



# Market & Financial Feasibility Studies

## United Kingdom

“  
**To make sound decisions, it is independent analysis of the market and project that is most important.**

**We give you the detail you need to make excellent and informed decisions.**  
”

### ENSURING PROFITABLE SCHEMES

We analyse the market, proposed product and location to make market and financial performance projections and assess profitability. We can also make recommendations on the size and nature of schemes for enhanced market and financial performance.

### ENSURING PROFITABLE SCHEMES

- Budget to five star luxury
- City, provincial and leisure locations
- Corporate hotels, serviced apartments
- Leisure hotels, and mixed-use resorts
- Repurposed buildings
- Sports venues

### FOR ALL REQUIREMENTS

- Assessing financial viability, and making recommendations for improving it
- Operator selection and contract negotiations
- Loan security purposes
- Traditional sources of financing
- Investment purposes

### WHY CHOOSE US?

- We're focused on your needs and tailor our approach accordingly.
- We provide detailed reports and market commentary as well as financials.
- We bring experience of more than 700 studies to inform your project.
- Our experts are active on projects across the UK, and can also draw on live market experience from our local offices.

Our clients include developers, private equity and venture capitalists; major international banks; and private and corporate hoteliers.

### HOW CAN WE HELP YOU?

#### HOTELS & RESORTS CONSULTING UK

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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

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## Manchester

- Since its inception, multiple teams within Colliers have advised on different aspects of this 700,000 sq. ft. high quality mixed-use scheme by Jackson's Row Developments Ltd, known as St Michael's.
- The scheme includes hotel accommodation, apartments, office and leisure space.
- We completed a Market and Financial Feasibility Study for the hotel element of the project and provided hotel advisory services.



## Newcastle

- We advised on the scale and positioning of a proposed hotel in Newcastle city centre and produced a Market & Financial Feasibility Study. This confirmed the opportunity to develop a 104-bedroom internationally branded hotel, positioned in the lifestyle segment.
- The hotel will form part of a prominent mixed-use scheme including high profile retail, leisure space and a proposed rooftop bar.



## Marble Arch, London

- We assisted the Staywell Group in their first European hotel acquisition.
- We provided a Market & Financial Feasibility Study and Indicative Valuation for an existing 82-bedroom hotel, benefitting from a programme of capital expenditure and converting to Staywell's "Prince Akatoki" brand.
- The hotel successfully relaunched in September 2019.



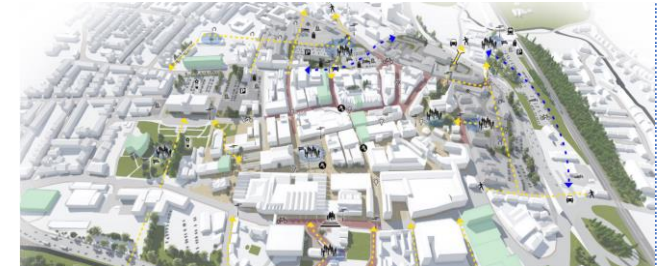
## Rochester

- We advised on a prime development site, directly opposite Rochester Station. We produced a Market & Financial Feasibility Study that found support for a 100-bedroom branded focused service hotel.
- We identified an opportunity for a lifestyle product and recommended the inclusion of fluid ground floor space, fully flexible social, dining, work and play zones and a chic rooftop bar offering panoramic views over Rochester Cathedral.



## Exeter Science Park

- We undertook a Market & Financial Feasibility Study to identify the demand for a hotel on a prominent site close to the entrance at Exeter Science Park.
- A market opportunity for a focused service 150-bedroom internationally branded hotel was identified.
- The proposed hotel development advanced following our recommendation.



## Chesterfield

- We advised on the development of a proposed hotel in the heart of Chesterfield, close to the station.
- The hotel is a core component of a wider mixed-use development.
- We produced a Market and Financial Feasibility study, which identified demand for a 120-bedroom limited service internationally branded hotel.