



Premier prospects for the East Region – new sites wanted

Premier Inn is the UK's favourite hotel brand and we're growing nationwide. We're actively looking for more sites in the East Region – and would love to hear from you.

With significant funds in place to fuel expansion, we're keen to talk business and do deals.

As well as being well-resourced, we're flexible, will make quick decisions and are happy to consider any site or opportunity where there's genuine potential.

What we're looking for

We have specific and live requirements for:

- **Bury St Edmunds:** 80 bedrooms
- **Cambridge (Trumpington):** 100 bedrooms
- **Cambridge (town centre):** 150 bedrooms
- **Colchester (Stanway):** 60 bedrooms
- **Cromer:** 100 bedrooms
- **Ely:** 80 bedrooms
- **Hunstanton:** 80 bedrooms

- **Maldon:** 80 bedrooms
- **Saffron Walden:** 60 bedrooms (Under Offer)
- **Sudbury:** 50 bedrooms

hub requirements

- **Cambridge:** 150 bedrooms
- **Norwich:** 100 bedrooms

In addition, all the above would require one of our leading restaurant brands.

Recent openings and committed sites progressing

Help us find the next crop of exciting new hotels to follow:

- **Great Yarmouth (Runham) – now open:** RPI Beefeater, 80 bedrooms
- **Southend – now open:** Stacked Brewers Fayre, 80 bedrooms
- **Bury St Edmunds – now open:** Solus, 75 bedrooms
- **Colchester – now open:** Solus, 85 bedrooms
- **Felixstowe – now open:** Solus, 60 bedrooms
- **Great Yarmouth (Seafrost):** 80 bed Premier Inn and Beefeater under construction, opening Easter 2019

All sites considered – freehold/leasehold, developer turn-key or self-build, going concerns and change of use.

Premier Inn



What we can offer

Premier Inn is part of Whitbread, the leading FTSE leisure business, and has built its success on offering guests great locations, value, service and consistency.

To meet increasing customer demand, we need to bring more great sites into our network and ensure we deliver even more great locations.

We want to work with developers, landowners, investors and partners who can bring us workable opportunities – and with whom we can enjoy mutually-rewarding relationships.

- Premier Inn operates freehold or leasehold hotels
- Our prime financial covenant yields sub 4.4%
- We offer investment grade leases of 25+ years
- We offer quick and firm decisions

Typical building specifications

Because we operate approximately 750 hotels across the UK, we have a wealth of accumulated experience and will work hard to make the right sites work. As a guide:

- Average Premier Inn net room area: 18 to 24m²
- Average Premier Inn gross room area: 35 to 40m²
- 60 bedrooms typically 25,000ft² / 2,322m²
- 80 bedrooms typically 35,500ft² / 3,292m²
- 100 bedrooms typically 41,000ft² / 3,812m²
- 120 bedrooms typically 46,000ft² / 4,222m²
- Where we operate a Premier Inn hotel jointly with a linked restaurant, this typically adds circa 6,000ft² / 557m² extra.



Contacts

If you have a site, we'd be delighted to hear from you.

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More information

More information on our expansion and investment plans, property specification and requirements is also available at: www.whitbread.co.uk and click on 'Property & Suppliers'

