



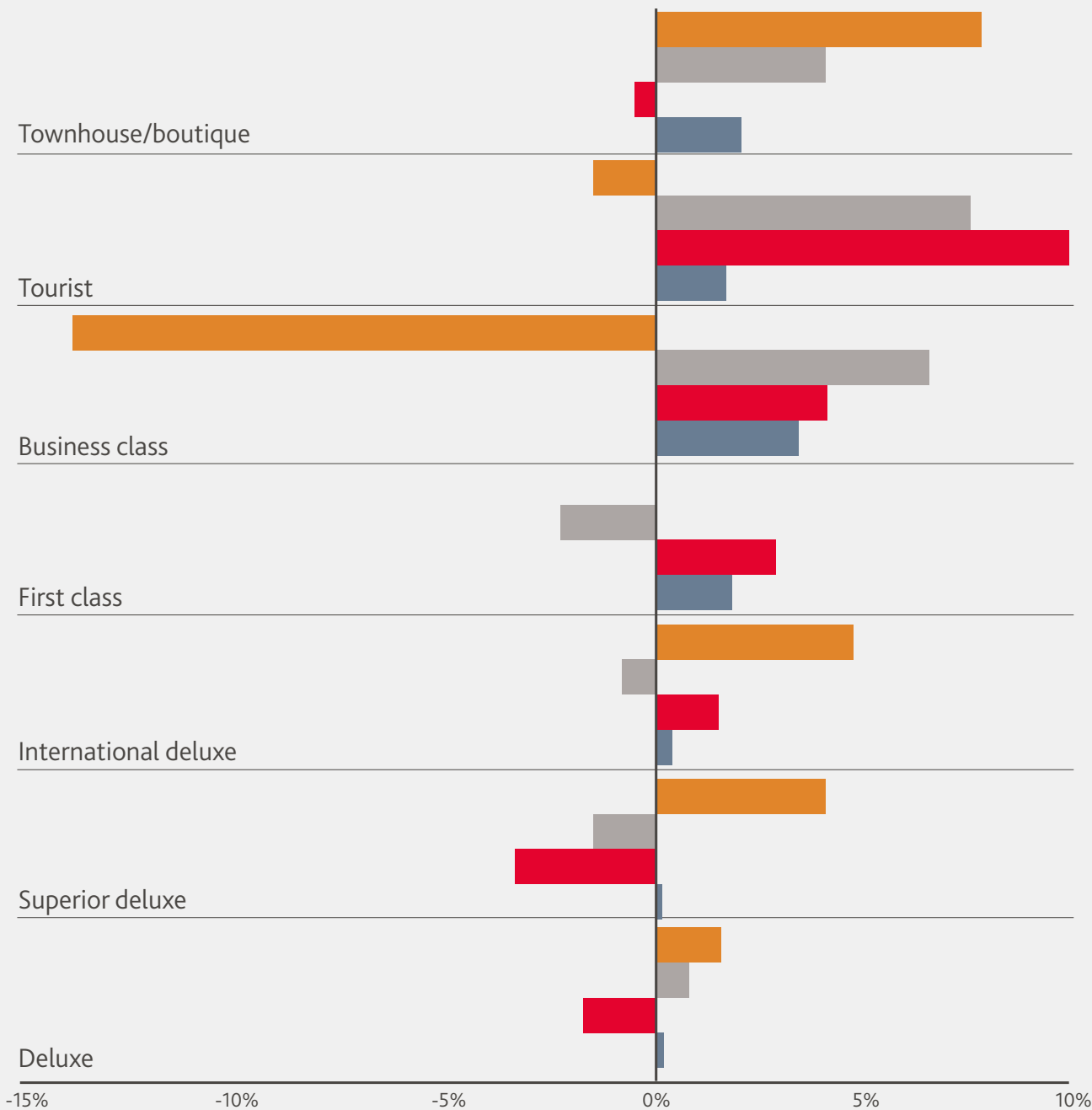
According to the BDO hotel report, optimism in occupancy, particularly in regional cities, remains robust, despite the uncertainty associated with Brexit. Occupancy levels in the UK are at record levels and REVPAR is now 20% higher than pre-recession levels.

Regional cities are performing particularly well with RevPAR in Birmingham up by 9.5%, Brighton up 10.5%, Manchester 6.6% and Edinburgh 6%. Overall, Regions were up 4.5% year on year.

Boutique properties performed particularly well in 2016, up 7.9% on the previous year based on a good mix in occupancy (up 1.5%) and ARR (up 6.2%)

We are living in a time of unprecedented change. Not just Brexit, but emerging markets such as AirBNB and relentless advancements in technology are changing the way hotels will have to do business. TOWNHOUSE is well placed to deal with all these challenges and in technology, we see an opportunity rather than a perceived threat...





SOURCE: BDO research

2016 2015 2014 2013

Roan yield growth by sector 2017

On a macro level, the global economic outlook remains generally positive, which coupled with the weak pound, will fuel international travel to the UK over the coming years. Vibrant cities will undoubtedly be chosen destinations for international leisure and business tourists and TOWNHOUSE will be well placed to cater for them.



TECHNOLOGY is at the heart of our concept and it is with good reason. A 2017 global study of travellers by ZEBRA discovered the vast majority of them wanted more technology to enhance their experience, speed up the necessities and improve connectivity with surrounding services.

## ZEBRA 2017 Global Hospitality study

- ☑ 70% of guests use technology to speed up getting what they want
- ☑ 68% of guests would like to check in via their smartphone
- ☑ 75% are willing to share personal information in order to receive tailored promotions or loyalty points
- ☑ 74% of guests appreciate hotels that customise messaging and offers
- ☑ 84% wanted an email or messaging app to let them know when their room was ready
- ☑ 66% of guests claimed to have a better experience if they could use the latest technology to receive information and complete tasks such as making table reservations





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