



STRADEY

PARK HOTEL & SPA

★★★★★



AS SEEN ON **sky**



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★★★★

TOURISM IN NUMBERS 2018

- Expenditure: £447.74 million (+ 3% on 2017)
- 4.78 million visitors to the area (+ 3% on 2017)
- No. of jobs supported: 5,753 (+ 0.9% on 2017)

www.swansea.gov.uk

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INTRODUCTION

Tucked in the Welsh hillside, standing proud over the world-famous Gower and Carmarthenshire coastline. Stradey Park Hotel & Spa in Llanelli is a 78-bedroom 4-star hotel that has been operating successfully for over 20 years and enjoys an excellent reputation for high standards of accommodation and cuisine.

With over 800 glowing reviews on TripAdvisor as well as being a winner of TripAdvisor's 'Certificate of Excellence,' The Stradey Park offers everything from luxurious rooms, an amazing, award-winning Spa, to renowned dining at the hotel's Copperplate Bar & Grill, where the best fresh, locally sourced ingredients create the finest quality dishes for business lunches, romantic dinners or family feasts.

We had a delicious lunch at The Stradey Hotel. The Manager saw to our every need. The food was first class and the service was excellent! The venue had the most scenic views of the Carmarthenshire coastline and the hotel was immaculate. We will be back!

- Gwyneth T on TripAdvisor, June 2019



GUESTS VISIT ALL-YEAR ROUND

Stradey Park is an all-seasons destination catering to family breaks, romantic weekends, corporate events and spa treatments, meaning that the hotel enjoys high occupancy rates all-year round. With many local historical sites, a state-of-the-art conference centre, a nearby race-course and many more local attractions there is always a reason for guests to stay at Stradey Park - not to mention being directly accessible by train from central London.

INVESTMENT HIGHLIGHTS

- Room prices from £59,950
- Annual returns of 10% paid quarterly in arrears
- Annual returns assured for 5 years
- 120% assured buy-back in year 5
- Outstanding proven track record
- Income producing from day one
- Popular wedding venue with beautiful grounds
- Consistently high occupancy levels
- Over 4.78 million visitors to the local area every year
- Visitors spent £447.74 million in 2018
- Amazing local attractions and good rail links
- TripAdvisor's Certificate of Excellence winner



ABOUT THE STRADEY PARK HOTEL

The 4-star Stradey Park Hotel & Spa has been operating continuously for over 20 years and enjoys an excellent reputation for high standards of accommodation and cuisine.

The hotel reception, main dining room and function rooms are located within the original manor house, which dates to 1912 and was originally owned by local industrialist Alexander Raby who built the Carmarthenshire Dock in 1799 on the River

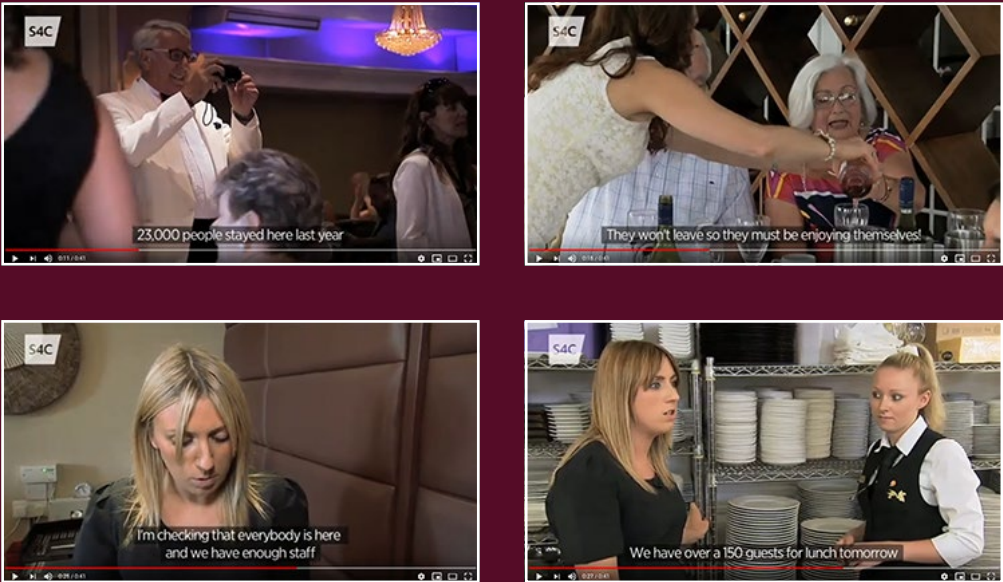
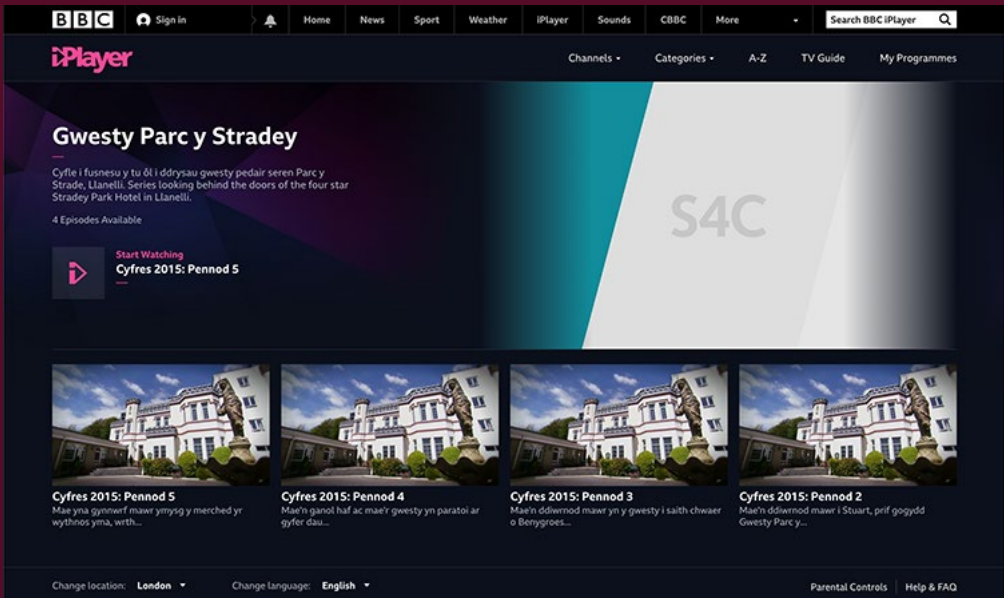
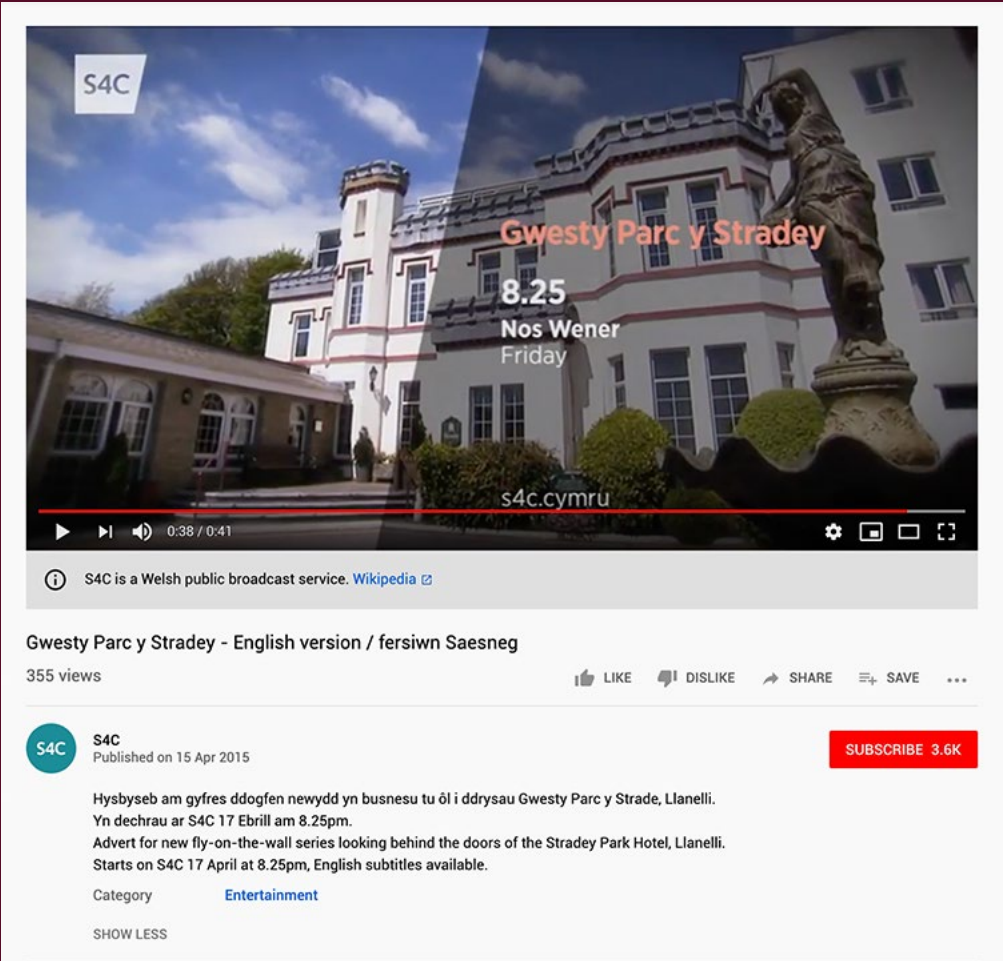
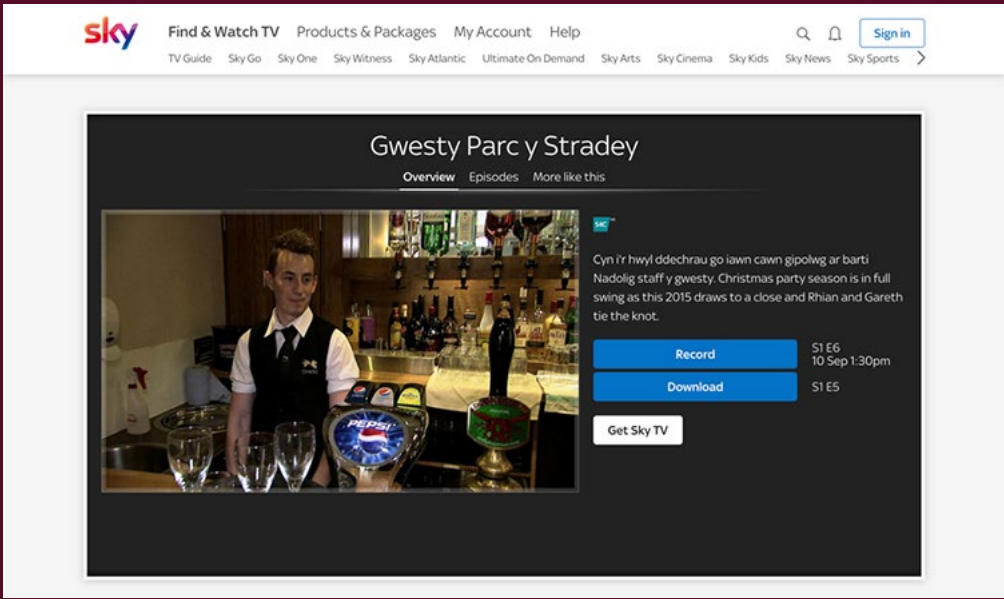
Lliedi at Llanelli as a shipping point for his coal and iron.

The hotel affords stunning views over Carmarthen Bay and the Gower Peninsula, making it an ideal venue for wedding parties, whilst the unique and award-winning Parc Spa is a major attraction, with many guests coming to the hotel specifically to enjoy the spa packages



AS SEEN IN THE MEDIA

Gwesty Parc y Stradey, a 6-part documentary series, currently available on both Sky and BBC iPlayer, that looks behind the doors of the four star Stradey Park Hotel in Llanelli with the staff of the hotel who clean, cook and serve, ensuring it runs smoothly 24/7.



THREE CLIFF BAY

'I took a little detour on my walk because I can never resist the view. Whatever the weather it never disappoints, but I'm not going to lie, seeing it in glorious sunshine is my favourite.'

Rachael Smith



ABOUT THE LOCATION

A beautiful area in South Wales, better known as the Gower Peninsula. The Gower projects westwards into the Bristol Channel and is the most westerly part of the historic county of Glamorgan. In 1956, Gower became the first area in the United Kingdom to be designated an Area of Outstanding Natural Beauty. The landscape is full of ancient sites and historical reminders.

Historically the local economy was based on heavy industry, but as this declined the local authority responded by encouraging development in the leisure and tourism sectors. This has included the Machynys Golf Course, Llanelli Scarlets Rugby Stadium, the Old Castle Works Leisure Village and a National Hunt Racecourse.

Pendine's famous eight-mile sandy beach has been the location for numerous attempts at the land speed record, first achieved in 1924 with

Sir Malcolm Campbell and the famous Bluebird.

Entering the present-day thrill-seekers can try land-yachting, kite-buggering and power-kiting, whilst water-babies can explore the waves on a sea-kayak or stand-up paddleboard, romantics can gallop along the beach at sunset on a horse-riding tour.

New retail parks have been developed at Trostre and Pemberton keeping up with the demand for new and innovative business in the area. Local attractions include the Millennium Coastal Path, the National Wetlands Centre, Llanelly House and Parc Howard Museum.

Throughout the year there are many festivals, carnivals and events held in or near Llanelli including a live music festival, beer festival, rambler's festival of walks, Llanelli Pride and a Christmas carnival, amongst others.



WHO VISITS THE LOCATION

Tourists from all over the world visit this area of outstanding natural beauty for its spectacular scenery, wildlife, history and unique culture.

With its 8 miles of beach on the shores of Carmarthen Bay, the historic and popular area of Pendine for generations has attracted holiday makers with a unique selling point of still being able to drive a car on the beach!

With 4.78 million visitors to the area annually, spending £447.74 million in 2018 the local area is booming as well as being designated as an 'Area of Outstanding Natural Beauty', with four beaches awarded Blue Flag status for their high standards and a further five beaches winning Green Coast awards for their 'natural, unspoiled environment'.

Facts and Figures:

- *Tourism income: In 2018 visitor spent £447.74 million in the area*
- *Visitor Numbers: In 2018 4.78 million people visited the area*
- *Stradey Park has over 800 'Good' or 'Excellent' reviews on Trip Advisor*
- *Winner TripAdvisor 'Certificate of Excellence'*

Source for all figures: www.swansea.gov.uk

As well as leisure tourism the hotel also hosts wedding parties, business conferences, events and celebrations.



 **tripadvisor®**

REAL Summer Lunch

'We had a delicious lunch at The Stradey Hotel. The Manager saw to our every need. The food was first class and the service was excellent! The venue had the most scenic views of the Carmarthenshire coastline and the hotel was immaculate. We will be back!'



 **tripadvisor®**

What A Gem

'My husband and I just spent 2 nights at this hotel and cannot fault them at all. Amazing views, food and staff are all very helpful and polite. The rooms are clean and tidy overlooking Llanelli and out to the estuary, on a clear day the view is fabulous.'

WHY INVEST IN HOTELS?

Hotel room investments are set to become the top performing asset class in the coming years.

Part commercial property investment, part residential property investment, this lucrative sector offers the best of both worlds.

The UK hotel sector performed well in 2018 as growing demand, fuelled by the relatively weak pound, continued to attract international tourists and the increase in the number of Britons that take staycations, mean that hotel occupancy in the UK is going from strength to strength.

The outlook moving forward is equally as bright. RevPAR (Revenue Per Available Room) and ADR (Average Daily Rate) is expected to grow during 2019 and despite the Brexit uncertainty, the UK already beat their 2020 tourism target of 40 million annual inbound visits, with 40.9 million inbound visits in 2018. This demonstrates that the hotel sector is proving to be an excellent option to Brexit-proof any investment portfolio.

Investing in an established hotel with a proven track record makes perfect sense, especially as a fully-managed investment - you invest in a room (or rooms) then sit back and collect the income. Your room becomes part of the hotel stock, with the added benefit of being serviced and managed as part of the hotel.

UK tourist spending has exceeded £25.7 billion, representing a 14% increase year on year and the strongest growth for five years. With more and more people opting for 'staycation' holidays the best is yet to come.





WELCOME TO THE AWARD-WINNING PARC SPA

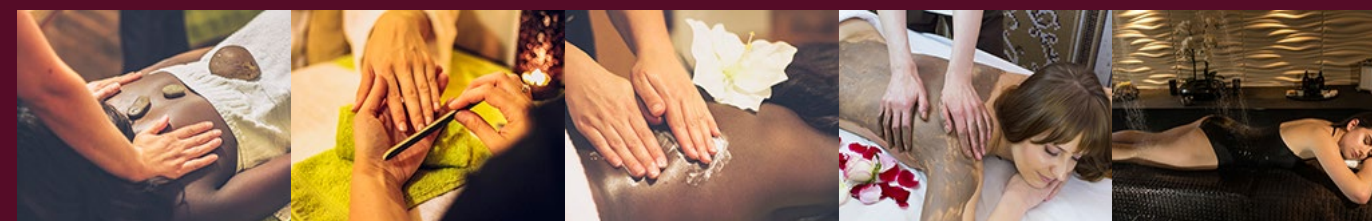
Parc Spa at Stradey Park Hotel & Spa offers spa breaks, day spa packages, unique Copper tub bathing rituals, as well as individual spa and beauty treatments to guests and day visitors and has been awarded Welsh spa of the year 2016 and LUX 2016 best wellness retreat in Carmarthenshire.

The spa is focused on well-being treatments and the highly trained therapists deliver an experience that leaves guests feeling relaxed and pampered.

Parc Spa is located in the peaceful park end of the hotel with views from the hot tub room, offering a tranquil haven for those enjoying a spa break at Stradey Park Hotel & Spa.

Packages For Every Occasion

The award-winning Parc Spa offers a range of day spa packages offering the opportunity to book individual spa and beauty treatments. The day spa packages focus on well-being and indulgence, with packages including Afternoon Tea.

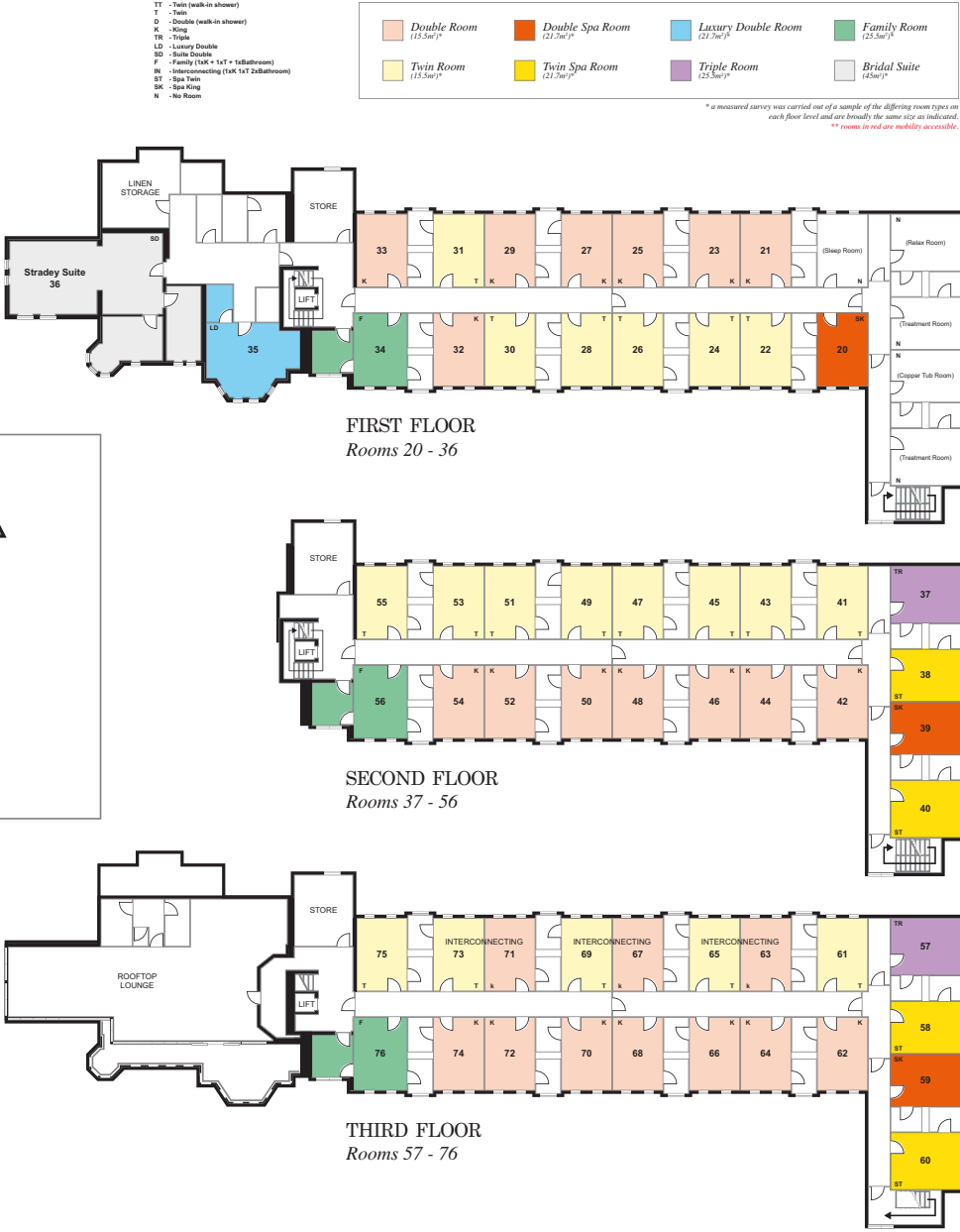
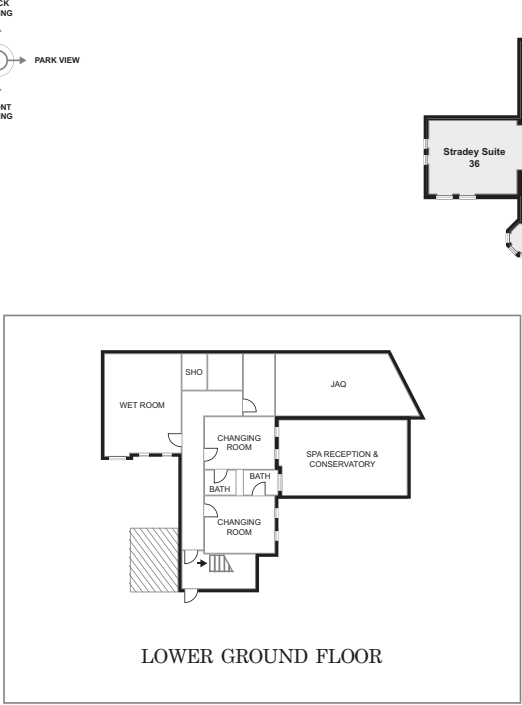
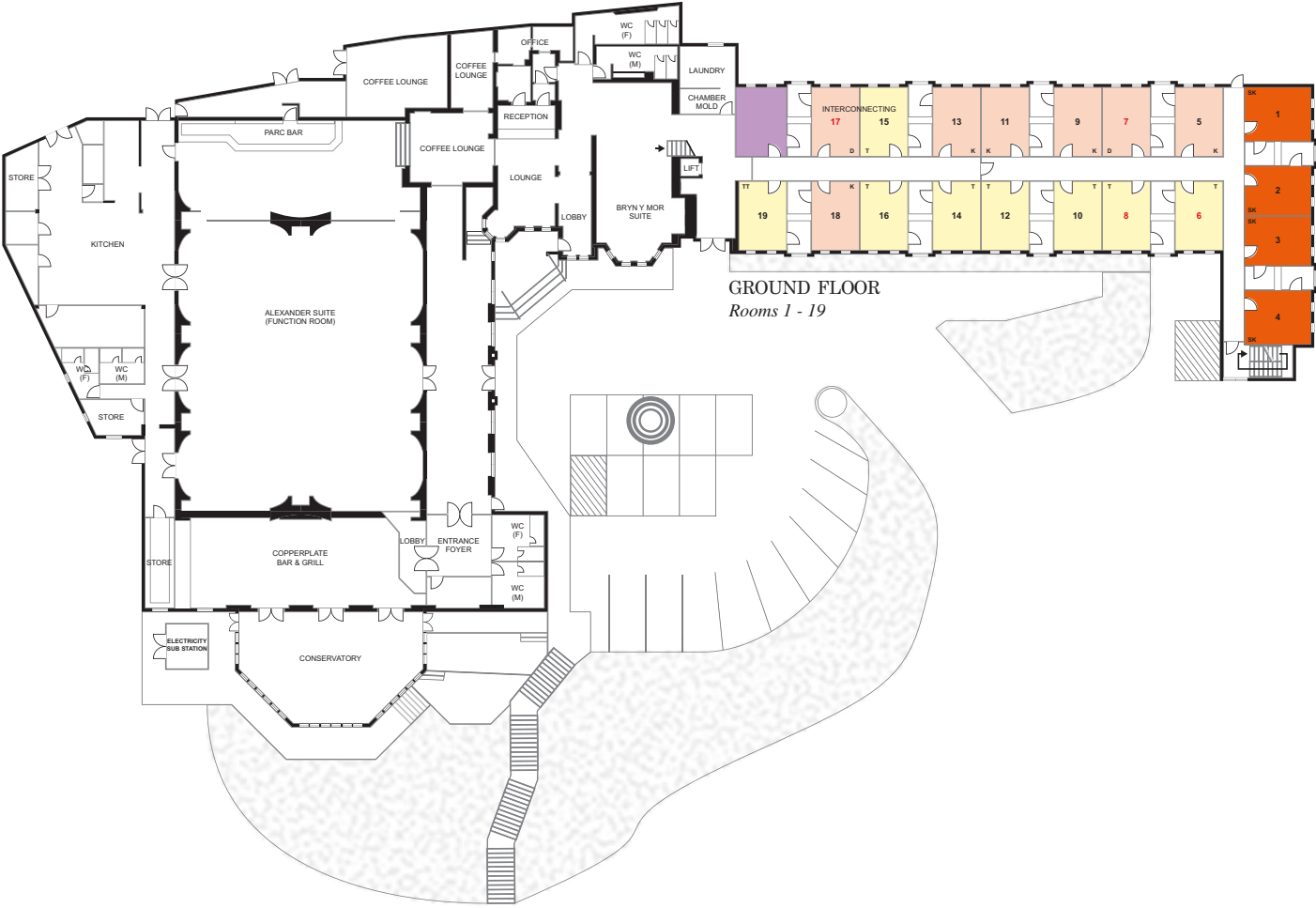


Enjoy With Friends & Family

Parc Spa is the perfect venue for a girls get together, bridal shower, mother and daughter time, a romantic anniversary and just any special occasion. Guests can choose from day or overnight spa packages, each with a morning, afternoon or twilight session.

The award-winning spa is a major attraction that brings overnight and day guests to the hotel for relaxing spa/massage treatments where guests will often avail themselves of other hotel amenities and offers.

FLOOR PLANS



HUGE LOCAL INVESTMENT PROJECT

The area around Stradey Park Hotel is scheduled to be the centre of a massive round of investment - over £1bn - that will deliver a state-of-the-art science centre, thousands of jobs and substantially increase the attractiveness and profile of the area, bringing even more guests through the hotel doors.

Carmarthenshire council chief executive Wendy Walters said a higher education provider would provide medical input into the £200m project at Delta Lakes - one of 11 city deal projects for the Swansea Bay City Region.



The Delta Lakes schemes has planning permission and will deliver a new leisure centre and swimming pool, a community health hub featuring healthcare facilities and business development space, a life science centre for research and business expansion, a range of assisted living accommodation, sports facilities, and an upgraded lakeside landscape.

To be built over five years, the village at Delta Lakes is predicted to create up to 2,000 jobs in health, leisure, research facilities and assisted living carers.

The council will contribute £32m to the overall cost, whilst the UK and Welsh Governments are to provide £241m towards the £1.3bn city deals, and joint committee chairman Rob Stewart said he expected the first two £18m central Government payments to be handed over "this side of Christmas".

Being at the centre of such a huge investment project can only help Stradey Park go from strength to strength, making this a truly profitable investment opportunity.

WHO VISITS THE GOWER

- *Affluent 'Empty Nesters' aged 45+ years*
- *Affluent early retired couples aged 45+ years*
- *Younger affluent professionals aged 25-45 years*
- *Mid-income families with children*
- *Businesses and groups*

www.swansea.gov.uk

View towards Three Cliff Bay, Gower Peninsula.

FREQUENTLY ASKED QUESTIONS

Is the hotel currently in operation?

Yes, the hotel is trading and has been operating continuously for over 20 years. It is currently operating as a successful wedding, tourist and business venue.

What do I own?

999 year lease, registered with the UK land registry.

Do solicitors handle the purchase?

Yes, there is a panel of experienced and regulated solicitors who will act on your behalf with another acting on ours from start to finish.

Can I rent my hotel room out myself?

No, you lease your room back to the hotel management team who will take care of the day to day running of your investment on your behalf.

Are there any additional costs?

Other than the purchase price the only costs are approximately £1,000 to cover legal costs via the appointed solicitor plus £1,000 admin and handling fee.

Is there Stamp Duty payable on the purchase?

No, hotel room investment purchases are exempt from Stamp Duty as they are classed as commercial premises.

Are the rent returns and buyback assured?

Yes, the rent returns and buyback are contractually assured.

What are my returns?

For the five-year period of your investment you will receive an assured 10% per annum.

What documents will I receive?

Contracts and agreements will be made available to you upon reservation. You will then receive a full title deed registered with the land registry upon completion.

How do I reserve a Unit?

Simply choose your room from the allocated floor plans, fill out your reservation form and pay the £5,000 reservation fee (plus £1,000 admin and handling fee). All rooms are subject to availability.



EXAMPLE INVESTMENT SUMMARY

Units prices starting from £59,950



THE PURCHASE PROCESS

1. Purchase Your Hotel Room

Hold In Reserve

Reserve your room for £5,000 plus £1,000 admin and handling fee.
(£5,000 goes directly to the purchase price of your unit)

Closing Fees Held With Lawyers

Balance paid within 14-21 days to UK lawyers.

2. Sit Back And Enjoy A Hassle-Free Investment

Hassle-Free Lease Back

Lease the hotel room back to us for a fixed return of 10% per annum.

Rental Income

Rental income paid quarterly into your chosen bank account.

3. Built-In Exit Strategy Through Assured Buy-Back

20% Appreciation Assured

A Buyback Option in Year 5 at 120% of purchase price gives investors an assured exit strategy as well as assured Capital Appreciation.

4. Enjoy Continuous ROI

Further Investment Opportunities

Investors will be given preferential opportunities to purchase further hotel rooms ensuring a continuing ROI.





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