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Hotel Investors Fact Sheet

HOTELS IN LEEDS



Leeds is the UK's fastest growing city and is the main driver of a city region economy worth £60 billion per annum, with a combined population of 3 million and a workforce of 1.5 million.

Located at the heart of the UK, at the intersection of the national motorway network; Leeds is just over two hours by rail from London Kings Cross. Leeds Bradford Airport is the UK's fastest growing regional airport. Future transport plans for Leeds are set to create the biggest railway station in the North of England dubbed the Yorkshire Hub with the planned investment of HS2 (high speed rail project). HS2 will provide a step-change in rail capacity and connectivity on the corridor between Leeds and London. It will strengthen links between Leeds, as one of the largest UK financial and professional services centres outside of London.

Leeds has been identified as the most attractive city in the North for inward investment and is home to the largest number of high growth businesses outside London and the South East. A total of £4 billion has been invested in large scale development projects over the last ten years and there is a further £5.8 billion worth of development under construction and in the pipeline.

Leeds has one of the most diverse economies of all of the UK's main employment centres. It is the largest centre outside of London for financial and business services and is home to over 30 national and international banks as well as the Bank of England's only note issuing centre outside of London. Leeds is also the UK's first city of health innovation and has a unique health and social care ecosystem and is home to four of the most important UK health service bodies: NHS England, the Health and Social Care Information Centre, the NHS Leadership Academy and Health Education England.

The city is a global leader in Big Data and is the UK's Northern digital hub, boasting the country's only internet exchange outside of London and hosting 35% of its internet traffic. Leeds has a long and distinguished heritage as a centre of manufacturing innovation and is proud to be one of the UK's leading manufacturing locations; home to world leading companies in engineering, food manufacturing, environmental technologies, health, automotive, aerospace and energy sectors. Arla, Agfa, DePuy Synthes and Abraham Moon all have critical bases in the city to name a few, and looking forward Burberry have announced plans to open a £50 million state of the art garment manufacturing facility in the city by 2019.

The city has three internationally recognised universities, one of the largest further education colleges in the UK and Europe's largest teaching hospital trust. The University of Leeds, named University of the Year 2017 by The Times and Sunday Times, is home to one of three Business Confucius Institutes in Europe; a non-profit public institution aligned with the Office of Chinese Language Council International (Hanban), partnered with the University of International Business & Economics in Beijing. In 2015/16 the City's student population was estimated to be over 65,000.

The BBC's regional headquarters is located in Leeds and is one of the only UK cities with its own opera and ballet company. The city has moved up to 3rd place in the UK retail rankings following the opening of Victoria Gate in late 2016.

2014 saw Leeds stage the grandest of Grand Départs when Yorkshire hosted the first stage of the Tour de France, was a host city for the Rugby World Cup in 2015 and the prestigious Columbia Threadneedle World Triathlon Series in 2016, which was the first time this was staged outside London and is due to return in 2017. The opening of the 13,000 seater first direct arena has seen the city play host to numerous international music artists including Elton John, Bruce Springsteen and Mariah Carey as well as hosting BBC Sports Personality and the MOBO's. The city is now bidding to become European Capital of Culture in 2023.

In 2015 the city welcomed 26.21 million visitors to Leeds; 5.3% higher than in 2013. The visitor economy is worth an estimated £1.53 billion to the local economy. Between 2013 and 15 staying visitors in the city grew by 12.5%, spending on average 2.3 days in the city and £155 million on local accommodation. The serviced accommodation sector saw the biggest growth in visitor days/ nights of 19% between 2013 and 15. In 2016 Leeds moved up to being ranked as the 5th most popular conference destination and in 2015 hosted an estimated 58,400 meetings/conferences, 3.9 million delegates with the business tourism sector worth an estimated £501 million to the local economy.

1. Victoria Gate. | 2. Trinity Leeds. | 3. Broadcasting Place, Leeds Beckett University. | 4. Grand Départ, Leeds, Tour de France 2014. | 5. first direct arena.



OVERVIEW

HOTEL SUPPLY



68 HOTELS



6,041 BEDS

HOTEL PIPELINE



23 HOTELS



2,655 BEDS

HOTEL CLOSURES (2012-16)

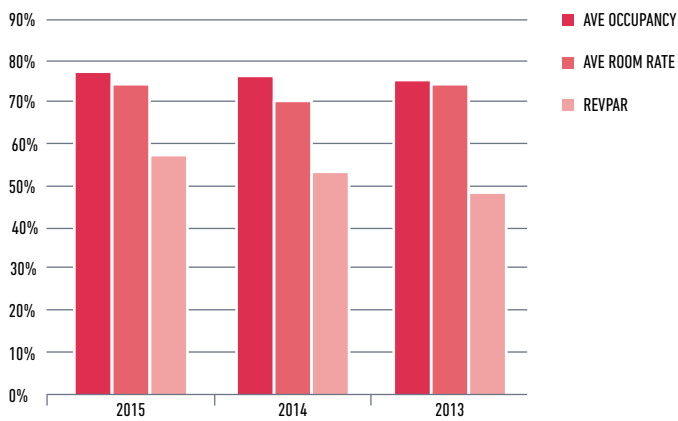


3 HOTELS



61 BEDS

PERFORMANCE



	2016	2015	2014	2013
AV OCCUPANCY	78%	78%	78%	75%
AV ROOM RATE	£69	£66	£61	£56
REVPAR	£54	£52	£48	£43

RECENT OPENINGS

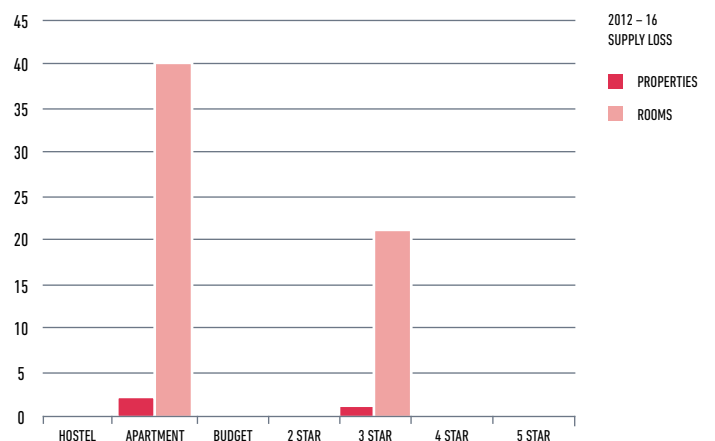
	GRADE	BEDROOMS	DATE
PREMIER INN LEEDS CITY CENTRE (LEEDS ARENA)	Budget	131	2012
ART HOSTEL	Hostel	8	2016

ACTIVE PIPELINE

	GRADE	BEDROOMS	DATE
DAKTOTA DELUXE LEEDS	4-star	90	2017
IBIS STYLES LEEDS MERRION CENTRE	Budget	134	2017
PREMIER INN WHITEHALL PLAZA	Budget	136	2017

HOTEL CLOSURES

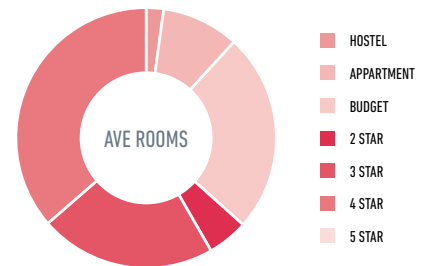
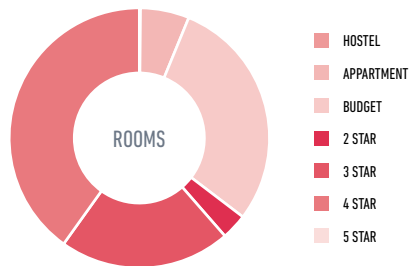
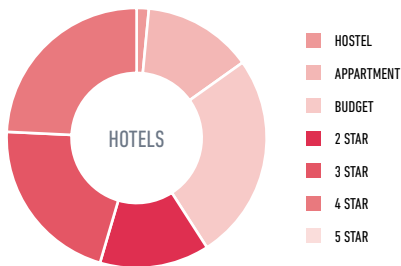
	SUPPLY LOSS - PROPERTIES	SUPPLY LOSS - ROOMS
	2012-16	2012-16
HOSTEL	0	0
APARTMENT	2	40
BUDGET	0	0
2-STAR	0	0
3-STAR	1	21
4-STAR	0	0
5-STAR	0	0



CURRENT HOTEL SUPPLY

	MARKET SIZE & STRUCTURE							ROOMS BY BRAND TYPE					
	Hotels	Share	Rooms	Share	Ave Rooms	Del PAR	Leis PAR	Independent	Consortia	Global	International	National	Regional
HOSTEL	2	3%	17	0%	9	0.0	0.0	0%	0%	0%	0%	0%	0%
APARTMENT	9	13%	364	6%	40	0.2	0.0	3%	0%	0%	0%	0%	3%
BUDGET	17	25%	1,751	29%	103	0.1	0.0	2%	0%	12%	0%	15%	0%
2-STAR	10	15%	219	4%	22	1.7	0.0	4%	0%	0%	0%	0%	0%
3-STAR	12	18%	751	12%	63	4.0	0.5	3%	0%	2%	0%	6%	1%
4-STAR	18	26%	2,839	49%	163	2.6	0.3	3%	2%	21%	4%	10%	9%
5-STAR	0	0%	0	0%	0	0.0	0.0	0%	0%	0%	0%	0%	0%

MARKET SIZE & STRUCTURE

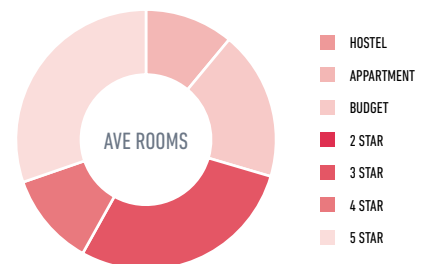
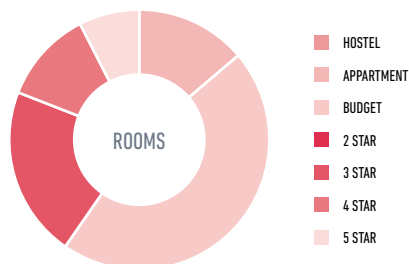
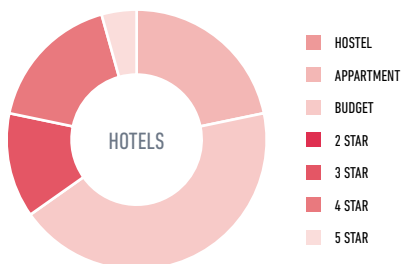


HOTEL PIPELINE STRUCTURE

PIPELINE OVERVIEW	MARKET SIZE & STRUCTURE							ROOMS BY BRAND TYPE					
	Hotels	Share	Rooms	Share	Ave Rooms	Del PAR	Leis PAR	Independent	Consortia	Global	International	National	Regional
LIVE	3	13%	363	14%	121	0.1	0.0	0%	0%	5%	0%	5%	4%
ON HOLD	9	39%	886	33%	98	0.0	0.1	33%	0%	0%	0%	0%	0%
SPECULATIVE	10	43%	1,200	45%	120	0.0	0.0	38%	0%	0%	4%	3%	0%

BREAKDOWN OF PROJECTS	MARKET SIZE & STRUCTURE							ROOMS BY BRAND TYPE					
	Hotels	Share	Rooms	Share	Ave Rooms	Del PAR	Leis PAR	Independent	Consortia	Global	International	National	Regional
HOSTEL	1	4%	8	0%	8	0.0	0.0	0%	0%	0%	0%	0%	0%
APARTMENT	3	13%	48	2%	16	0.0	0.0	2%	0%	0%	0%	0%	0%
BUDGET	12	52%	1,540	58%	128	0.0	0.1	41%	0%	5%	4%	9%	0%
2-STAR	0	0%	0	0%	0	0.0	0.0	0%	0%	0%	0%	0%	0%
3-STAR	3	13%	582	22%	194	0.0	0.0	22%	0%	0%	0%	0%	0%
4-STAR	3	13%	271	10%	90	0.1	0.0	7%	0%	0%	0%	0%	4%
5-STAR	1	4%	206	8%	206	0.0	0.0	0%	0%	8%	0%	0%	0%

MARKET SIZE & STRUCTURE



Source: AM:PM Hotel Data & Intelligence

The majority of properties contained in the AM:PM Hotel Database are hotels, but other properties providing comparable serviced accommodation are also incorporated, including Aparthotels, Hostels, Inns, Pubs, Restaurants with Rooms, and Serviced Apartments. Properties trading as a Bed & Breakfast, Guest House or Guest Accommodation are only included where they have a minimum of 15 bedrooms. Data correct as of 22nd February 2017.

VISITOR ECONOMY IMPACT FOR LEEDS

CONFERENCELEEDS
conference-leeds.com

VISITLEEDS
visitleeds.co.uk

OVER TWO-THIRDS OF THE LEEDS DISTRICT IS OPEN SPACE, PUBLIC PARKS, GARDENS AND GREEN BELT LAND, AND THE CITY CENTRE IS LESS THAN 20 MILES FROM THE YORKSHIRE DALES NATIONAL PARK

A1 (M) NORTH

68 HOTELS
AND
6,041 BEDS

23 HOTEL
DEVELOPMENTS IN THE PIPELINE,
SUPPLYING A FURTHER
2,655 BEDS

77%
AVERAGE HOTEL
OCCUPANCY
IN 2015

£74
AVERAGE ROOM RATE
WHICH EQUATES TO
£57
REVENUE PER
AVAILABLE
ROOM

ACCOMMODATION

2ND HIGHEST

SUPPLY OF BRANDED CASUAL DINING
RESTAURANTS OUTSIDE OF LONDON

LEEDS HAS
4 MAJOR
THEATRES

LEEDS WELCOMED
300,000

INTERNATIONAL VISITORS IN 2015

TOP 5 COUNTRIES OF ORIGIN IRELAND,
GERMANY, SPAIN, FRANCE AND THE USA



5TH LARGEST
UK SHOPPING DESTINATION

3RD BEST

PLACE TO SHOP IN THE
UK OUTSIDE OF LONDON

LEEDS HAS
OVER 16
MUSEUMS AND
GALLERIES

LEEDS IS ONE
OF THE ONLY
ENGLISH CITIES
OUTSIDE LONDON
WITH ITS
OWN REPERTORY
THEATRE, OPERA
HOUSE AND
BALLET
COMPANIES

THE OFFER

LEEDS WELCOMED
3.935 MILLION
DELEGATES IN 2015

UK'S 5TH MOST POPULAR
CONFERENCE DESTINATION

20

AIM ACCREDITED
VENUES
INCLUDING
4 GOLD AWARDS

BUSINESS
TOURISM
IS WORTH
£501
MILLION
TO THE ECONOMY

UP 12%
ON 2014

+8%
ON 2014
58,400

MEETINGS,
CONFERENCES
AND EVENTS
HOSTED IN
2015

BUSINESS TOURISM

24 MILLION
DAY VISITORS IN 2015 WORTH
£1.06 BILLION
TO THE LOCAL ECONOMY

THE CITY WELCOMED
26.21 MILLION
DAY AND NIGHT VISITORS IN 2015 WORTH
£1.5 BILLION
TO THE LOCAL ECONOMY

ECONOMIC IMPACT
+10.7%
BETWEEN 2013 AND 2015

VISITORS TO LEEDS SUPPORT
18,288 THOUSAND
FULL-TIME JOBS

STAYING
VISITORS UP
12.5%
BETWEEN
2013 & 15

VISITOR NUMBERS
BETWEEN 2013
AND 2015
+5.3%

2.16 MILLION
PEOPLE STAYED IN LEEDS AS PART OF A
HOLIDAY OR SHORT BREAK IN 2015
ACCOUNTING FOR
4.98 MILLION NIGHTS
IN LOCAL ACCOMMODATION WITH AN
ECONOMIC IMPACT OF
£469 MILLION

LEISURE VISITORS

WELCOME
TO LEEDS



LEEDS IS ONE OF THE
TOP 10 BEST UK
DESTINATIONS
BY TRIP ADVISORS 2014
TRAVELLERS CHOICE AWARDS

LEEDS AT THE
CROSSROADS OF THE
M62, M1 AND A1M

200 MILES
FROM LONDON AND EDINBURGH

MANCHESTER
43 MILES
50 MINS
BY TRAIN
AND ROAD

LONDON
175 MILES
TRAIN: 2HR
1 HR BY AIR

GENERAL

KEY CONTACTS

For more details on Leeds, please contact:

info@visitleeds.co.uk

www.visitleeds.co.uk

+44 (0) 113 378 1166

VISITLEEDS CONFERENCELEEDS



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