

United Kingdom



Total value of the UK property portfolio¹

£1,014m

(2022: £991m)

art’otel London Hoxton



Property portfolio

The Group’s well-invested property portfolio consists of approximately 3,350 rooms in operation in the upper upscale segment of the London hotel market. In addition, the Group will be soft opening the 357-room art’otel London Hoxton in April 2024 and it has a further three development sites in London, which could add up to over 800 rooms.

Four of the Group’s London hotels are in the popular South Bank area of London, with further properties in Victoria, Marylebone, Battersea and Park Royal. There are also three properties located in the UK regional cities of Nottingham, Leeds and Cardiff².

Financial performance

	Reported in Pound Sterling (£)				
	Year ended 31 Dec 2023	Year ended 31 Dec 2022	% change	Year ended 31 Dec 2019	% change
UK					
Total revenue	£234.9m	£190.1m	23.6%	£207.4m	13.3%
EBITDAR	£76.6m	£56.8m	35.0%	£71.0m	7.9%
EBITDA	£76.3m	£56.2m	35.7%	£70.7m	7.9%
Occupancy	83.6%	67.8%	1,590 bps	87.7%	(405) bps
Average room rate	£190.8	£192.3	(0.8)%	£152.4	25.2%
RevPAR	£159.6	£130.3	22.5%	£133.7	19.4%
Room revenue	£183.8m	£149.9m	22.6%	£152.7m	20.4%
EBITDA margin	32.5%	29.6%	290 bps	34.1%	(160) bps

1. Independent valuation by Savills in December 2023 and excluding the London development sites art’otel London Hoxton and Westminster Bridge Road.
2. Revenues derived from these hotels are accounted for in Management and Holdings, and their values and results are excluded from the data provided in this section.

The Group has an ownership interest in ten properties: Park Plaza Westminster Bridge London, Park Plaza London Riverbank, Park Plaza London Waterloo, Park Plaza County Hall London², Park Plaza Victoria London, Park Plaza London Park Royal, art’otel London Hoxton, Holmes Hotel London, Park Plaza Leeds and Park Plaza Nottingham. Park Plaza Cardiff² operates under a franchise agreement. The Group operates art’otel London Battersea Power Station² hotel under a long-term management agreement through its hospitality platform.

art’otel London Hoxton

In April 2024, vibrant Hoxton will welcome its newest resident: art’otel London Hoxton. The hotel is perfectly placed to fully immerse guests in East London’s thriving art scene and the City of London is just a short 10-minute walk or mini Tube ride away. The stylish and playful hotel features original works from Signature Artist D*Face, whose works fill our walls and halls, as well as two original Banksy’s. The full offering includes several destinations restaurants and bars, some with 360-degree views of London’s skyline, an art gallery, auditorium, rooftop gym, indoor pool, spa and ample relaxation and event spaces. It’s no wonder this art’otel has already been touted the hottest new design hotel in London.

357
Rooms

Street art

Hoxton and Shoreditch: London’s creative home to street art and cutting-edge galleries.



Music venues

The area is abound with live music venues, hip bars, and electric restaurants.



Old Street Station



Spitalfields market

One of London’s oldest markets, Spitalfields Market showcases hand-crafted and hard-to-find pieces that make every trip special and memorable.

60
Suites

United Kingdom continued

Portfolio performance

The United Kingdom remains the Group’s largest region in terms of revenue generated and property value. Throughout the year, the portfolio performed strongly across the Group’s main segments of leisure, corporate and meetings. This was predominantly achieved through a further growth in room rate alongside a significant recovery in occupancy. Booking activity was supported by a number of events in London, including the Coronation of King Charles III in May, and a return to business travel.

Total reported revenue was up 23.6% to £234.9 million (2022: £190.1 million). Reported RevPAR was £159.6 (2022: £130.3), driven by a stable average room rate of £190.8, down 0.8% (2022: £192.3), and a further improvement in occupancy to 83.6% (2022: 67.8%).

EBITDA was £76.3 million (2022: £56.2 million).

Development pipeline

The Group’s flagship project, art’otel London Hoxton, is now in the final stages of development ahead of soft opening in April 2024. Located in the vibrant Shoreditch area in East London, this premium lifestyle hotel will comprise 357 rooms and suites, five floors of 5,900m² office space, wellness facilities, a gym and swimming pool, and an art gallery space. The hotel’s Signature Artist is London-born British street artist D*Face, who is recognised globally as one of his generation’s most prolific contemporary urban artists, blending art, design and graffiti. The General Manager has been appointed along with a support function to prepare the hotel for launch.



art’otel London Hoxton



“We have experienced strong recovery in the UK market and have an exciting pipeline for the future.”

The Group also has three longer-term development projects in London. The first is a site adjacent to Park Plaza London Park Royal (in West London), the second site is at 79–87 Westminster Bridge Road, close to the Group’s Park Plaza London Waterloo and Westminster Bridge properties, and the third development project is the potential to create a 179-bedroom subterranean hotel at the Group’s Park Plaza London Victoria property. The Park Royal and Park Plaza London Victoria sites both have planning consent.

Hospitality management platform projects

In February 2023, the Group fully opened – to critical acclaim – the UK’s first art’otel, located within the Battersea Power Station development. The property features 164 bedrooms, a Venetian inspired Italian TOZI restaurant and bar, a skyline destination rooftop swimming pool. The hotel also offers a gym, spa, event facilities, and an art gallery with regular art programmes throughout the hotel. Jaime Hayon is the hotel’s interior designer and Signature Artist, and two Michelin starred Portuguese chef Henrique Sá Pessoa is the JOIA restaurant Concept Chef. This hotel is managed by the Group under a long-term operating agreement and as a result, its financial performance is not included in the performance reported in this segment. Management fees are accounted for in the Management and Central Services segment.

The United Kingdom hotel market*

RevPAR was up 14.5% at £92.4, driven by a 8.7% increase in average room rate to £119.5 and a 5.3% increase in occupancy to 77.3%.

In London, RevPAR increased by 17.1% to £156.2 compared with 2022, reflecting a 8.8% increase in occupancy to 79.8%, and a 7.6% increase in average room rate to £195.7.

* Source STR European Hotel Review, December 2023.

art’otel London Battersea Power Station

