



Operator Search, Selection & Negotiation

We have developed a tried and tested competition approach to deliver the best results for our clients.

Operator Search

We work closely with you to help establish selection criteria and potential operators who will be right for your property, and add the most value to your investment.

Operator Selection

We run a transparent competition. Phase One establishes interest and creates a shortlist. In Phase Two we aim to sharpen the terms and select a preferred bidder. In Phase Three we work further on the terms to establish clear Heads of Terms.

Contract Negotiation

We work with your lawyers to ensure that the final contract matches the agreed commercial terms. We help you through the onerous process of ensuring that you sign on the best possible terms and with a clear understanding of what the implications of the various clauses are.

We can manage the whole process or assist you with any one of these stages.

WHY CHOOSE US?

- We save you money – in many cases this can be millions over the life of a contract.
- We work on your side – We don't make 'cosy' relationships with preferred operators – we recommend and negotiate what will be the best for you.
- We work on a contingent basis – most of our payment is success based.
- We are a highly experienced team – amongst our specialists are ex-hoteliers who fully understand the operational implications, and sometimes challenges, of particular contract terms.

HOW CAN WE HELP YOU?

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It's not just about finding an operator, it's about finding the right one and on the right terms.

This is a process that even experienced business people should not embark on unadvised.
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Objectives & site potential



Market research & implications



Concept options & high level financials



Mix & quantum recommendation



Detailed projections & development appraisal



Iterative enhancement



Business plan



Commitment of operators



Funding



Valuation



Asset management

Opportunities

Viability

Delivery

In operation

Operator Search, Selection & Negotiation



Hotel at Silverstone, Northamptonshire

- We were engaged by the British Racing Drivers' Club to secure an operator for a major hotel development located at the heart of the International Circuit. An initial market assessment confirmed that a hotel in the order of 200 bedrooms, plus related facilities would be appropriate given the sources of demand and market environment.
- The opportunity was marketed and terms were successfully negotiated with Hilton for a Hilton Garden Inn.



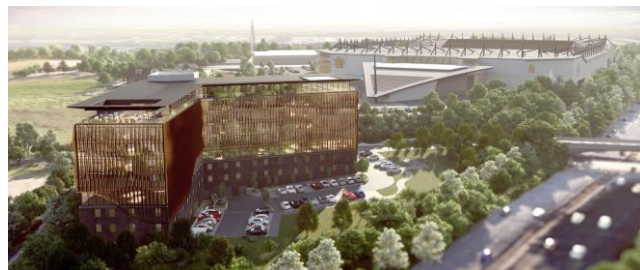
Radisson Red, Glasgow

- Located only 300m from Scotland's largest exhibition centre, our Market and Financial Feasibility Study for our client's site identified a clear opportunity for hotel development and we recommended the market positioning.
- We were subsequently commissioned to undertake an operator search and achieved a successful signing with Rezidor for Europe's first new-build Radisson Red. The hotel is open and successful.



Hotels and Aparthotel, Edinburgh

- We were appointed by Artisan Real Estate Investors to source hotel operators for a high profile redevelopment close to Waverley station.
- We secured a deal on behalf of our client with Whitbread PLC for a 128-bedroom Premier Inn and a 130-bedroom Hub by Premier Inn.
- In addition we secured a lease from Adagio for a 146-room extended stay hotel on Edinburgh's Royal Mile.
- Subsequently we sold the hotels for the owner to Union Invest.



Hotel at Sandy Park, Exeter

- We were asked to undertake a Scoping Study and Market and Financial Feasibility Study for a proposed hotel on a plot of land owned by Exeter Rugby Club, close to Sandy Park Stadium.
- Following our analysis we recommended a 250-bedroom focused service hotel and subsequently ran an Operator Search, Selection and Negotiation process, culminating in a successful agreement for a Courtyard by Marriott.



Hotel at Imperial War Museum, Duxford

- We undertook a Market and Financial Feasibility Study for a proposed select-service hotel at the Imperial War Museum, Duxford.
- An opportunity was identified for a hotel to support the world-class attraction and its existing on-site conference and events facilities.
- We were then retained to conduct a tenant and developer search and selection process and signed a ground lease contract with Propititer Hotels, who will develop and operate the hotel under a franchise agreement for a Hampton by Hilton.



Helsinki Airport

- We were appointed by LAK Real Estate Oy to conduct an operator search for a prime development site at Helsinki Airport.
- On completion the development will feature more than 700 rooms on 13 floors, with large-scale conference services and a Sky Bar on the top floor, offering spectacular views over the airport. The site also benefits from direct connectivity to the airport terminals and the train station.
- Following a highly competitive operator search and selection process we secured a lease with Nordic Choice for a dual unit solution.