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HOTEL & SPA

PRE DETERMINATION HEARING

PROPOSED 4 * HOTEL & SPA COMPLEX
Ballyreagh Road, Portstewart



17th November 2023



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Presentation Content

1. Introductions to Project Team Speakers and Applicant (Ferguson Planning)
2. Overview of the Major Planning Application Process (Ferguson Planning)
3. Introduction/Overview of key design components of the proposal (WilsonMcMullen)
4. Overview of supporting documentation and related conclusions (Neo Environmental)
5. Overview of key planning policies and the Proposal's compliance(Ferguson Planning)
6. Overview of the proposal's key economic benefits (Ferguson Planning/Interstate)
7. Introduction to the Operator – Interstate/Aimbridge (Interstate/Aimbridge)

1. Introductions / Consultant Team

F E R G U S O N
P L A N N I N G
DEVELOPMENT CONSULTANTS
www.fergusonplanning.co.uk

wilsonmcmullen
architects

ne ENVIRONMENTAL

Cleaver
Fulton
Rankin

Park ~ Hood
CHARTERED LANDSCAPE ARCHITECTS
BELFAST | LONDON | DUBLIN

ASM
CHARTERED ACCOUNTANTS
PROFESSIONAL KNOWLEDGE.

IVAN SCOTT
ASSOCIATES

Aimbridge
Hospitality

2. Planning Process

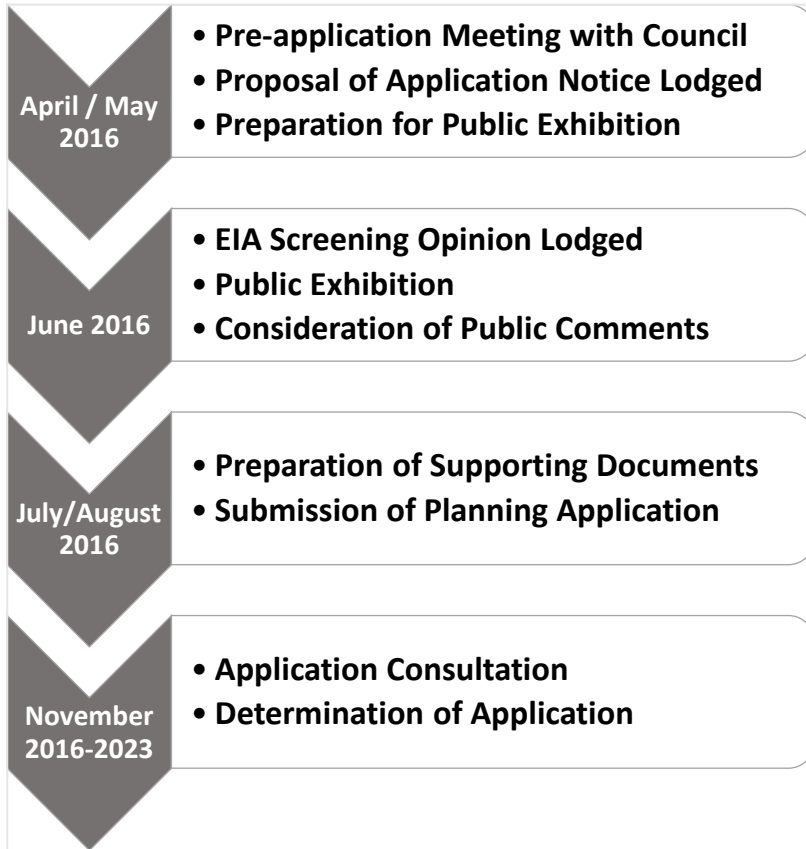
PROPOSAL

4* Luxury Hotel & Spa Complex (including conference and banqueting facilities), Holiday Cottages, North West 200 Visitor Attraction (including exhibition space, tourist retail unit (c.150sq.m.) and office space), restaurant, car/coach parking, access/junction alterations, landscaping, private sewerage treatment plant and water bore holes together with and associated apparatus/infrastructure works on land south of 120 Ballyreagh Road (A2), Portstewart



Site scale: 5.38 Hectares

Planning Timetable & Documents



'MAJOR' DEVELOPMENT

- Planning Statement
- Design & Access Statement
- Masterplan
- Architectural Drawings
- Landscape and Visual Impact Assessment
- Transport Assessment
- Economic Assessment
- Habitat/Ecological Assessment
- Cultural Heritage and Archaeology
- Landscape Visual Impact Assessment
- Noise & Odour Impact Assessment
- Geo-Environmental Assessment
- Drainage Assessment

CONSULTATION

- Dedicated Website Page for Event: www.northwestdevelopment.co.uk
- Public Exhibition: 18th June 2016. North West 200 Paddock Area (10am-5pm)
- Feedback Received from wide range of Councillors, Residents & Organisations



PUBLIC EXHIBITION BOARDS - 18TH JUNE 2016

STATUTORY CONSULTATIONS	RESPONSE
DFI ROADS	NO OBJECTION
NIEA	NO OBJECTION
ENVIRONMENTAL HEALTH	NO OBJECTION
HISTORIC ENVIRONMENT DIVISION	NO OBJECTION
RIVERS AGENCY	NO OBJECTION
NI WATER	NO OBJECTION
NED	NO OBJECTION
DAERA	NO OBJECTION

3. Design Process

Ben Wilson
Wilson McMullen Architects

wilsonmcmullen
architects



3. Design Process

KEY DESIGN CONSIDERATIONS

- Design a 4 Star Destination Hotel & Spa on the North Coast including Conferencing, Spa and Leisure facilities.
- Provide a Permanent Home for the NW 200 organisation which will enable the development and promotion of the event 365 days of the year.
- Provide an alternative coastal venue for the business and conference market outside of the large city centre venues.
- Support and promote tourism on the North Coast.



Aerial Image of Site – Edge of Settlement Site Location



Aerial Image of Site – Edge of Settlement Site Location



Masterplan

- Development of 4 Star Hotel & Spa complex incorporating:
 - 119 Bedrooms
 - Conferencing facilities for up to 350 theatre style and 300 banqueting
 - Independent meeting rooms
 - Feature Restaurant and Bar
 - 4 Star Spa & Leisure Facilities
 - Permanent Home & Visitor Attraction for the NW 200.
 - 9 no. Holiday Cottages
 - Demonstration Restaurant
- Minimise the visual impact of the development on the landscape.
- Maintain a low lying form throughout the development.
- High quality development that is architecturally consistent.
- Showcase its coastal location.





Masterplan

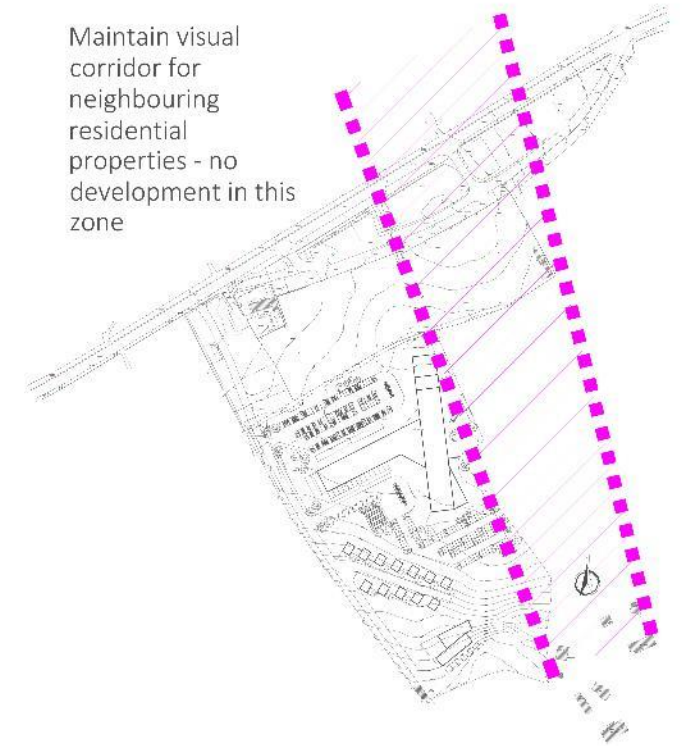
■ Hotel located on lower section of site to minimise visual impact



■ Natural Green Buffer Zones

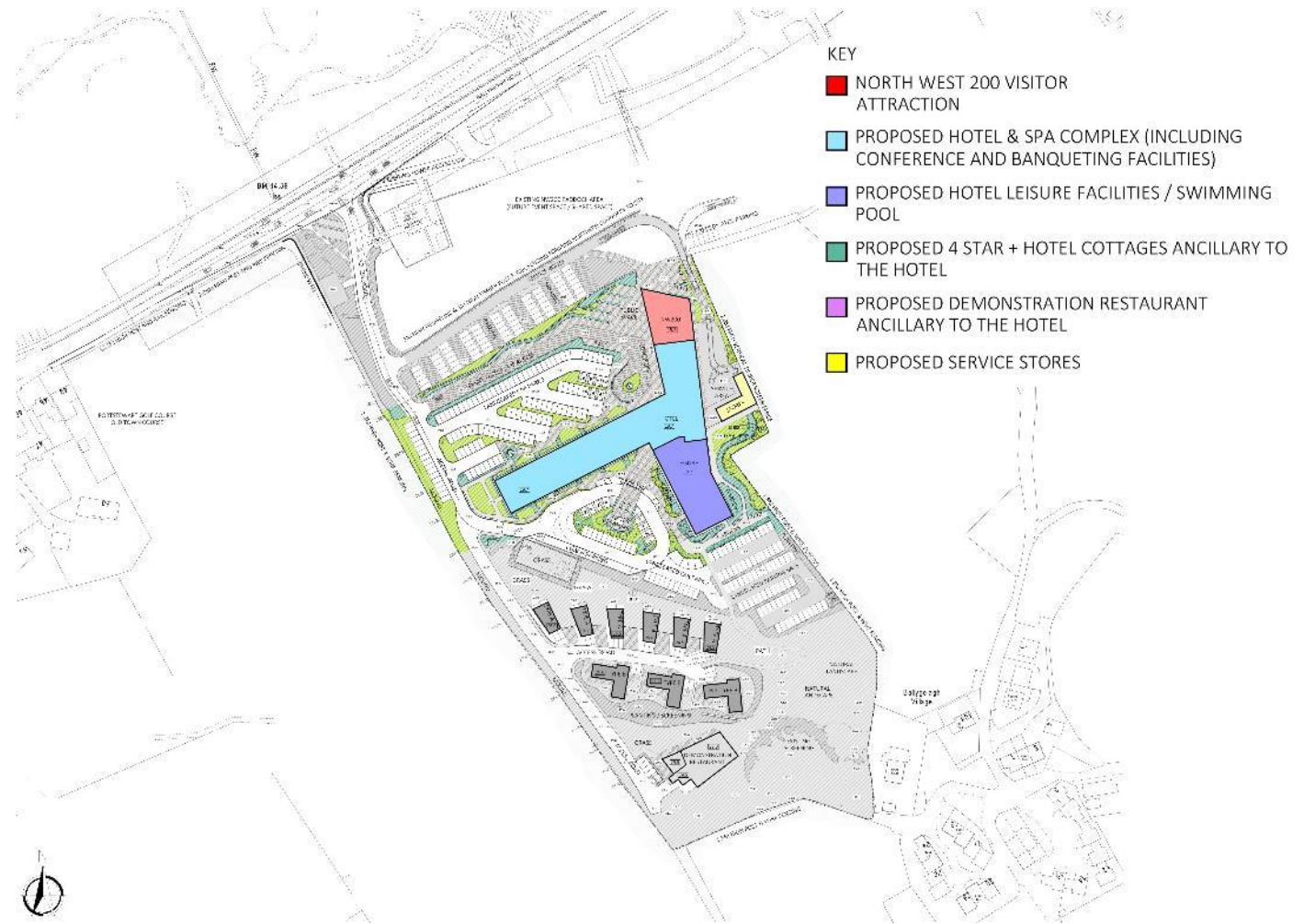


Maintain visual corridor for neighbouring residential properties - no development in this zone



Hotel – Design Considerations

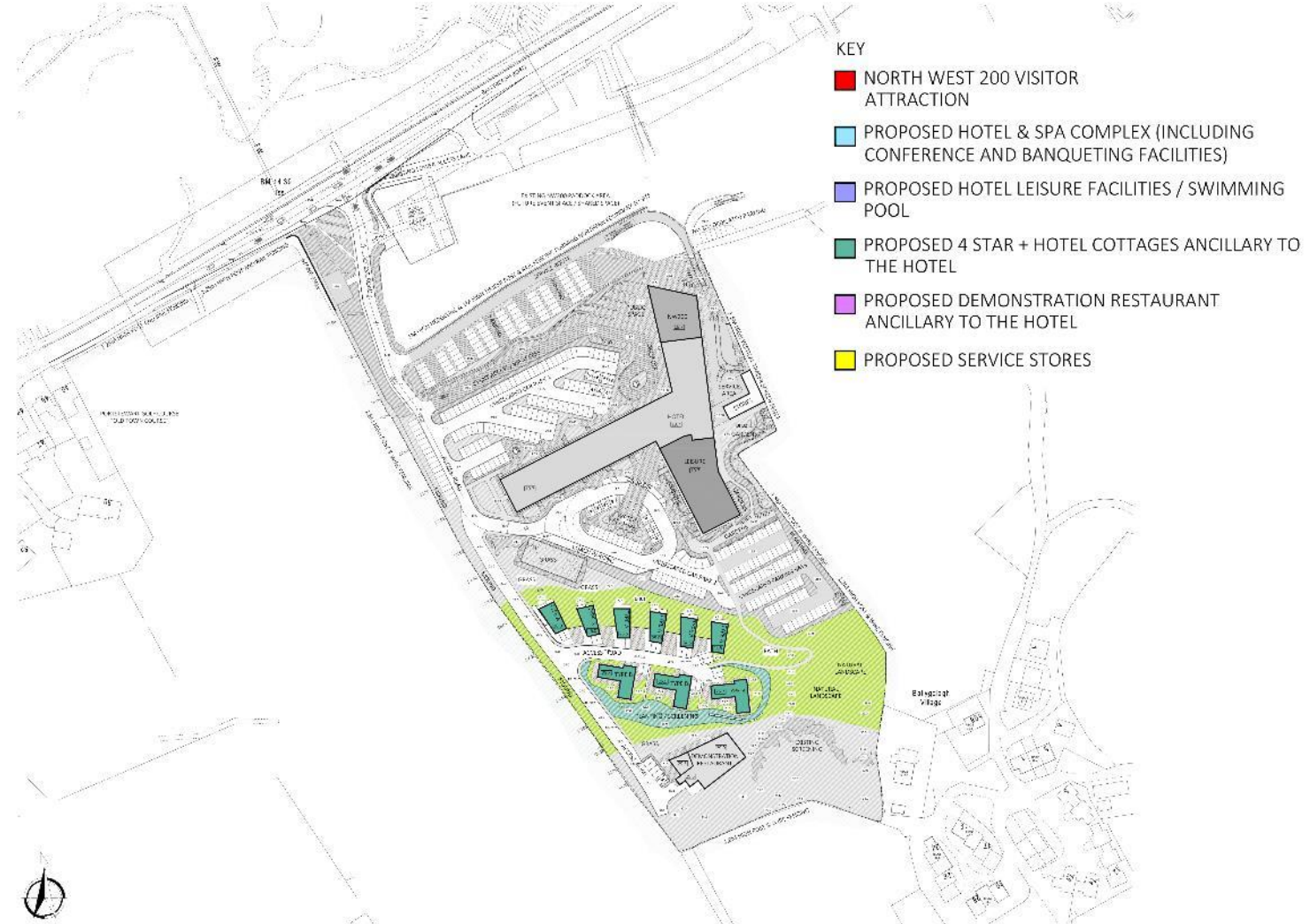
- 4 Star Hotel & Spa for the North Coast.
- Low lying building in form and massing – 3 storeys in height.
- Located on the lower aspect of the site – minimise visual impact.
- Orientated to face Ballyreagh road, the coastline and the start and finish line of the NW200 road race.
- Simple and restrained palette of materials.
- Green roof to further ground the building into its site.
- Exciting and Dynamic Hotel Building that is of its time and its place.





Hotel Cottages

- 4 Star Holiday Cottages ancillary & complementary to the main Hotel Building
- Enabling a diversity of accommodation provision on the site for longer family / group stays.
- Low scale massing sensitively terraced into the topography of the site.
- Single storey and split level Cottages.
- Restrained palette of materials.
- Architectural consistency throughout the development.



Hotel Cottages

Split Level 3 Bedroom (Type A)



Hotel Cottages

Single Storey 4 Bedroom (Type B)



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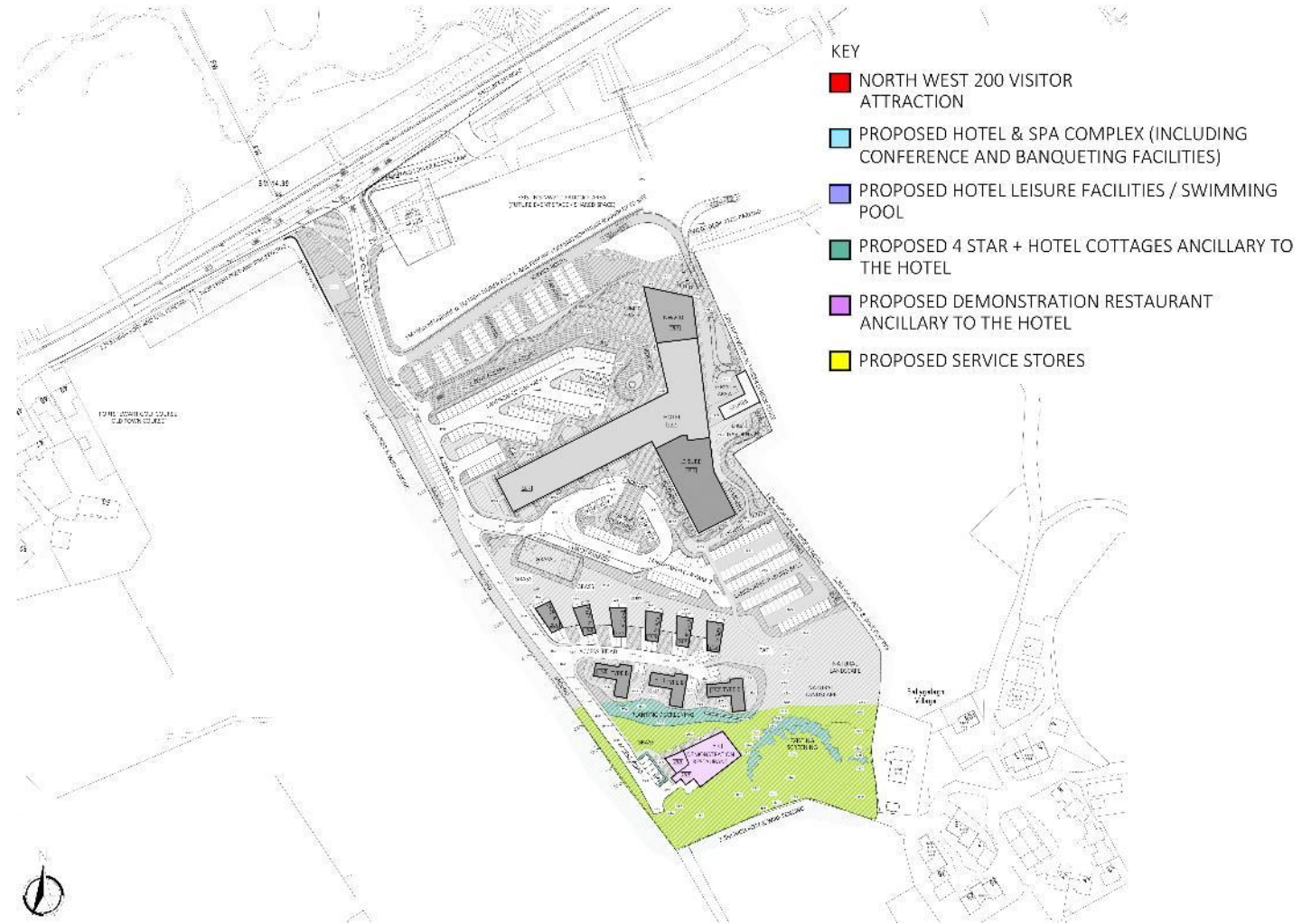
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Conceptual Images
For illustrative purposes only



Hotel Demonstration Restaurant

- Demonstration restaurant which is ancillary to the main Hotel Building
- Showcasing local talent and produce.
- Cookery courses, food & beverage promotions.
- Single storey and built into the landscape.
- Does not break the skyline of the site.
- Restrained palette of materials.
- Architectural consistency throughout the development.



Hotel Demonstration Restaurant



Landscape Design

- Sensitively designed into the landscape.
- Restrained palette of hard and soft landscaping.
- Natural Landscape retained.
- Green buffer zones at boundaries and with existing developments.
- Green roofs throughout development.
- Connection with existing cycleways and pedestrian pathways.
- Connect with the wider landscape and act as precursor to encourage the upgrade of the wider urban landscape.



4. SUPPORTING DOCUMENTATION & CONCLUSIONS

Paul Neary
Neo Environmental



4. SUPPORTING DOCUMENTATION & CONCLUSIONS

- Various detailed Environmental and Technical Assessments produced as part of a comprehensive package in support of the Planning Application.
- Neo (incorporated in 2012) is a corporate member of the Institute of Environmental Management and Assessment (IEMA).
- Director who has been involved in this project from the outset - dual qualified as a Chartered Environmentalist and Archaeologist, with c 18 years experience as a consultant.
- Assessments originally completed in 2016 and updated as required in 2019 (addendums), with some further updates in 2022/23.
- Have been involved throughout the initial design, design iterations and full planning process.

SUPPORTING ENVIRONMENTAL & TECHNICAL ASSESSMENTS

Assessments produced include:

- Landscape & Visual Impact Assessment (LVIA)
- Ecological Impact Assessment (EcIA)
- Transport Statement (TS)
- Cultural Heritage Impact Assessment (CHIA)
- Drainage Impact Assessment (DIA)
- Noise Impact Assessment
- Odour Risk Assessment (ORA)
- Contaminated Land (Phase 1) Risk Assessment
- Construction Management Plan (CMP)

LANDSCAPE AND VISUAL

LVIA produced in line with standard practices, policies and guidance.

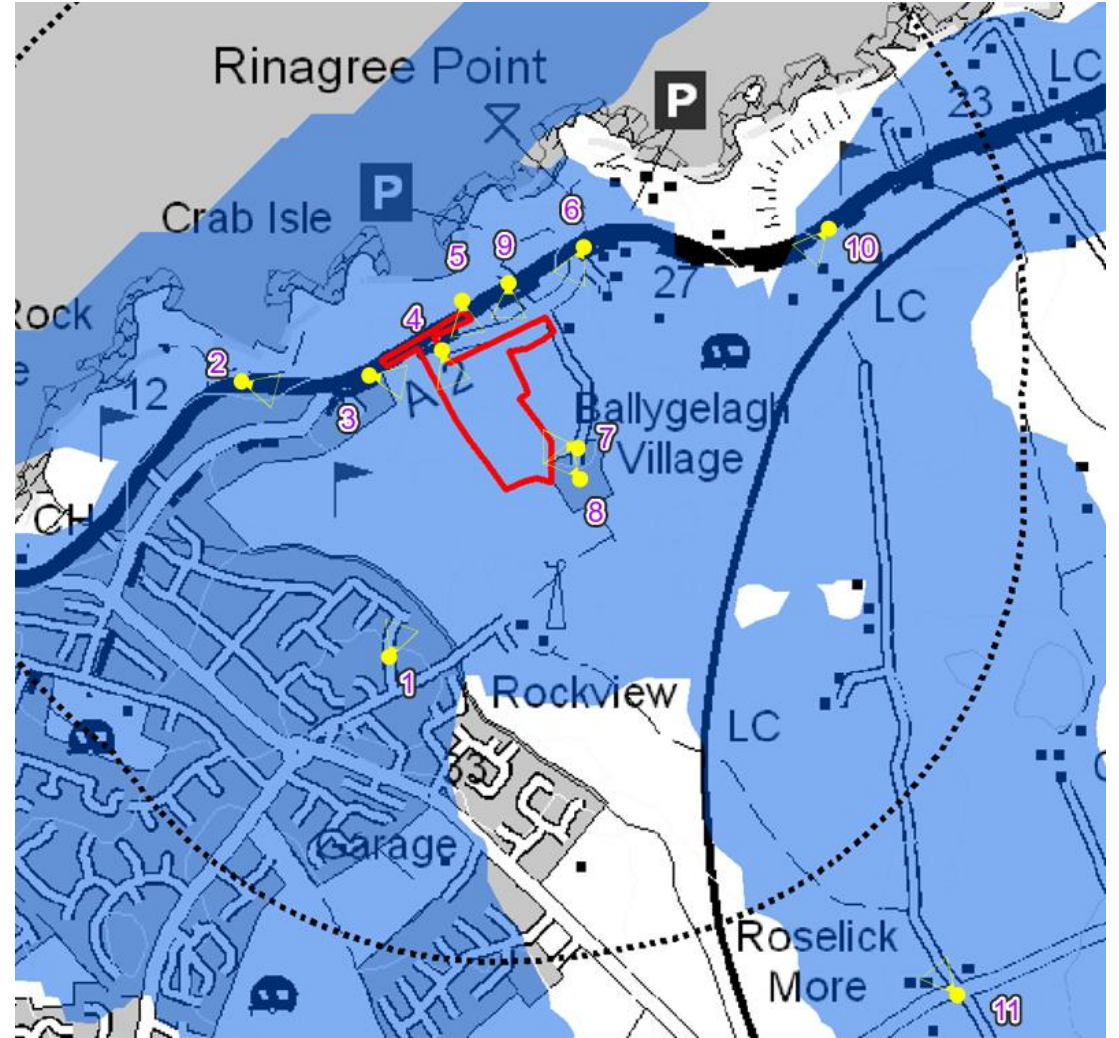
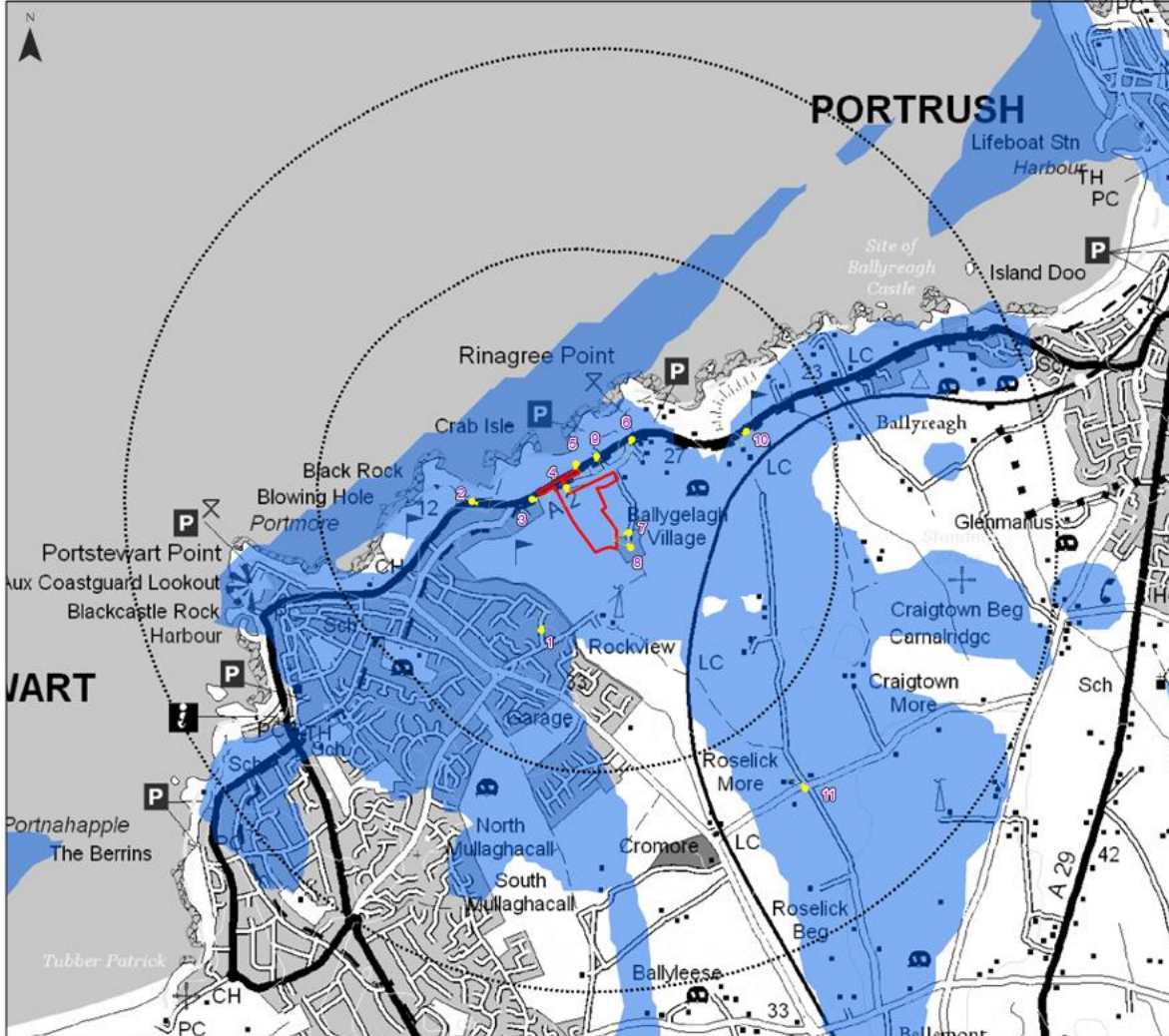
- 11 representative viewpoints considered from a range of receptors:
 - Residents, visitors, golfers and road users

Included an assessment of residential amenity, with a focus on Ballyreagh village, Portrush (**no change**) and Portstewart (**No change for majority of receptors**, with some on the eastern side experiencing **minor to moderate effects**).

- Whilst it is accepted that there will be views of the development (as with almost all developments) the LVIA states that for Ballygelagh village: *'the lower setting of the proposed site and siting of some buildings partially into the hillside will help ensure views out to the Atlantic Ocean and in some directions towards that of Inishowen peninsula remain largely unobstructed'*.

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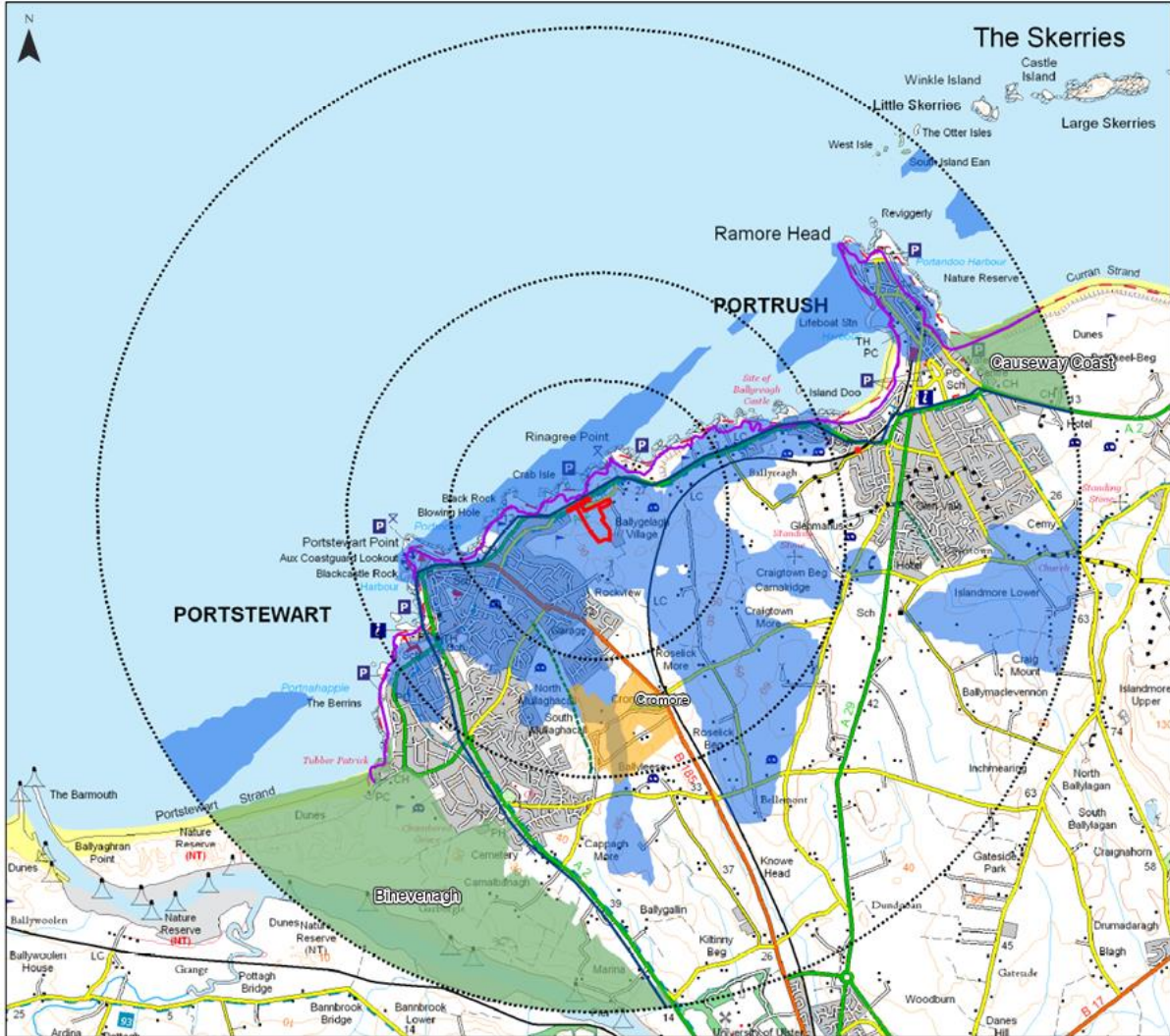
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LANDSCAPE AND VISUAL










LVIA concluded that:

- Overall the development will have a localized **Moderate/Minor Adverse effect** upon the setting of the North Coast and Rathlin Island Regional LCA.
- **No indirect effects** on the setting of the 2 National landscape designations (Causeway Coast and Binevenagh AONBs).
- The location, scale and layout of the development will ensure it **has no prominent adverse** effects upon the characteristics of the coastal landscape.
- Potential impacts will be limited to receptors within the **immediate local area**.
- **No change** to the key coastal views experienced along the Causeway Coastal Route and Causeway Coast Way Path when looking in the direction of the coastline and Atlantic Ocean.
- The Development **can be successfully accommodated into the local landscape**
- The development will help to **visually strengthen** the edges of the town of Portstewart



North West 200
Landscape Designations
with ZTV
Figure 3

Key

-  Site Boundary
-  1km Study Area
-  4km Study Area
-  PROWs
-  Causeway Coast Scenic Road Route
-  Causeway Coast Way
-  Register of Historic Parks and Gardens
-  AONB
-  Zone of Theoretical Visibility

Neo Office Address:
Unit 3, The Courtyard Business Park, Galgorm Castle, Ballymena, BT42 1HL



Date: 17/12/2019
Drawn By: Jamie McGhee
Scale (A3): 1:32,500

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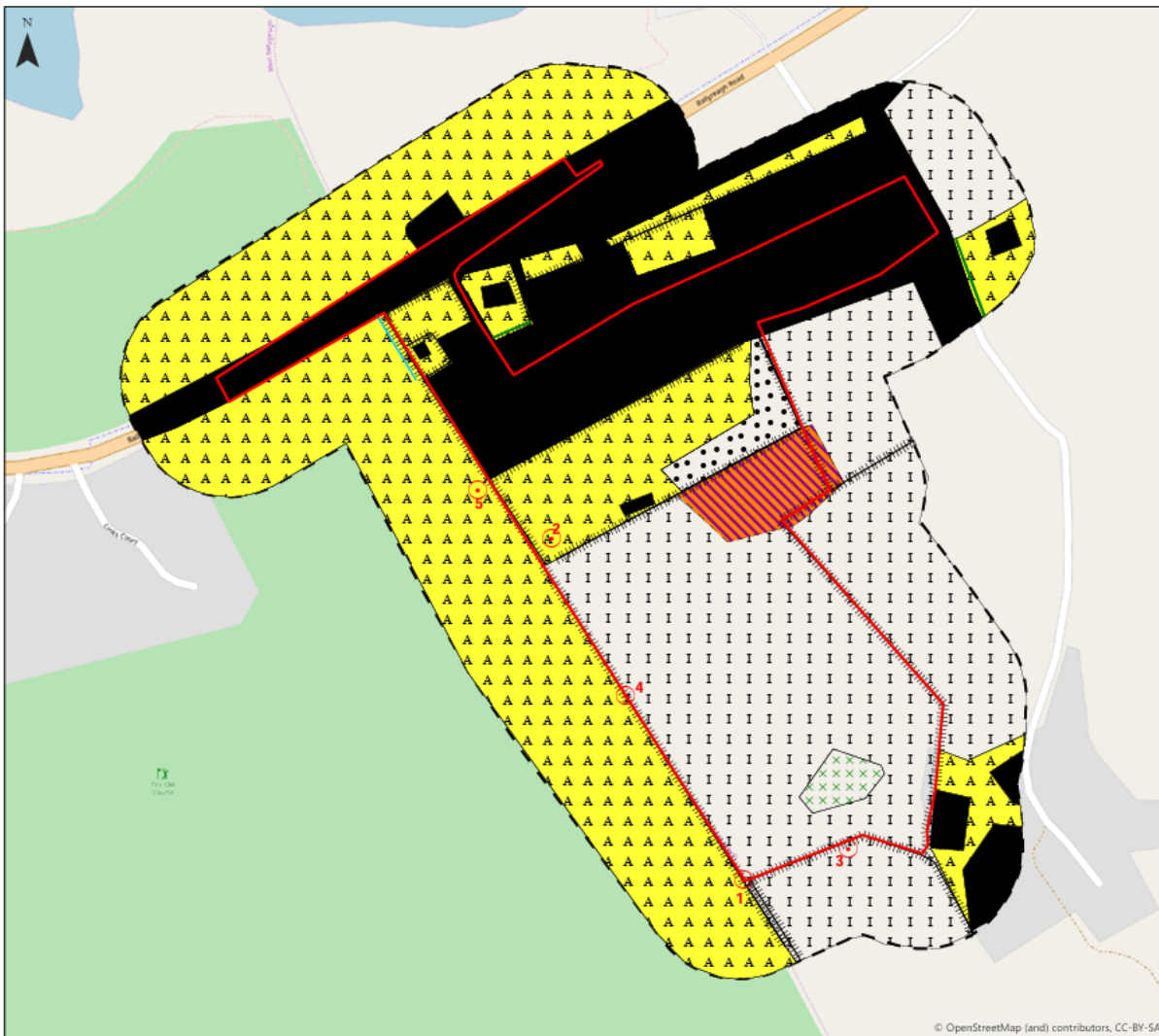


Ecology

- A full Ecological Impact Assessment including surveys by qualified ecologists was undertaken, with 9 habitat types identified and protected species including badger, bats, birds, otter and herptiles were assessed.
- **Summary: No significant effects** identified at protected sites (ASSIs, SPAs, SACs, RAMSAR or NNRs), habitat or species level. The HRA produced by the council confirmed that there would be **no impact** upon the integrity of any European designated sites.
- **NED Response:** *‘Although letters of objection advise that the application site may be used by protected species, the Ecological Appraisal and NED ornithology records indicate the proposed development is unlikely to have an impact on protected species’*
- *In their response on the 2nd of Feb 2023 NED state that: ‘they have considered the impacts of the proposal on designated sites and other natural heritage interests and, on the basis of the information provided, has **no concerns subject to conditions.**’*

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North West 200
Habitat Map
Figure 2

Key

- Development Boundary
- A2.2 - Scattered Scrub
- B4 - Improved Grassland
- B5 - Marshy Grassland
- J1.2 - Amenity Grassland
- J3.6 - Buildings and Hardstanding
- J4 - Bare Ground
- J2.4 - Fence
- J2.6 - Drainage Ditch
- J2.1 - Intact Hedgerow
- Target Notes

Neo Office Address:
Unit 3, The Courtyard Business Park, Galgorm Castle, Ballymena, BT42 1HL

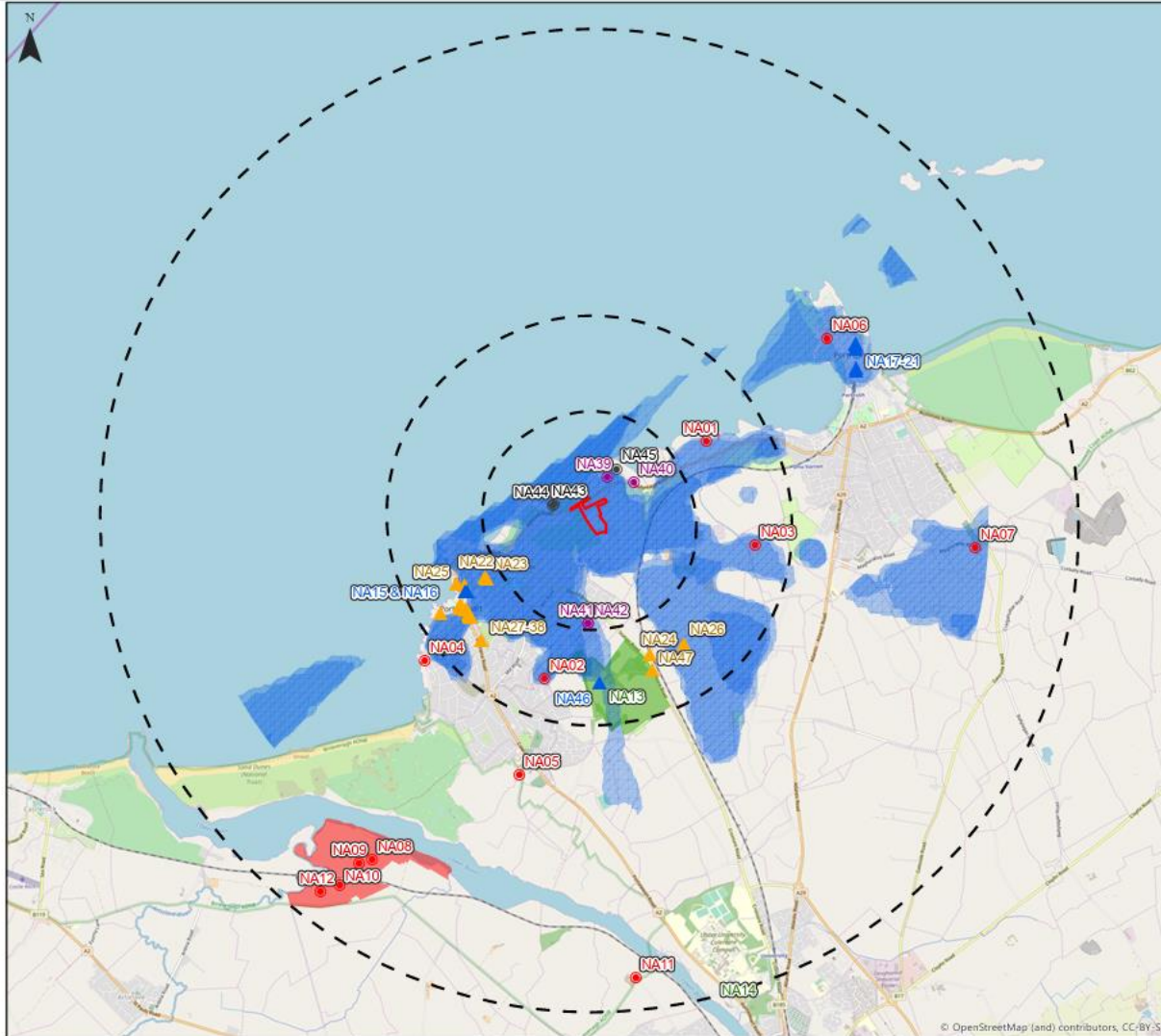


Date: 18/12/2019
Drawn By: Dara Dunlop



Archaeology

- A Cultural Heritage Impact Assessment was originally produced in Oct 2016, with an addendum provided in December 2019.
- Assessed both direct and indirect impacts (setting and character/visual) for both designated and non-designated heritage assets within relevant study zones (2km and 5km).
- Identified a **low potential to directly or indirectly impact** designated or non-designated assets. HED concurred with this summary (Feb 2020) and stated that it is satisfied that **the proposal satisfies PPS6 policy requirements**. Requires a developer funded programme of archaeological works (PoW).



North West 200
Heritage Assets within
5km Study Zone
Figure 1

- Key
- Development Boundary
 - 1km Study Zone
 - 2km Study Zone
 - 5km Study Zone
 - Northern Ireland Sites and Monuments Record
 - Defence Heritage
 - ▲ Grade B+ Listed Buildings
 - ▲ Grade B1/B2 Listed Buildings
 - Scheduled Monuments
 - Scheduled Zones
 - Historic Parks, Gardens and Demesnes
 - Zone of Theoretical Visibility

Neo Office Address:
Unit 3, The Courtyard Business Park, Galgorm Castle, Ballymena, BT42 1HL



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Date: 16/12/2019
Drawn By: Michael Briggs

Transport/Access

- Access is proposed off of the A2 Ballyreagh road to the north of the site.
- DFI Roads has been consulted and stated in their response dated 10th May 2021 that:

*‘DFI Roads has assessed the proposed access under current standards in relation to road safety and geometry and **consider it to be adequate.**’*

*‘Dfi Roads has considered the TRIC data provided by M.R.A. Partnership and we **consider the capacity of the proposed access junction on A2 Ballyreagh Road and the local road network to be sufficient to accommodate the traffic generated by the proposed development.**’*

- No objections raised.

Others

- **Contaminated land**
 - identified **no significant impacts** and DAERAs Land Groundwater team responded stating they had no objections.
 - DWI (Drinking Water Inspectorate) have reviewed the application and stated that they *'are content with the proposals, subject to the applicant adhering to the appropriate standing advice, preventing risk or contamination to the water environment and any relevant statutory permissions being obtained'*
 - **No objections raised**
- **Noise**
 - **No significant impacts** identified and all within acceptable limits. Environmental Health agree.
- **Air Quality**
 - **No significant impacts** identified and all within acceptable limits. Environmental Health agree.
- **Drainage/Flood Risk**
 - **No significant effects** identified and Rivers Agency raised no objections. DWI are also content.

Key Planning Policy Tests – PPS 16: TSM 3

- TOURISM BENEFIT & HOTEL NEED
- SEQUENTIAL SITE ASSESSMENT
- FIRM OR REALISTIC



PREMISES	LOCATION	Star Rating / Scale	NO. OF BEDROOMS	NO. OF RESTAURANTS	NO. OF BARS	CONFERENCE TOTAL	BANQUETING TOTAL	SPA FACILITY	POOL	LODGES	OFFICE EXHIBITION SPACE	PARKING	SEA VIEW
The Proposal													
Merrow Hotel	Portstewart	4* / Large	119	2	2	350	300	1	1	9	1	3 Coach / 318 Car Park Spaces/ 25 cycle spaces	Yes
Me&Mrs Jones	Portstewart	4* / Small	20	1	1	0	40	0	0	0	0	12 private then 3 town carparks/street	No
Atlantic	Portrush	3* / Medium	69	1	1	100 (2 rooms)	80	0	0	0	0	limited to approx 10 height barrier	Yes
Adelphi	Portrush	4* / Small	28	1	1	0	0	1	0	0	0	on street	Yes
Elephant Rock	Portrush	4* / Small	18	1	1	0	0	0	0	0	0	on street	Yes
Londonderry Hotel	Portrush	4* / Medium	87	1	1	0	0	0	0	0	0	public carparks	Yes
Dunluce Lodge	Portrush	5* / Small	35	1	1	0	0	1	0	0	0	private parking	Yes
The York Hotel (Closed)	Portstewart	4* / Small	11	1	1	0	0	0	0	0	0	limited to approx 10	Yes
Magerbouy Hotel (Closed)	Portrush	3* / Medium	55	1	1	400	300	gym room	0	0	0	On Site (less than 318)	No

Notes

Hotel Scale:

1-49 Bedrooms: Small

50-99 Bedrooms: Medium

100+: Large

Match

No Match

TOURISM BENEFIT & HOTEL NEED

Sequential Site Assessment

Portrush Sites



Portstewart Sites



1	Dunluce Centre	10	Barrys Amusements
2	West Strand	11	Former Londonderry Arms Hotel
3	Castle Erin	12	Promenade
4	Waterworld	13	The Diamond
5	Salmon Fisheries	14	Prospect Road
6	Causeway Street	15	Strand Road
7	Former Catering College & Kelly's Complex	16	Coleraine Road
8	Glenmanus Road	17	Lissadell Avenue
9	Ballyreagh Road	18	Station Road
		19	Former Magherabuoy Hotel

7.12

However, it is important that firm proposals for such projects are not impeded due to a lack of suitable land within settlements. Where the case for a location outside a settlement in such an area can be clearly demonstrated; the selected site should be as close to the settlement as possible, subject to amenity and environmental considerations, as this is usually more sustainable than a more remote site.

FIRM OR REALISTIC (PPS 16-PARA 7.14)

WH Stephens
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EST 1805
CONSTRUCTION CONSULTANCY

Offices also at: Edinburgh, Woking, Northampton & Dublin

By Email Only

Ref: 1548/16

20th June 2023

Ferguson Planning
61 Moyle Road
Ballycastle
County Antrim
BT54 6LG

For the attention of Tim Ferguson, Director

Dear Sirs,

LA01/2016/1328/F – Proposed Hotel & Spa scheme, Ballyreagh Road, Portstewart

Further to our previous letter dated 10th January 2020, WH Stephens remain the Project Managers and Cost Consultants appointed by the Developer for the delivery of the North-West Hotel and associated works.

The developer appointed a Design Team in early 2016 and had submitted a Planning Application in October 2016. They have also appointed Interstate Hotel Group, who manage over 60 hotels in the UK, to integrate into the design team and ultimately be responsible for the management & operation of the hotel. Both the incumbent design team and Interstate Hotel Group remain appointed by the Developer to assist delivery of the scheme.

WH Stephens were appointed to manage the detailed design and tender process to ensure commencement of the project on site swiftly after receipt of planning approval. The tender was issued in July 2017, following receipt of Planning Permission and tenders were returned for the project.

Given the time that has passed since the tenders were returned, and the evolving Construction market post Covid-19, and Brexit, the Developer has re-engaged with WH Stephens in relation to cost increases and inflation. Much thought and consideration has gone into value engineering and exploring the latest building practices and we are confident that the project is in a position to progress to the construction stage once planning permission has been granted and pre-start conditions have been discharged.

Based on the above, we are content that the Developer is undertaking all necessary steps to facilitate delivery of the project.

If you have any further queries, please do not hesitate to contact me.

Yours faithfully,


Alex Bell MRICS
WH STEPHENS

PROJECT & PROGRAMME MANAGEMENT – QUANTITY SURVEYING / COST MANAGEMENT – BUILDING SURVEYING – PRINCIPAL DESIGNERS

MEMBERS OF THE INSTITUTE OF COSTING (UK) AND THE INSTITUTE OF COSTING (Ireland)
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Our ref: MW/ap

Mr T Ferguson,
Planning Consultant/Agent,
61 Moyle Road
Ballycastle
Co Antrim
Northern Ireland
BT54 6LG

26th June 2023

Dear Mr Ferguson

Re: Title of Application - LA01/2016/1328/F NW Hotel & Spa Complex at Ballyreagh Road, Portstewart

This firm was appointed in 2016 to undertake research and to provide an assessment of the viability of a planned Hotel/Spa development on the Ballyreagh Road, Portstewart. At that time, we also prepared a business plan to support an application for bank funding.

The need for upmarket hotel accommodation in the council district has been identified in several independent studies and tourism development strategies and was highlighted as an issue and an opportunity within the Coleraine Borough Council 'Tourism Development Strategy 2001 - 2010' and the Causeway Coast and Glens Council 'Tourism and Destination Management Strategy 2015 - 2020'. Yet, no new development of significance has taken place until recently.

The hosting of 'The Open' Championship at Royal Portrush Golf Club in 2019 was specifically designed to raise the profile of the local area and Northern Ireland more widely to international and high spending markets. Given the exposure that event offered, it was expected that the region would benefit from a tourism bounty in subsequent years, but that has not been realised on account of the Coronavirus Pandemic outbreak in early 2020.

As travel returns to normal and Royal Portrush prepares for the return of The Open in 2025, there is clearly a high degree of confidence that visitor numbers to the region can get back to and exceed the high watermark of 2019, as evidenced by the development of the 5 star Dunluce Lodge Hotel close to the Golf Club, the plan by Andras House to develop a hotel in the centre of Portrush town and its recent acquisition of the former Premier Inn in Coleraine and The Magheraboy House in Portrush. This is very good news for the area, yet none of these schemes conflict with the proposed Merrow Hotel as they are positioned at different points in the marketplace.

Our research in connection with our annual Northern Ireland Hotel Industry Survey shows that there was strong demand for hotel accommodation in 2022, despite high prices and air access capacity issues due to the slow ramp up in international routes. The recent announcement of new air routes from Belfast's main airports shows confidence in the future and creates more opportunities for visitors to easily access Northern Ireland. Against this backdrop, it would not be unreasonable to assume that 2019 levels of demand for hotel accommodation can be attained in 2024, with growth thereafter. Consequently, we expect 2025 to deliver strong growth in visitor numbers for the Causeway Coast region with the added prospect that The Open can finally deliver the tourism bounty in the following years.

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6 Murray Street
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3 July 2023

Mr. Tim Ferguson
Shiel House
54 Island Street
Galashiels
TD1 1NU

Ref: LA01/2016/1328/F - Proposed Hotel & Spa scheme, Ballyreagh Road, Portstewart

Dear Mr Ferguson

Following on from our previous letters on 28th November 2019 and 11th June 2020, Interstate United Kingdom Management Limited remain committed to the Merrow Hotel Project in Portstewart.

There remains to be a high level of confidence in the Northern Ireland tourism and hospitality market, particularly along the North Coast. Tourism NI's Industry Barometer Survey has shown that two thirds of businesses have reported turnover returning to, or exceeding 2019 levels with the majority reporting that room yields have been 41% higher than pre-pandemic levels. Last year, Northern Ireland welcomed 5.3 million visitors who spent a record breaking £1bn.

The return of The Open in 2025 will once again showcase the North Coast around the world and this will no doubt leave a very strong legacy and attract golf and regular tourists for years to come.

We acknowledge there has been some development in the hospitality sector on the North Coast, however we believe there is nothing which is of the same scale or offering as the Merrow Hotel & Spa, so the gap in the market remains for this type of hotel.

We are continuing to work with the developer offering technical and pre-opening services to ensure the project is efficient from an operational point of view which will aid us in operating the hotel as the management company when the hotel is open.

When reviewing projects of this type, we always prepare trading projections for a period of 5 years to assist the investor / developers in their appraisal and we believe the project to be commercially viable.

Kind regards

Steve Terry
Senior Vice President Development - International

6. Economic / Tourism Benefits

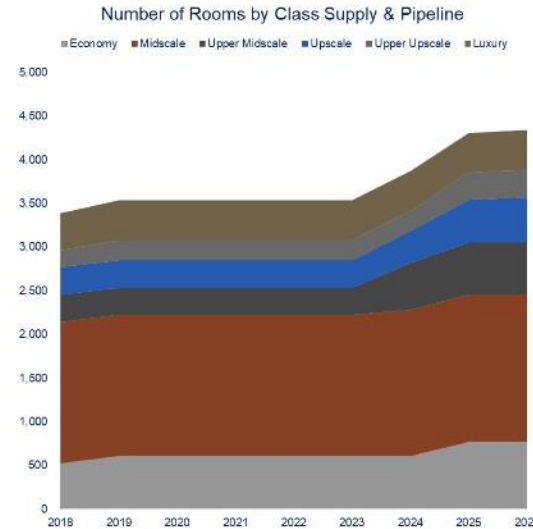
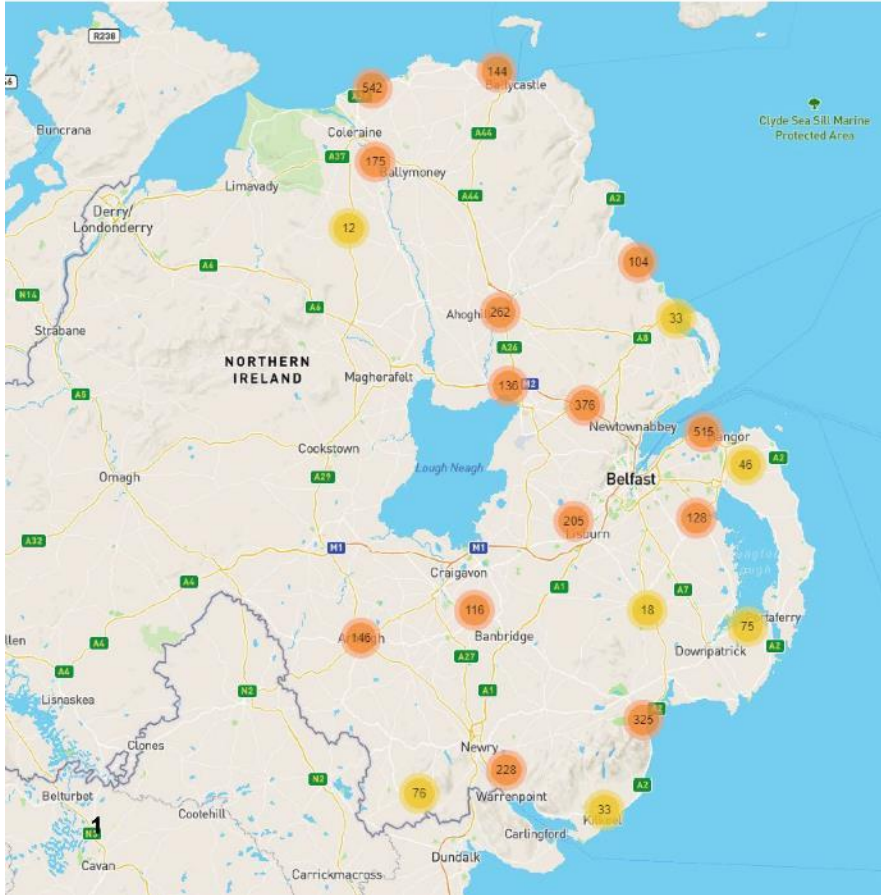
- Creation of up to c.100 new jobs for the North Coast
- Further employment in three phases
 - Design and Plan
 - Construction and Furnish
 - Operation / Supply Chain
- c.£15 million+ investment in development phase alone
- North West 200 Visitor Attraction / Enhanced Paddock Area
- Being able to host UK & Ireland Company Conferences
- Being able to host larger wedding receptions
- Wellbeing and Gastronomy Offering
- Retained Overnight Bus Tourism
- North Coast Golf Circuit & Open at Royal Portrush
- Spa & Leisure Facilities for local residents and visitors



7. Introduction to the Operator – Interstate/Aimbridge



Northern Ireland Regional - AMPM Data Supply & Pipeline



AMPM data highlights an opportunity for Upscale to Luxury Hotels within the Market.

Coupled with a relatively small amount of confirmed pipeline and an increasing tourism factor.

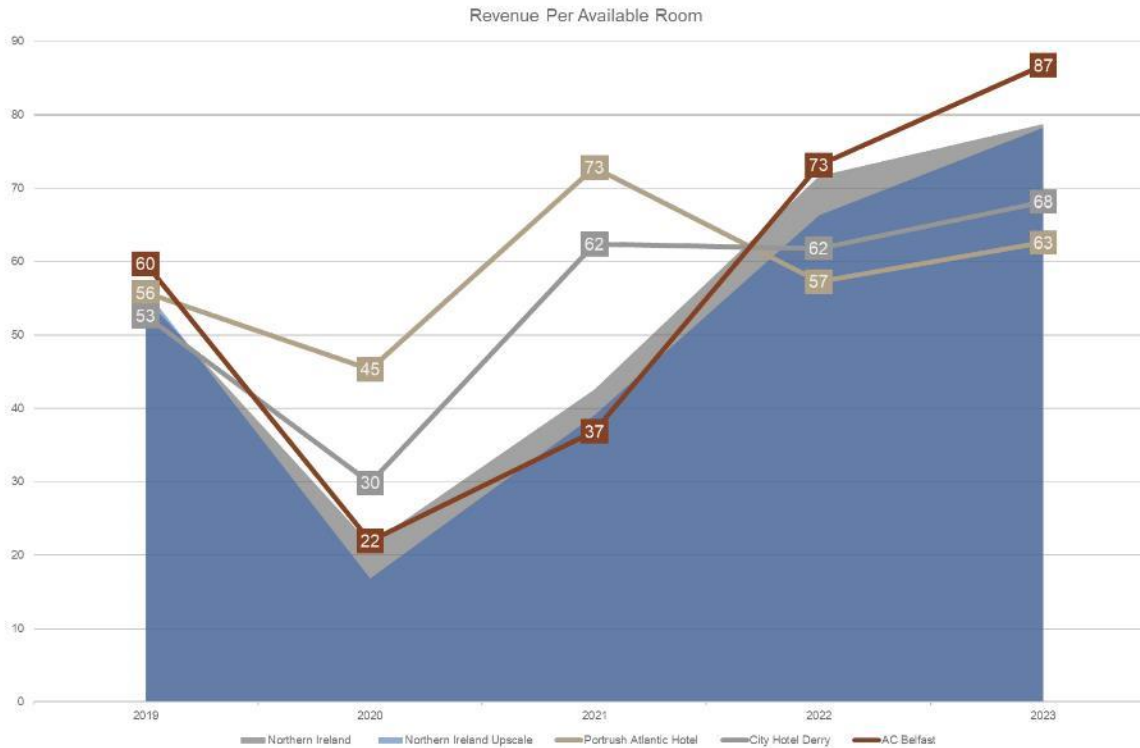
Out of 312 Hotels within the Market, only 29 have a Spa, with the majority being in the Luxury Class.

	Total Pipeline	Confirmed
Hostel	7	0
Economy	481	226
Midscale	336	70
Upper Midscale	1,103	295
Upscale	362	200
Upper Upscale	172	80
Luxury	206	0
TOTAL	2,667	871

Source: ampmhotels.com / Map shows Total number of rooms grouped.
The top chart only includes hotels with a "confirmed" opening date in future years.



Northern Ireland - Performance



Aimbridge have successfully managed hotels in Northern Ireland & Ireland for many years, previously managing The Marker Hotel Dublin and Powerscourt Hotel, Autograph Collection.

Northern Ireland is trending on the back of increases in Average Rate which is set to stabilise and increase. With STR forecasting an average RevPAR growth of 2.6% over the next 5 years.

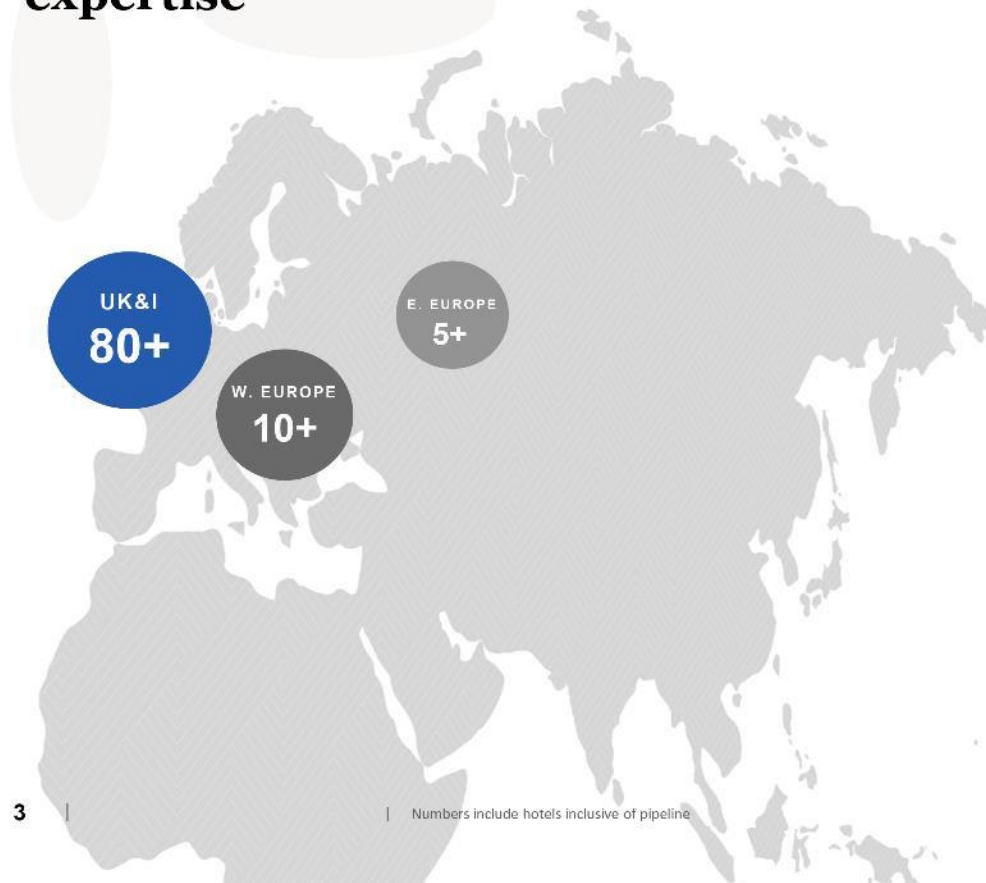
Currently Aimbridge operates:

- **AC Belfast (RGI: 99)**
- **City Hotel Derry (RGI: 124)**
- **Portrush Hotel (RGI: 130)**
- **Holiday Inn Express Derry**

RGI = Revenue Generation Index, this is generated against each hotels competitive set and is an indication of market share, with 100 being equal market share being above 100 is positive.



EMEA division structured in regional teams offering in-market expertise



Regional teams

Offering in-market, specialist resource working with on-property teams across three regions

Focused expertise

For optimal property performance with high-touch services and high-value to owner.

1. Soft brand and independent (5+ prop)
2. Full service (50+ prop)
3. Select service (40+ prop)
4. Extended stay (5+ prop)



Our scale: we are the largest third-party manager in the world

- Over **1,500 properties globally**, with 100+ in EMEA across three regions to focus expertise for your own benefit
- Only true independent third-party operator, because we don't invest in properties like other operators, we are solely focused on delivering the best for our owners

Our experience: we are the most experienced for select service hotels

- We have **more experience than any third-party manager** across all major brands, owner types, and property types to leverage for your success

Our people: Aimbridge-managed properties receive high-touch, focused support

- Our regional structure means all resources required for your success sit in a team with **tailored focus**
- Regional teams are supported by **150+ experts** providing end-to-end services to further drive your hotel outperformance

Our above-property infrastructure: we provide market-leading support powered by analytics so that GMs can focus on performance

- In-house teams across all aspects of operation with a **growing suite of proprietary tools** for owner reporting, operations improvement and forecasting



Comprehensive above-property support: Your hotel's extended team combines world-class expertise across all areas with unique tools to drive performance

Comprehensive team of experts providing a one-stop-shop for all aspects of hotel operations

- **Sales** – Significant market-level expertise and global outreach
- **Marketing** – Marketing and digital specialists dedicated to optimizing the customer journey to drive awareness and conversion
- **Revenue Management** – High-touch relationships, global leverage with key distribution partners & industry-leading tools
- **Operations** – Regional leadership driving quality complemented by technical and property services, and health & safety committee and support tools
- **HR** – Spanning resourcing, retention and team development with an extensive suite of HR tools and unparalleled opportunities for colleagues
- **Finance** – Experienced leadership to drive performance improvement, coupled with all-encompassing support services
- **Procurement** – Industry-leading cost efficiencies fully aligned with hotel operations
- **IT** – 24/7 cybersecurity operations and support team
- **F&B** – Concept and menu development, operations expertise and training

Supported by best-in-class suite of proprietary tools and shared service options

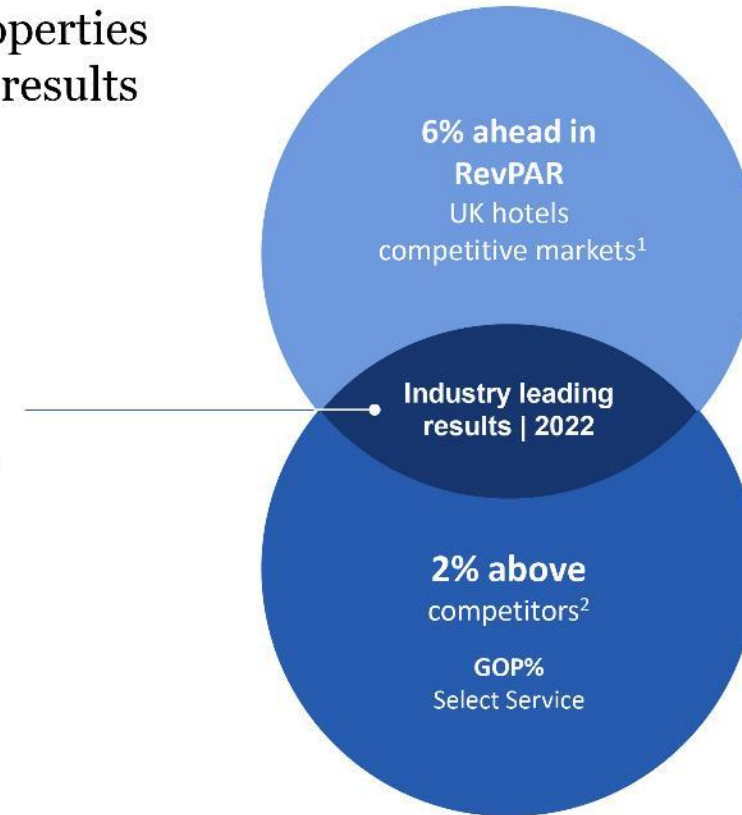
Bespoke tools, systems, and additional service options spanning Finance, HR, Revenue Management and Digital drive performance and allow your GM to focus on what matters.



Proven performance: Aimbridge properties have superior financial and operational results

The Aimbridge network drives **financial & operational efficiencies**, allowing on-property teams to focus on what matters.

- **Best-in-class RevPAR** - Deep market expertise driving bookings and maximizing ADR
- **Cost efficiencies driving GOP margin** - Payroll/procurement efficiencies given advantage of scale, shared above-property support and low contract labour



Culture & community impact

Environmental impact

We implement and build on the brands' standards and ESG initiatives to manage environmental impact

- Energy programme
- Supporting BREAM build criteria
- Sustainability focused supplier roster
- First electric only build
- Carbon neutral transport initiatives
- Responsible procurement – local
- Food waste recycling

Partners – securing certifications that align with Global Sustainable Tourism Council (GSTC) standards, plus industry partner schemes like 'Travel Sustainable' by Booking.com

People & culture

As an Equal Opportunity Employer, we strive to create an inclusive workplace culture that values family, work-life balance and community.

- Health Assured
- Disability Confident
- Personal development
- Employee engagement committee

Fostering early careers – bespoke apprentice schemes across key departments, e.g. F&B, maintenance

Supporting seasonal workforce – creating a diverse and agile workforce through flexible working arrangements

Our community partners

We are proud community partners with a key focus on building strategic partnerships with diversely owned businesses and non-profit organisations.

- Proud partners of Only A Pavement Away, New Future Network and Crisis
- Aimbridge Aid
- Extensive local charity and community partnerships across our portfolio
- Volunteer policy
- Team fundraising



"With the number of tourists to the North Coast steadily increasing, it's important that we provide accommodation to meet their demands. As the first luxurious four star Hotel and Spa in the area, the Merrow will take North Coast hospitality to a new level."

Ciaran O'Neill - (Former) President of the NI Hotel Federation

"A number of projects have been in planning for a significant number of time....It is important to say that there are some very good products in this area and it's important we augment them....Supply is one of those very difficult things. If you have a hotel it will fill and if you don't, people will go elsewhere....The economic driver that a hotel brings is really good. You bring a lot of additional jobs, you buy from local buyers, you get benefits for the town or city there."

Janice Gault - Current President of the NI Hotel Federation 2023



Questions?