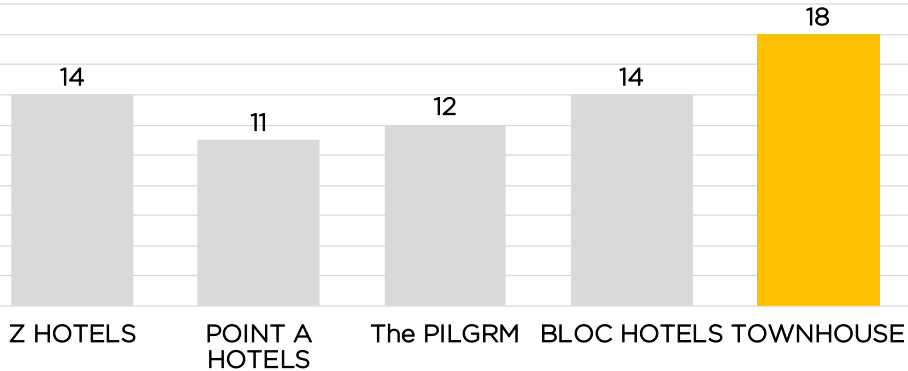




## Average Bedroom Size m2







TOWNHOUSE





















GLASGOW x 2  
Z & POINT A  
HOTELS

LIVERPOOL  
Z HOTELS

BIRMINGHAM  
BLOC HOTELS

BATH  
Z HOTELS

LONDON x 12  
Z HOTELS  
POINT A HOTELS  
BLOC HOTELS  
The PILGRM

Our competition is predominantly London centric, with 12 of the 17 identified properties located in the capital. TOWNHOUSE will target regional cities where there is less direct competition but still a local sense of identity, vibrant social scene and strong business district.

The HIT LIST

- Leeds
- York
- Birmingham
- Manchester
- Liverpool
- Cambridge
- Oxford
- Norwich
- London
- Brighton
- Bristol
- Exeter

	TOWNHOUSE	COMPETITION
MOBILE CHECK-IN/OUT	✓	✗
LIMITLESS BATHROOM AMENITIES	✓	✗
PROPER TEA & COFFEE	✓	✗
ROOMS LARGER THAN 15m <sup>2</sup>	✓	✗

There are a number of successful competitors well placed in the market place. Like TOWNHOUSE, their model is simple - small, compact rooms, limited food offering and sparse extras within the rooms.

They do however lack a real sense of luxury - in some cases rooms are not equipped with tea and coffee, bathroom amenities are limited and technology, with the exception of BLOC hotels, is entirely absent from the offering.

We genuinely believe that TOWNHOUSE is a cut above these alternatives. Sexier rooms, more technology at the guest's fingertips and slighter larger rooms will all contribute to TOWNHOUSE surpassing guest expectations and establishing itself as a market leader.

