



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 bricks are reddish-brown and arranged in a standard running bond pattern. Large sections of the wall's surface are covered with peeling, light-colored plaster or concrete, revealing the bricks underneath. The overall texture is rough and aged.

EXECUTIVE SUMMARY