give their impression of different aspects of accommodation in Bath, those who had not stayed were slightly less positive than those who had stayed.

Figure 17a (score out of 5)

	Type of accommodation looked at				
	None	**Hotel**	**GH / B&B**	**Other**	**All**
Location	4.16	4.41	4.31	4.47	4.36
Choice	4.06	4.20	3.94	4.16	4.09

Price / value for money	3.39	3.60	3.38	3.47	3.49
Style / Quality / Comfort	3.72	4.21	3.90	3.89	4.02

Figure 17b



Although still largely positive, particularly concerning location, choice and style/quality/comfort – where the majority of respondents gave ratings of ‘very good’ or ‘good’ – the proportion of ‘very good’ was less. For price/value for money these respondents gave a considerably lower rating with under half saying it was ‘very good’ or ‘good’ and 36% giving an ‘average’ rating. This highlights a difference between the perceptions of those who are considering staying in Bath but have not actually stayed, and those who have stayed.

Those who had not looked at accommodation tended to rate the various aspects as 'good' or 'average'. 15% rated the location as 'very good', and the only aspect to receive a 'very poor' rating was price/value for money.

Extent to which accommodation issues influenced decision not to stay

Issues to do with accommodation did not have a major influence the decision not to stay with 64% of respondents saying it did not play a part. However over a quarter (27%) said accommodation had 'a little' or 'a lot' to do with their decision. When asked, this was overwhelmingly down to price, although there were some instances when lack of availability meant that potential visitors did not stay in Bath.

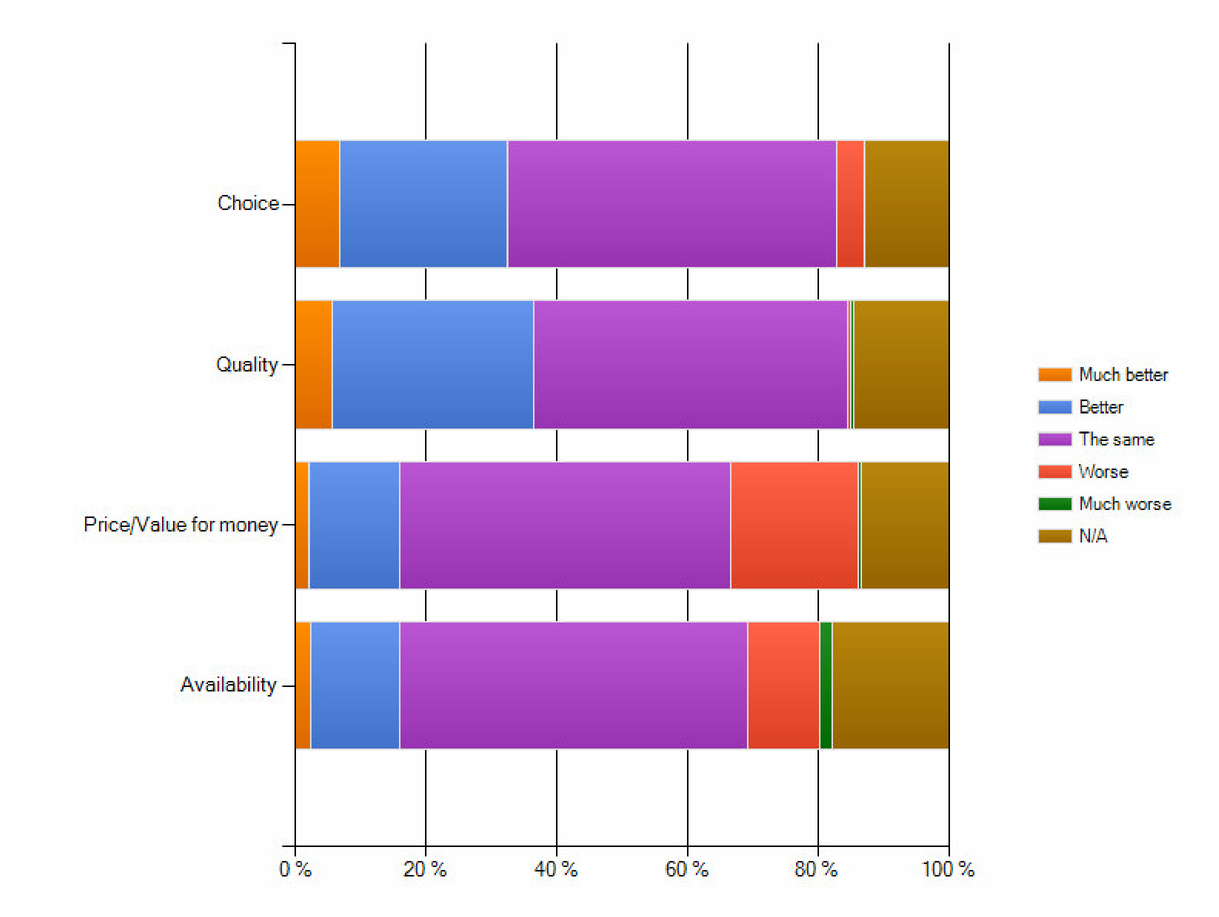
Figure 18

	Type of accommodation looked at			
	Hotel	**GH / B&B**	**Other**	**All**
A lot	23.2%	13.6%	10.5%	14.9%
A little	11.6%	14.8%	26.3%	11.7%
None	57.9%	66.7%	47.9%	64.4%
Don't know	7.4%	4.9%	15.8%	9.0%

When asked more specifically for reasons for not staying in Bath, after personal reasons (illness, not getting time off work etc), cost issues were the most common reasons given. Some people chose to do day trips instead (particularly as Bath can easily be reached in a day from London or Bristol), or stayed with friends / family. Several stated that they had gone elsewhere to places such as Lincoln, Edinburgh or the Isle of Wight and a number are still planning on visiting in the near future.

How Bath compares to other places in the UK

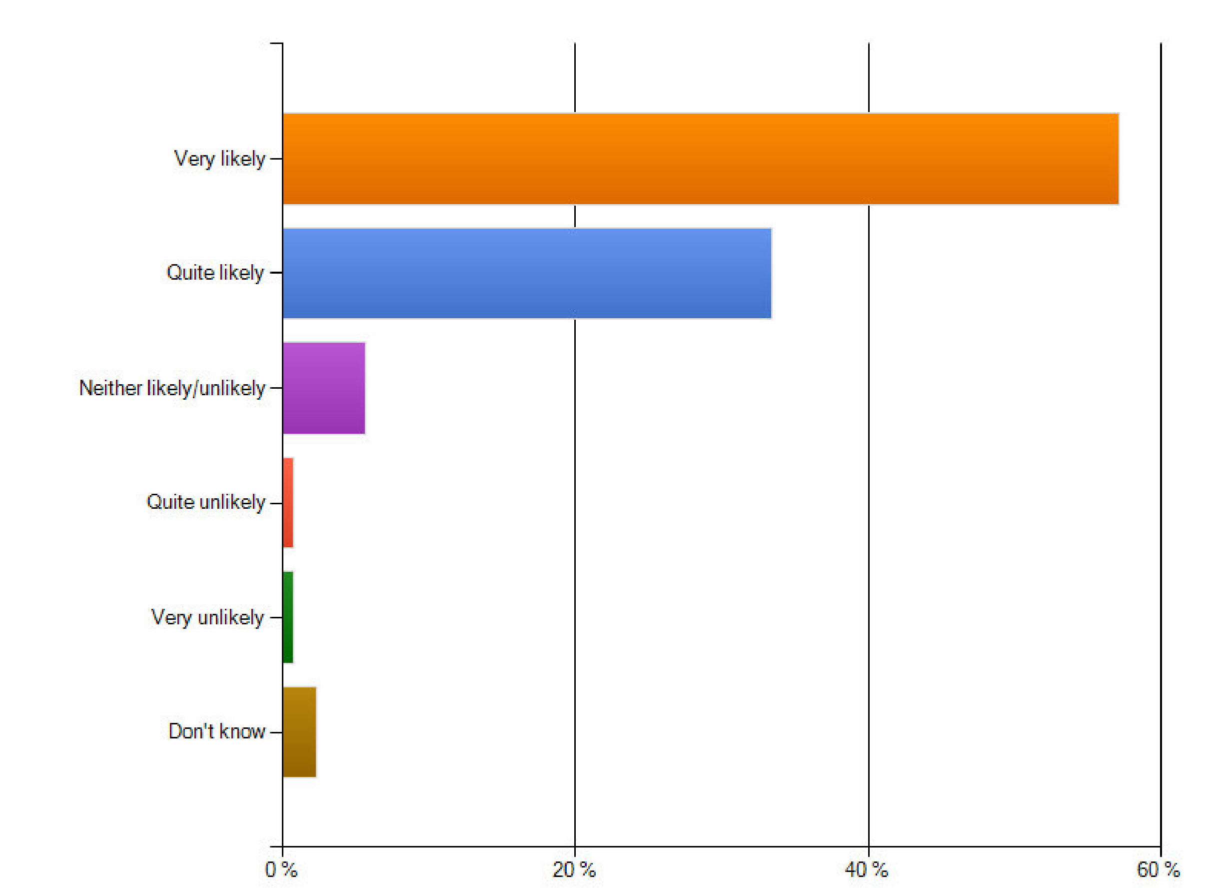
Figure 19



As with those who had stayed in Bath, these respondents rated Bath's accommodation largely the same or better as elsewhere in the UK. Again the issue of price / value for money was highlighted as a potential problem and 20% of respondents indicated that they felt it was worse in Bath than elsewhere.

<u>Likelihood of coming to Bath in the future</u>

Figure 20



90% of respondents said they were ‘very likely’ or ‘quite likely’ to come to Bath in the future.

<u>General Comments</u>

Again, general comments were largely positive with most respondents looking forward to a visit to Bath in the future. Some reported problems with lack of capacity and difficulty booking at certain times, but the overwhelming issue was that of cost. Some indicated that it was too expensive to stay so they preferred a day trip, others suggested more packaging and special offers (including attractions as well as accommodation). There is also a perception that traffic and parking in Bath is a problem.

Summary

- middle aged, UK residents with no children at home looking for leisure visits in serviced accommodation
- consider staying in Bath throughout the year, more likely during weekend than weekday
- perceptions of Bath accommodation were largely positive although it falls down on value for money
- accommodation generally did not play a part in the decision to stay or not, but where it did, issues surrounding price were largely to blame

Bath is seen to be as good as, if not better, than other destinations although there are some questions raised as to value for money.

- **People who come to Bath think that the accommodation is good and is likely to make them return.**

- **People who haven't yet come to Bath think that the accommodation options are good but there is a perception amongst some that it is not good value for money. That said almost all are still planning a staying visit.**

APPENDIX 5
HOTEL DEVELOPER REQUIREMENTS

1.1 Introduction

Hotel companies generally work to a set of key investment criteria that they use to help them put together their national development strategy and trawl for sites. The variable nature of the hotel product results in a range of site requirements, associated costs and investment approaches being adopted by hotel operators for different types of hotel. However, there is also much commonality between them. Below, we set out some of the key criteria, indicating ranges, and drawing out differences between hotel types where appropriate.

1.1.1 Target Locations

One of the main trends to emerge in the hotel sector is that of achieving critical mass together with geographic spread. The types of location that a hotel group will target will be a function of what levels of market penetration they have, how far along the product lifecycle they are, as well as the scale of funding available.

Operators such as three-star group Jurys, have an initial target of 20-50 hotels in the UK, which will need to be strategically positioned across the country in locations, which will give them maximum exposure. Initially they only targeted gateway locations - large cities such as Bristol, Leeds, Glasgow and London - to achieve this aim, but are now moving on to smaller, secondary locations (from a corporate market perspective), such as Exeter. Premier Inn and Travelodge, with hundreds of hotels in their current portfolios, can now look at tertiary locations, as well as investing in mega-budgets – budget hotels of 150 rooms plus. They are also now targeting seaside resorts. Niche hotel groups, such as small boutique chains that are independently owned, may only be looking for 10-12 hotels across the country, and so will target only 1-2 towns per region, looking for characterful cities, often with a heritage base, and a strong destination draw for both business and leisure markets.

1.1.2 Site Requirements

Most hotel companies have a set of criteria that they normally adhere to in terms of identifying and acquiring sites for new hotel development. They include:

- A strategic location in terms of communications, with good access from a main route (motorway, dual carriageway, main A road), or alternatively a profile town or city centre site;
- Visibility, particularly to passing traffic;
- A strong business base, as the business market is the main driver of hotel demand (average market mix is 70% business, 30% leisure), and site proximity to those main sources of demand;

- Site areas which vary on average from 0.5-6 acres, depending upon the type of location, the size and nature of the product, the range of facilities, and car parking requirements;

- Land values that reflect hotel development economics, though the sites are often in prime development locations (usually for outright purchase though some companies will look at leasing and turnover deals);

- A reasonably attractive environment, which reflects the quality of product and service on offer;

- Some developers also target locations by population, focusing upon a minimum resident population of 50,000-100,000, though with improved communications and ready access to motorway networks this is less important, particularly for central UK locations.

The criteria will necessarily vary according to hotel type. Budget hotels of 40-60 rooms with minimal central facilities will have a much smaller land take than a 150-200 bedroom four-star hotel with much larger bedrooms, restaurant, conference suite and leisure facilities. Parking requirements and the opportunity for shared parking can also significantly affect the land take. There will also be many more locations where market conditions will support a small budget hotel compared to a larger four-star hotel with premium tariffs. Some typical requirements by product types are set out in the table below.

Developer Site Size/Space Requirement by Hotel Type

Hotel Type	Central Site Area	Out of Town Site Area	No of Rooms	Gross Floorspace per Room	Facilities
Budget	0.5-0.7 acre	1-2.5 acre	40-100	32-35m2	21 sq m room size limited restaurant and meeting rooms
Three-star hotel	0.75 acre	1-3 acre	120-150	55-65m2	24 sq m room size restaurant, bar conference/syndicate rooms
Four-star hotel	1 acre	3-6 acre	150-200+	75m2+	30 sq m room size restaurant, bar banqueting conference/syndicate suites, leisure

Source: Hotel Solutions

Locations both on the outskirts of towns and cities, and on the town centre fringe (e.g. inner ring road) were initial priorities for many of the branded chains, often alongside business parks and similar employment areas. However, more recently, there has been renewed interest in city centres, reflecting also planning policy guidance, sustainable development principles, and the requirement for sequential testing.

Where operators look at city centre locations, their site requirements become less easy to classify. Developments are often more opportunity-driven. Hotel companies are adapting development scenarios and are now commonly clearing sites and erecting high rise buildings where this is economically viable. In some locations, where the right sorts of buildings are available and the price is right, office buildings are being converted, both for hotels and serviced apartments.

In locations such as this, and elsewhere where land values are high, hotel companies are also adapting the development mix, for example, developing with a free-standing or integral branded restaurant, pub or other use, to boost land values. For the same reasons, hotels are going into mixed use schemes that might include retail, residential, office or other commercial uses. Planning authorities are often keen to encourage this approach as it helps to introduce vitality into the city centre at night. In central locations also, car parking requirements can often be significantly reduced if public parking is available nearby, and a railway station is within easy reach.

Certainly, the fight for sites has become increasingly competitive over time. Operators such as Premier Inn and Travelodge had the advantage of land banks and opportunities to develop adjacent to existing pubs and restaurants when they first began their development programmes. Now these infill sites are used up, and there are numerous hotel operators out there searching for sites. Added to which, until the recent downturn in the economy, there has been fierce competition for land from other users – offices, residential, other leisure – many of which out-value hotels.

1.1.3 Development Costs

The control of costs is critical to the viability of hotel development, but a number of factors have served to drive costs upwards. Land costs have increased with additional pressure for sites from hotel companies, as well as competing employment and residential land uses. Construction costs have also risen. The demand for quality design, particularly in sensitive locations, has also added to costs, as has the introduction of BREEAM standards and their application to hotels.

Some typical land and building costs for different hotel types (excluding Central London) are detailed in the table overleaf:

Hotel Land and Building Costs – Provincial Locations

Hotel Type	Typical No of Rooms	Land cost provision per room	Building costs and FPE per room	Total Development Costs
Budget hotel	40-100	£8,000-£12,000	£35,000-£50,000	£1.5-£6 million
Three-star hotel	120-150	£12,000-£17,000	£85,000-£100,000	£11-£17 million
Four-star hotel	150-200+	£20,000-£30,000	£120,000-£160,000	£21-£38 million

Source: Hotel Solutions 2008

The cost ranges reflect variations between different location types (town/city centre and out-of-town locations), and variations in the mix and range of additional on-site facilities such as conference and leisure.

The increase in hotel development costs is driving a number of changes in the sector:

A move towards larger hotels. The budget sector clearly demonstrates this, with, in the early phases of development, hotels averaging 40-60 bedrooms. Many developers are now averaging 80-100 bedrooms, with a new strain of 'mega-budgets' of 150 bedrooms plus beginning to emerge in large city, airport and other premium locations. As hotel development costs are allocated on a per room basis, a larger hotel enables a more competitive price to be offered for sites. Upper tier budget brands like Express by Holiday Inn and Ramada Encore do not develop smaller units, with their hotels averaging 80-120 rooms.

Tailoring of the hotel product to the site, to enable maximum value to be achieved. This has enabled hotel developers to secure land in prime locations, but on the downside has served in itself to increase costs, as unique solutions and designs have to be found. Standardised products, and the cost savings these can deliver, have become increasingly difficult to implement.

The development of hotels in association with other uses. These may be associated leisure brands such as themed restaurants, bars and leisure clubs – hotel companies operating across the leisure sector can take full advantage of this by securing sites for several of their operations. Where a parent company operates a range of hotel offers from luxury and four-star brands through to budget hotel products, these will on occasion be developed on shared or adjacent sites, for example in premium locations. Accor have done this in several locations, locating Ibis, Etap and Novotel brands in an Accor 'village'. Again, this multi-use approach to site development enables a better price to be paid for land, and sites to be secured. Increasingly, hotels are also being developed as part of mixed use schemes incorporating residential, office and other commercial uses, particularly in town/city centres, and the planning system has promoted this approach.

These adaptations have enabled the hotel sector to continue to compete and develop at a time of increasing pressure on land. However, any increase in cost brings with it the danger of reducing margins in relation to profitability.

1.1.4 Financial and Performance Criteria

The viability of any hotel development will be a function of the development cost, the occupancy rate (how full the hotel is throughout the year), and the achieved room rate (the average rate per room let, taking into account discounts on the published tariff). Most hotel companies have performance targets in each of these areas.

Occupancy targets are typically to achieve 70-75% plus by year three of operation. For smaller, budget hotels, the target may be slightly higher than this, around the 80% level. Boutique hotels – many of which are smaller units appealing to niche, high value, business and leisure markets – commonly aim at occupancies in excess of this and can achieve 85-90%.

Achieved room rate targets range from £40 - £50 (net of VAT) in the budget sector to £80 - £95 in the four-star hotel product. In general, budget hotel discounting is limited, though many now offer reduced weekend rates, particularly where the leisure market is weak. At the top end of the market, boutique hotels average £100 - £120, luxury brands often considerably in excess of this.

Hotel Development Performance Targets

	Occupancy	Achieved Room Rate
Budget hotels	80-85%	£40 - £50
Upper tier budget hotels	75-80%	£55 - £70
Three-star hotels	70-75%	£70 - £80
Four-star hotels	70-75%	£80 - £95+
Boutique hotels	85-90%	£100 - £125

Source: Hotel Solutions

1.1.5 Deal Structures

The criteria sought will vary slightly depending upon the type of deal sought by the hotel developer or operator. There are four main types of deal structure:

Some hotel companies wholly own, develop and manage their hotels themselves;
Other hotels are run via management contract – an agreement between the owner of the hotel and a hotel company for the latter to run the hotel. The hotel would still appear to the public to be part of the operating chain. The hotel operator gets a fee for this task, usually a percentage of turnover;
A further option is a lease, whereby an operator pays a rent for use of the building or land that is owned by an investor or developer; the risks are then with the operator not the owner, as the latter has a fixed return;
Franchise agreements are also commonly used in the hotel industry, giving an operator or investor the right to use a brand name although the hotel is in separate ownership from the chain. Fees are charged for this relating to royalties, reservations and marketing.

The levels of risk and capital outlay required by a hotel company therefore vary considerably between these options. Many more operators, particularly at the 4 star level (which is much more capital intensive), are likely to be more interested in options put to them that involve management contracts than in building and funding development themselves, as access to capital will naturally restrict the latter and require hotel companies to prioritise their investment locations. Many of the chain hotel companies will have a mix of the above structures in place, though some do prefer a single route. Often franchisees are looking to build the asset value of the company with a view to exit within a 5-10 year period, and in such situations are less likely to be interested in lease options.