





EXERCISES

'Easy elegance in the  
vibrant part of town'

## T O W N H O U S E

properties will be


all about the beautifully simple bedrooms, inspired by the streets and scenes that surround them. Artisanal charm but for a sophisticated traveller, proving style doesn't need to be sacrificed for good value.

We will be well placed in regional cities around the UK, encouraging guests to access the most lively food and drink scenes, hang out like a local and submerge themselves in our neighbourhood.

We will create the 'Experience' for our guests but with far less business risk for our investors when compared to a typical hotel concept.

Intuitive technology will be at the heart of our concept and will give our guests a fully immersive, digital experience, helping us exceed their expectations whilst delivering strong profits for our stakeholders.



The background of the image is a photograph of a weathered brick wall. The top portion of the wall is covered in a layer of light-colored, peeling plaster or paint. Below this, the red bricks are exposed, showing signs of age and wear. There are several large, irregular patches of grey concrete or plaster that appear to be applied over the bricks, particularly in the lower half of the image. The overall texture is rough and aged.

# EXECUTIVE SUMMARY