

Roomzzz
APARTHOTELS

INVEST IN THE GROWING APARTHOTELS SECTOR



GROSS INCOME (2016/17)
WAS £9MILLION AND IS
PROJECTED TO GROW TO

£20m

BY 2020

CONTRACTED DEVELOPMENT
PIPELINE UP TO 2020,
DELIVERING

6

NEW HOTELS

AVERAGE HISTORIC GROSS
INCOME GROWTH OF

18%

PER ANNUM

OPERATING 200,000 ROOM
NIGHTS PER YEAR RISING TO

350,000

BY 2019

85%

OCCUPANCY RATE

AVERAGE ROOM RATE OF
£75, GROWING AT
AN AVERAGE OF

10%

EACH YEAR

AN ESTABLISHED AWARD-WINNING BRAND

Operating in eight locations
across five cities, we offer
stylish suites that offer a
personal touch for adventure,
business and celebration.

Room^{zzz} enables discerning
leisure and business guests to
choose a spacious city centre
apartment, offering more
freedom than a conventional
hotel.

Our pipeline is strong and our
objective is to operate over
2000 suites across 20 gateway
city locations, within the next
five years.

THE PARKLANE GROUP MAKING IT HAPPEN

Room^{zzz} is a part of The
Parklane Group, who have
made a big impact over the
last 40 years. From property
to leisure, we've earned the
reputation of being a market
leader in the UK by breaking
boundaries, keeping family
values at the heart of our
business, and being passionate
about constant innovation.





UK HOTELS

The outlook for well operated and branded hotels within London and provincial markets remains strong.

17,000
NEW ROOMS OPENED
ACROSS THE UK IN 2017

UK REGIONAL HOTELS OF LESS
THAN 150 ROOMS HAVE ACHIEVED
REVPAR GROWTH OF

4%
IN 2017

OCCUPANCY LEVELS
UP TO

82%
(LONDON) AND 77%
(UK PROVINCES)

APARTHOTELS

A MAJOR PLAYER IN A FAST-GROWING MARKET SECTOR

The UK aparthotel market has seen positive growth over the past five years, with the sector now accounting for **6% of hotel investment**, compared to just 2% in 2011. Recent improvements in the sector such as the availability of performance data, benchmarking information and brand awareness are factors that have created a greater degree of confidence amongst investors.

The aparthotel business model is also extremely efficient, with operating costs accounting for circa **40% of total revenue** while it is circa 60% in full-serviced hotels. The main reasons being the absence of cafes and restaurants, reducing fixed and staff costs and a reduction in housekeeping staff due to longer on average stays.

49%

OF BUSINESS TRAVELLERS
ALREADY EXTEND
THEIR TRIPS TO ENJOY
THE DESTINATION



TARGET MARKET

WE ATTRACT BUSINESS, LEISURE AND BLEISURE GUESTS

With a number of benefits over the standard hotel offer, such as ample space and a kitchen, we give our guests more freedom than the standard hotel. That's why it's equally attractive to families, corporates, couples and solo travellers from around the globe. And a new category of target audience has recently emerged. Named by the travel industry as the **bleisure market**, they are business travellers who extend their stay to mix business with leisure.

HOW THE APARTHOTEL SECTOR IS BENEFITTING FROM AIRBNB

The emergence of Airbnb in August 2008 has revolutionised the industry. The extent to which it is continuing to pull business away from traditional hotels is highlighted in a recent report from Alphawise Morgan Stanley, where **49% of Airbnb customers said they are substituting away from traditional hotels.**

Travellers desire a more authentic accommodation experience, so the city centre aparthotel offer appeals to this emerging group of travellers. It also provides reassurance on issues such as service, health and safety and security, that Airbnb can't provide.

OUTSTANDING FACILITIES

We recently commissioned colourful, quirky illustrations from celebrated artist, Katie Edwards. Her first project was to bring our USP's to life!



EARLY BIRD? NIGHT OWL?

Whether our guests are early birds or night owls, a complimentary selection of hot and cold drinks, including bean to cup coffee is available 24/7.



GRAB & GO

No waiting for breakfast to be served. Guests can enjoy freshly baked pastries, fruit and their favourite first drink of the day.... to take back to bed, or to go!



IT'S ALL IN HAND

Our team are on hand 24/7 to assist guests with anything, from checking in during the small hours, to advising where to find street art or that vintage handbag!



COOK UP A STORM

Our guests can work their culinary magic, prep lunch for the next day or reheat a takeaway!



MAKE THE MOST OF OUR CONNECTIONS

Super-fast wifi, free mobile and landline calls... in this day and age, it is important to stay connected!



HEAD AND HEART WORKOUTS

At our newest aparthotels, it's not just about a great place to stay. Because the gym means guests can keep up their fitness regime, staying in shape



SPRING OUT OF BED REFRESHED

Some hotels boast about their good night sleep guarantee with beds that have 1000 sprung mattresses. Double that to 2000 springs and you've got our Ultimate Comfort Beds – a guaranteed bright-eyed and bushy-tailed start to the day.

OUR RANGE OF SUITES

We offer a range of stylish suites to suit different markets and occasions – whether our guests are staying for adventure, business or celebration.

GRANDE STUDIO 28m² – 38m²

Large studio suites for something extra.

ELEGANCE & DESIGN SUITES 28m² – 38m²

Feature studios and apartments with unique design features design features.

PENTHOUSE 34m² – 40m²

Designed to offer the ultimate city break.

NEO STUDIO 17m² – 20m²

Modern studio suites for a city experience.

SMART STUDIO 22m² – 30m²

Spacious studio suites for all occasions.

LIBERTY APARTMENTS 50m²

Spacious 1,2 or 3 bedroom apartments for an extra touch of luxury.

THE FUTURE

We will always stay true to our belief that guests should enjoy everything the city has to offer, so will not be introducing a bar or restaurant into any property in our pipeline. However, following the success of some of the other Parklane Group brands, we recognise the benefit of offering communal spaces which add value. Therefore, moving forward, wherever possible, we will introduce guest lounges, delis, gyms and co-working spaces.



CURRENT LOCATIONS

Individualistic. Distinctive. Authentic.

○ OPENING SOON

- STRATFORD - 2018
- HARROGATE - 2019
- NEWCASTLE - 2019
- YORK - 2019
- LIVERPOOL - 2019
- EDINBURGH - 2021



● CHESTER CITY

64 luxury apartments in Chester city centre overlooking Chester Racecourse.

● LEEDS HEADINGLEY

22 generously sized apartments, close to some of Leeds' top sporting venues.



● MANCHESTER CITY

59 beautifully designed apartments, inspired by the bustle of nearby Chinatown.



● MANCHESTER CORN EXCHANGE

114 apartments which embrace the quirks and history of the beautiful Grade II listed building.

● NEWCASTLE

14 boutique city centre apartments, completely individual and bursting with features.



● LEEDS CITY WEST

109 spacious apartments located within easy reach of the vibrant city centre.



● LEEDS CITY CENTRE

36 apartments designed for city living, right in the heart of Leeds.



● NOTTINGHAM

106 contemporary apartments, centrally located for sports, shopping and culture.



TARGET LOCATIONS

Five new sites are planned to open in the UK over the next two years, but Room^{zzz} is currently in negotiations with major blue chip and investment companies for other sites across the UK, Europe and beyond.

CHICAGO
NEW YORK

LOS ANGELES

MIAMI

AT HOME

- | | |
|----------------|---------------|
| CENTRAL LONDON | DURHAM |
| BIRMINGHAM | YORK |
| BRISTOL | HARROGATE |
| BRIGHTON | NEWCASTLE |
| CARDIFF | CAMBRIDGE |
| GLASGOW | OXFORD |
| EDINBURGH | BOURNEMOUTH |
| DUBLIN | BATH |
| BELFAST | MILTON KEYNES |
| LIVERPOOL | |

AMSTERDAM
BRUSSELS
PARIS
BERLIN
PRAGUE
MUNICH
WARSAW
KRAKOW

BARCELONA
ROME

DUBAI
ABU DHABI

PIPELINE

THE NEXT GENERATION OF ROOMZZZ



STRATFORD - SUMMER 2018

Roomzzz will enter the London market with its new aparthotel in Stratford, offering 98 boutique apartments.

Stratford will be the birth of a new generation of aparthotels – one that focuses on offering communal spaces which add value. Along with the guest lounge and gym we introduced in our latest opening, we will also offer a deli and coffee shop and our co-working brand, workinc.



EDINBURGH - 2021

Expansion into the Scottish capital is a significant milestone for Roomzzz, which will be located within the £1 billion Edinburgh St James development.

Our 75 apartments will take prime position within the 1.7 million ft² development, which will become Edinburgh's most popular retail hub, with a line-up of 86 new shops, 20 restaurants and a range of leisure facilities over four floors.

Our striking £20 million aparthotel will feature a rooftop terrace and balconies to every apartment to enable guests to appreciate breath-taking views of the city's historical landscape.

HARROGATE - 2019

Works will commence in June 2018 to see us open 98 apartments within the Great Yorkshire Showground site, which hosts over 700 events throughout the year.

Within our £12 million aparthotel, we will offer larger suites to appeal to wedding parties, families and groups who attend events at the showground. For the business market, we will offer our co-working brand, workinc, and a communal lounge and deli will appeal to all.



NEWCASTLE - 2019

Works have begun to expand of our current 14-bedroom townhouse into a six-storey £12 million development, creating 74 extra apartments and also introducing a communal lounge for guests to enjoy.



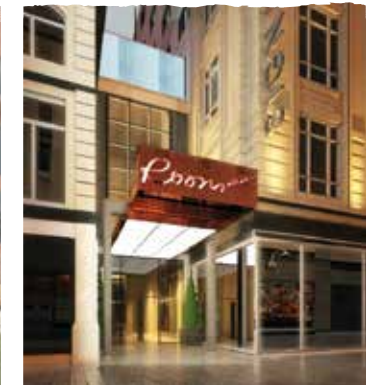
YORK - 2019

An incredible riverside location offering 97 exquisite suites and apartments. The four-storey, £19 million development has begun construction, due to open next year.



LIVERPOOL - COMING SOON

Further along in our pipeline, we will be opening 105 suites over 6 floors in the historic building above the TK Maxx store in Church Street, bringing the development back to life.



A WINDOW TO THE FUTURE

INC – A WORLD-CLASS DEVELOPMENT IN LEEDS

REDEFINING THE SKYLINE OF YORKSHIRE

Leeds is to be reshaped by a mould-breaking scheme. The Parklane Group is working with internationally renowned architects BDP to create a £160m world-class, 33-storey, 45,000 m² gateway building in Leeds city centre. INC is a place where a new community can visit, work, live, stay and play all under one roof. INC will be a visually stunning structure for a forward-thinking city and Roomzzz is delighted to be a part of that.



INC



OPERATIONAL SITE REQUIREMENTS

- Central city locations with high footfall
- High profile routes, high profile buildings/developments
- 2,800 m² (30,000 ft²) up to 5,600 m² (60,000 ft²)
- Walking distance to tourist attractions for the leisure market
- Corporate/transient market within location
- Ideally 100-150 apartments (50-60% standard Smart Suite)

DELIVERY

The Parklane Group are actively seeking funding and delivery partners. Across our sites, we work with many partners, such as Aviva, THB Real Estate, Major Property Group, Legal and General and Yorkshire Agriculture Society.

We wish to work in partnership with Local Authorities and the private sector to attract investment into city centre regeneration zones, creating jobs and contributing to the Authority's future growth expectations.

The team has substantial development and operational management experience, strong market insight and a wide industry network and would look to structure a mutually beneficial delivery framework to help grow the brand and share the rewards.

- Equity Partner/Joint Venture
- Forward Fund – Lease/Management Agreement
- Franchise



LET'S TALK

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