



# Market Trend Report

## London, United Kingdom

Development Pipeline		
	Projects	Rooms
<b>Total Construction Pipeline</b>	<b>100</b>	<b>17,732</b>
• Under Construction	60	11,569
• Start Next 12 Months	21	3,336
• Early Planning	19	2,827
• Brand Conversions	9	3,733

Open & Operating Hotels (Census)		
	Hotels	Rooms
<b>Total Open &amp; Operating Hotels</b>	<b>1,104</b>	<b>135,649</b>
<b>Chain Scale</b>		
• Luxury, Upper Upscale & Upscale	258	54,447
• Upper Midscale, Midscale & Economy	396	48,939
• Unbranded	450	32,263
Market Metrics		
Hotel Size	Hotels	Rooms
• Greater than 200 Rooms	184	65,325
• 200 Rooms or Less	920	70,324
<b>Leading Brands</b>		
• Premier Inn	101	12,783
• Travelodge UK	82	9,485
<b>Leading Ownership &amp; Mgmt Groups (Hotels in this Market)</b>		
• Whitbread Group PLC	83	9,771
• ACCOR Hotels	35	6,548
<b>National Ownership &amp; Mgmt Groups (Resident in Market)</b>		
• Marriott International	485	115,155
• Bespoke Hotels	92	6,580

LE's Real Estate Intelligence is Your Strategic Advantage



## Before you read this report, it is important to have a full understanding of the report legends and definitions that were used by Lodging Econometrics (LE) in its production.

In this report you will find comprehensive views of (from left to right):

### Construction Pipeline:

- **Prior Hotel Openings** for the previous two years
- **Current Supply:** Current counts for the Census of Open & Operating Hotels
- **Construction Pipeline by Project Stage:** Under Construction, Starts Next 12 Months and Early Planning
- **LE's Proprietary Three-Year Forecast** for New Hotel Openings

### Transaction Trends:

- Transactions with a Reported Selling Price
- Other Individual Transactions
- Portfolio Sales
- Merger Transfers
- Total Hotels Sold or Transferred
- Hotels Known to be Distressed

### Definitions:

#### Construction Pipeline

LE uses Construction Pipeline definitions created by the international hotel and investment community in order to forecast future supply growth in all global markets.

The Pipeline consists of ground-up new hotel construction, condo hotels and building conversion projects that, when opened, will add to the future supply of guest rooms. The pipeline includes only those projects

- Announced into the public domain;
- Having dedicated land parcels;
- Being actively pursued by the developers of a close of the quarter.

Private residences, executive apartments, announced renovations and brand conversions are not included in Construction Pipeline because they do not factor into the industry's guest room supply increases.

Project information is gathered in the public domain, researched directly with developers and verified with the Brands corporate offices worldwide. In order to provide an accurate estimate of new supply growth, all construction start and completion dates are updated quarterly, with new project announcements added, and project cancellations and postponements removed.

Please note that LE's Pipeline counts may sometimes differ from other information released into the public domain. Developers and Hotel Companies use various information for promotional purposes and the information may not necessarily conform to internationally recognized project definitions. For instance, they may include in their pipelines other projects under development such as: private residences, executive apartments, brand conversions, timeshare units, etc., even though such projects will not affect

future guest room supply increases. Variances could also result from the inclusion of recently announced joint venture agreements that do not yet have dedicated land parcels, other potential projects, cancellations not being removed in a timely fashion and/or construction start and completion dates that have not been updated recently.

#### Current Supply

Current Supply or Open and Operating Hotels (Census) in the United States and Canada includes any hotel and casino hotel, branded or unbranded, that is 15 or more rooms. For countries other than the United States and Canada, Current Supply or Open and Operating Hotels (Census) is defined as:

- Global and regional branded hotels
- Casinos
- 3-star and above unbranded Hotels

Other lodging units are not included in Current Supply, as the definition of what constitutes a lodging unit and the methods of assigning a star classification or a chain scale category for determining a hotel's quality level vary widely. Country to country comparisons are nearly impossible to equate and most often lead to misinformed conclusions.



## Market Trend Report

Q4 2016

### Construction Pipeline:

#### **Section 1: Construction Pipeline Summaries**

- Pipeline Metrics

#### **Section 2: Individual Construction Pipeline Project Records**

- Prior Hotel Openings
- Under Construction
- To Start in the Next 12 Months
- Early Planning

#### **Section 3: Other Developments – Individual Project Records**

- Brand Conversions
- Projects with Residential, Condo Hotel or Timeshare Units

#### **Section 4: Find Out More**

- Business Development Programs
- Global Suite of Lodging Real Estate Trend Reports
- Report Resources
  - Glossary
  - Site License Agreement\*

\* For the terms and conditions governing the use of the LE research found in this report, please visit: <http://www.lodgingeconometrics.com/pdf/SiteLicense2018.pdf>



At Q4 2016	Prior Hotel Openings			Current Supply		Construction Pipeline				Forecast for New Hotel Openings													
	2014		2015		2016		At Q4 2016		Under Construction	Starts Next 12 Months	Early Planning	Total Pipeline	2017	2018	2019 & Beyond								
	Hotels	Rooms	Hotels	Rooms	Hotels	Rooms	Hotels	Rooms	Proj	Rooms	Proj	Rooms	Proj	Rooms	Proj	Rooms							
<b>By Brand Affiliation</b>																							
Global Brands	11	1,764	8	1,534	8	1,573	566	90,720	38	7,778	19	3,116	14	2,188	71	13,082	18	2,568	16	3,534	37	6,980	
Regional Brands	2	575	1	130	1	98	88	12,666	7	1,094					7	1,094	3	521	3	412	1	161	
Unbranded	4	585	2	380	2	381	450	32,263	15	2,697	2	220		639	22	3,556	3	279	6	892	13	2,385	
<b>London Total</b>	<b>17</b>	<b>2,924</b>	<b>11</b>	<b>2,044</b>	<b>11</b>	<b>2,052</b>	<b>1,104</b>	<b>135,649</b>	<b>60</b>	<b>11,569</b>	<b>21</b>	<b>3,336</b>	<b>19</b>	<b>2,827</b>	<b>100</b>	<b>17,732</b>	<b>24</b>	<b>3,368</b>	<b>25</b>	<b>4,838</b>	<b>51</b>	<b>9,526</b>	
<b>By International Chain Scale</b>																							
Luxury	4	569	1	453			55	11,333	1	100		200			2	300	1	100			1	200	
Upper Upscale			1	292			95	21,144	8	1,423	2	12	1	196	11	2,200	4	512	1	187		6	1,501
Upscale	1	235	2	295	4	1,132	108	21,970	12	2,461	5	1,077	4	469	21	4,007	3	668	6	761	12	2,578	
Upper Midscale	5	1,024	2	284	2	158	126	18,347	9	1,811		757	2	572	17	3,143	6	823	4	993	7	1,327	
Midscale					1	140	71	8,125		923	1	80			5	1,103	2	144	2	779	1	180	
Economy	3	511	3	340	2	241	199	22,467	11	1,524	4	320	7	951	22	3,423	5	842	6	1,226	11	1,355	
Unbranded	4	585	2	380	2	381	449	31,815	15	2,697	2	220	5	639	22	3,556	3	279	6	892	13	2,385	
<b>Subtotal</b>	<b>17</b>	<b>2,924</b>	<b>11</b>	<b>2,044</b>	<b>11</b>	<b>2,052</b>	<b>1,104</b>	<b>135,649</b>	<b>60</b>	<b>11,569</b>	<b>21</b>	<b>3,336</b>	<b>19</b>	<b>2,827</b>	<b>100</b>	<b>17,732</b>	<b>24</b>	<b>3,368</b>	<b>25</b>	<b>4,838</b>	<b>51</b>	<b>9,526</b>	
Casino								448															
<b>London Total</b>	<b>17</b>	<b>2,924</b>	<b>11</b>	<b>2,044</b>	<b>11</b>	<b>2,052</b>	<b>1,104</b>	<b>135,649</b>	<b>60</b>	<b>11,569</b>	<b>21</b>	<b>3,336</b>	<b>19</b>	<b>2,827</b>	<b>100</b>	<b>17,732</b>	<b>24</b>	<b>3,368</b>	<b>25</b>	<b>4,838</b>	<b>51</b>	<b>9,526</b>	
<b>By Size of Hotel</b>																							
>500 Rooms							7	17,826	2	1,185					2	1,185			2	1,185			
301 - 500 Rooms	2	676	1	453	2	864	67	25,333	8	2,884	1	390	2	766	11	4,040	2	699	1	437		8	2,904
201 - 300 Rooms	5	1,195	4	967	1	253	93	22,166	9	2,167	3	792	1	251	13	3,210	4	924	3	753		6	1,533
<b>Subtotal</b>	<b>7</b>	<b>1,871</b>	<b>5</b>	<b>1,420</b>	<b>3</b>	<b>1,117</b>	<b>184</b>	<b>65,325</b>	<b>19</b>	<b>6,236</b>	<b>4</b>	<b>1,182</b>	<b>3</b>	<b>1,017</b>	<b>26</b>	<b>8,435</b>	<b>6</b>	<b>1,623</b>	<b>6</b>	<b>2,375</b>	<b>14</b>	<b>4,437</b>	
100 - 200 Rooms	5	698	3	365	5	679	274	38,725	33	4,824	12	1,868	10	1,342	55	8,034	11	1,421	14	2,055		30	4,558
<100 Rooms	5	355	3	259	3	256	646	31,599	8	509	5	286	6	468	19	1,263	7	324	5	408		7	531
<b>Subtotal</b>	<b>10</b>	<b>1,053</b>	<b>6</b>	<b>624</b>	<b>8</b>	<b>935</b>	<b>920</b>	<b>70,324</b>	<b>41</b>	<b>5,333</b>	<b>17</b>	<b>2,154</b>	<b>16</b>	<b>1,810</b>	<b>74</b>	<b>9,297</b>	<b>18</b>	<b>1,745</b>	<b>19</b>	<b>2,463</b>	<b>37</b>	<b>5,089</b>	
<b>London Total</b>	<b>17</b>	<b>2,924</b>	<b>11</b>	<b>2,044</b>	<b>11</b>	<b>2,052</b>	<b>1,104</b>	<b>135,649</b>	<b>60</b>	<b>11,569</b>	<b>21</b>	<b>3,336</b>	<b>19</b>	<b>2,827</b>	<b>100</b>	<b>17,732</b>	<b>24</b>	<b>3,368</b>	<b>25</b>	<b>4,838</b>	<b>51</b>	<b>9,526</b>	

© Lodging Econometrics. This Real Estate Intelligence is intellectual property, is copyrighted and remains the property of Lodging Econometrics with all rights reserved.

The nature of our relationship is that of a site licensee with specific rights granted for the subscribing client. Specifically, there are no republication rights granted, nor can the Real Estate Intelligence be folded into other databases. The intelligence cannot be duplicated or transmitted electronically outside the organization nor can it be shared with or disclosed to other parties without the expressed written consent of Lodging Econometrics.



# Prior Hotel Openings in the Last 12 Months

Sorted by Chain Scale, then Market Tract

Project Description	Owner/Developer	Management Group
<b>Luxury</b>		
<b>Montcalm Royal London House</b> 22-25 Finsbury Sq London EC2A 1DX United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage: Recently Opened</b>  Projected Opening: Oct-2016 Room Count: 253 Brand: Unbranded Hotel <b>Chain Scale: Luxury</b> Star Rating: 5	<b>Montcalm Luxury Hotels London</b>  34-40 Great Cumberland Pl London W1H 7TW United Kingdom P: 44 20 79583200 F: 44 20 77249280  The Montcalm Royal London House offers luxurious accommodations with modern style. The hotel also offers a wellness center, gym, business facility, meeting space and private members club.
<b>Upscale</b>		
<b>Hyatt Place Heathrow Hayes</b> 27 Uxbridge Rd UB4 0JN London UB4 0JN United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage: Recently Opened</b>  Construction Start: Mar-2014 Projected Opening: Jun-2016 Room Count: 170 Brand: Hyatt Place <b>Chain Scale: Upscale</b> Star Rating: 4	<b>Magill Investments Ltd</b> <b>Contact: Harry Mohani</b> 4-6 Cambridge Pl London NW6 3BT United Kingdom  Hyatt Place London Heathrow/Hayes offers 170 guest rooms in addition to 1,809 square feet (168 square meters) of meeting space, an open food market with made-to-order meals and snacks available around the clock, free WiFi, and a well-equipped fitness center. The hotel is located in Hayes, less than 15 minutes from London Heathrow Airport terminals and close to Stockley Park Business Park and Brunel University.
<b>Courthouse Hotel Shoreditch</b> 335-337 Old St London Ec1V 911 United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage: Recently Opened</b>  Projected Opening: May-2016 Room Count: 120 Brand: Unbranded Hotel <b>Chain Scale: Upscale</b> Star Rating: 4	<b>Mastcraft Ltd</b> <b>Contact: Joginder Sanger</b> 30 Poland St London W1F 8QS United Kingdom P: 44 20 74349900 F: 44 20 74943217  Located in the center of Shoreditch, famed for its buzzing nightlife and eccentric charm, the Courthouse Hotel Shoreditch couples the grandeur of a Grade II listed Baroque styled building with a laid-back personalized service. The hotel boasts three bars, including a rooftop bar, a restaurant, a two lane bowling alley, spa, pool and fitness center.

© Lodging Econometrics. This Real Estate Intelligence is intellectual property, is copyrighted and remains the property of Lodging Econometrics with all rights reserved.

The nature of our relationship is that of a site licensee with specific rights granted for the subscribing client. Specifically, there are no republication rights granted, nor can the Real Estate Intelligence be folded into other databases. The intelligence cannot be duplicated or transmitted electronically outside the organization nor can it be shared with or disclosed to other parties without the expressed written consent of Lodging Econometrics.



# Projects Under Construction

Sorted by Chain Scale, then Market Tract

Project Description		Owner/Developer		Management Group	
<b>Luxury</b>					
<b>Unbranded Luxury Hotel</b> 1 High Timber St London EC4V 3PA United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage: Under Construction</b> Construction Start: Jan-2016 Projected Opening: Jun-2019 Room Count: 348 Brand: Unbranded Hotel <b>Chain Scale: Luxury</b> Star Rating: 5	<b>Shiva Hotels Ltd</b> <b>Contact: Rishi Sachdev</b> Regent House Elstree WD6 4RS United Kingdom P: 44 20 83271331 F: 44 20 83271350 The developer has purchased the Millennium Bridge House which is currently an office building from The Carlyle Group. The building will be reused for a luxury hotel.	<b>Shiva Hotels Ltd</b> <b>Contact: Rishi Sachdev</b> Regent House Elstree WD6 4RS United Kingdom P: 44 20 83271331 F: 44 20 83271350		
<b>Four Seasons</b> 10 Trinity Sq London United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage: Under Construction</b> Projected Opening: Jan-2017 Room Count: 100 Brand: Four Seasons <b>Chain Scale: Luxury</b> Star Rating: 5	<b>Reignwood Group</b> <b>Contact: Dr. Chin Chai</b> Reignwood Center Beijing 100022 Peoples Republic of China P: 86 10 85280008 Ten Trinity Square is undergoing restorations to encompass apartments, a five-star hotel and a private members club.	<b>Four Seasons Hotels &amp; Resorts</b> 1165 Leslie St Toronto M3C 2K8 Canada P: 416 449-1750 F: 416 441-4341		
<b>Upper Upscale</b>					
<b>LaLit London</b> <b>181 Tooley St</b> London SE1 2JR United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage: Under Construction</b> Construction Start: Mar-2013 Projected Opening: n-2017 Room Count: 700 Brand: The LaLiT <b>Chain Scale: Upper Upscale</b> Star Rating: 4	<b>Lalit Suri Hospitality Group</b> <b>Contact: Jyotsna Suri</b> Barakhamba Ave New Delhi 110 001 India P: 91 11 4444 7777 F: 91 11 44441234 The LaLit London is located in a 180 year old neo baroque building of the former St. Olave's Grammar School. The hotel boasts a restaurant, spa, and meeting space.	<b>Lalit Suri Hospitality Group</b> <b>Contact: Jyotsna Suri</b> Barakhamba Ave New Delhi 110 001 India P: 91 11 4444 7777 F: 91 11 44441234		

© Lodging Econometrics. This Real Estate Intelligence is intellectual property, is copyrighted and remains the property of Lodging Econometrics with all rights reserved.

The nature of our relationship is that of a site licensee with specific rights granted for the subscribing client. Specifically, there are no republication rights granted, nor can the Real Estate Intelligence be folded into other databases. The intelligence cannot be duplicated or transmitted electronically outside the organization nor can it be shared with or disclosed to other parties without the expressed written consent of Lodging Econometrics.



# Projects to Start in the Next 12 Months

Sorted by Chain Scale, then Market Tract

Project Description		Owner/Developer		Management Group
<b>Luxury</b>				
<b>The Peninsula Hotel</b> 1-5 Grosvenor Pl London SW1X 7HJ United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage:</b> Start Next 12 Months <b>Construction Start:</b> Jun-2017  <b>Room Count:</b> 200 <b>Brand:</b> The Peninsula Hotel <b>Chain Scale:</b> <b>Luxury</b> <b>Star Rating:</b> 5	<b>The Hong Kong &amp; Shanghai Hotels (The Peninsula Hotels)</b> <b>Contact: Michael Kadoorie</b> St George's Bldg 8/F Hong Kong People's Republic of China P: 852 28407788 F: 852 29262888 This hotel will be a reuse of a 1960's office block and will be located near Hyde Park and Buckingham Palace.	<b>The Peninsula Hotels</b>  The Peninsula Office Tower 5/F Hong Kong People's Republic of China P: 852 29262888 F: 852 27322933	
<b>Upper Upscale</b>				
<b>Autograph Collection</b> <b>211 Tooley St</b> London SE1 2JY United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage:</b> Start Next 12 Months <b>Construction Start:</b> Jan-2017 <b>Projected Opening:</b> Dec-2018 <b>Room Count:</b> 192 <b>Brand:</b> Autograph Collection <b>Chain Scale:</b> <b>Upper Upscale</b> <b>Star Rating:</b> 4	<b>Dominvs Group</b> <b>Contact: Sukhjit Singh</b> 88 Baker St London W1U 6TQ United Kingdom P: 44 20 74866074 The Dominvs Group has acquired the Tower Bridge Magistrates Court and police station on Tooley Street. The property will be converted into a hotel only 200m from Tower Bridge. The building, constructed in 1906, spans 46,000 sq ft and is three stories tall. Autograph Collection hotels are intended for the independent traveler who desires a more unique guest experience. All hotels are unique in their offering of amenities for guests.	<b>Dominvs Group</b> <b>Contact: Preet Ahluwalia</b> 88 Baker St London W1U 6TQ United Kingdom P: 44 20 74866074	
<b>Club Quarters</b> 13 - 14 Appold St London United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage:</b> Start Next 12 Months <b>Construction Start:</b> Jan-2017 <b>Projected Opening:</b> Jan-2020 <b>Room Count:</b> 300 <b>Brand:</b> Club Quarters <b>Chain Scale:</b> <b>Upper Upscale</b> <b>Star Rating:</b> 4	<b>Masterworks Development Corp</b> <b>Contact: Jon Horowitz</b> 56 W 45th St #100 New York 10036 United States P: 212 944-9353 This Club Quarters Hotel in London will be a semiprivate hotel. Guest room features will include complimentary wireless Internet access, a designer workstation, and an LCD flat screen television. The hotel portion will be located in the top 27 floors.	<b>Masterworks Development Corp</b> <b>Contact: Jon Horowitz</b> 56 W 45th St #100 New York 10036 United States P: 212 944-9353	

© Lodging Econometrics. This Real Estate Intelligence is intellectual property, is copyrighted and remains the property of Lodging Econometrics with all rights reserved.

The nature of our relationship is that of a site licensee with specific rights granted for the subscribing client. Specifically, there are no republication rights granted, nor can the Real Estate Intelligence be folded into other databases. The intelligence cannot be duplicated or transmitted electronically outside the organization nor can it be shared with or disclosed to other parties without the expressed written consent of Lodging Econometrics.



# Projects in Early Planning

Sorted by Chain Scale, then Market Tract

Project Description		Owner/Developer		Management Group
<b>Luxury</b>				
<b>Unbranded Hotel</b> <b>57 Whitehall</b> London SW1A 2EU United Kingdom <b>Market: London, United Kingdom</b>	<b>Project Stage:</b> Early Planning  <b>Room Count:</b> 125 <b>Brand:</b> Unbranded Hotel <b>Chain Scale:</b> <b>Luxury</b> <b>Star Rating:</b> 5	<b>Hinduja Group</b>  <b>Hinduja House</b> Mumbai 400018 India P: 91 22 24960707	<p>The Old War Office in Whitehall will be transformed into a hotel. The building is a 1906 Neo Baroque building with 1100 rooms and 2 miles of corridors. The hotel will also have a spa, luxury apartments and leisure venues. It will possibly be a Raffles hotel.</p>	
<b>Upper Upscale</b>				
<b>Hilton Hotel &amp; Resort</b> Victoria Way Woking United Kingdom <b>Market: London, United Kingdom</b>	<b>Project Stage:</b> Early Planning  <b>Room Count:</b> 196 <b>Brand:</b> Hilton Hotel & Resort <b>Chain Scale:</b> <b>Upper Upscale</b> <b>Star Rating:</b> 4	<b>Bandstand Secure Developments Ltd</b>  5 Olympic Ct Leamington Spa CV34 6RZ United Kingdom	<b>Hilton Worldwide</b>  Maple Court Watford WD24 4QQ United Kingdom P: 44 20 78568000 F: 44 20 78504001	
<b>Upscale</b>				
<b>Best Western Premier</b> — Maidstone ME16 0SR United Kingdom <b>Market: London, United Kingdom</b>	<b>Project Stage:</b> Early Planning  <b>Room Count:</b> 80 <b>Brand:</b> Best Western Premier <b>Chain Scale:</b> <b>Upscale</b> <b>Star Rating:</b> 3	<p>Part of a global hospitality chain, this Best Western will feature a full-service restaurant, concierge and business services, and recreational facilities, either on site or nearby. The property design will reflect the charm and culture of its location. All Best Westerns provide free high-speed internet access, dataport connections in guest rooms, and continental or hot breakfast.</p>		

© Lodging Econometrics. This Real Estate Intelligence is intellectual property, is copyrighted and remains the property of Lodging Econometrics with all rights reserved.

The nature of our relationship is that of a site licensee with specific rights granted for the subscribing client. Specifically, there are no republication rights granted, nor can the Real Estate Intelligence be folded into other databases. The intelligence cannot be duplicated or transmitted electronically outside the organization nor can it be shared with or disclosed to other parties without the expressed written consent of Lodging Econometrics.





# Brand Conversion Projects

Sorted by Chain Scale, Project State, then Market Tract

Project Description			Owner/Developer	Management Group
<b>Luxury</b>				
<b>The Wellesley</b> 11 Knightsbridge London SW1X 7LY United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage:</b> Underway <b>Construction Start:</b> Dec-2016 <b>Projected Opening:</b> Mar-2017 <b>Room Count:</b> 36 <b>Current Brand:</b> Preferred Hotel & Resort <b>New Brand:</b> Luxury Collection  <b>Chain Scale:</b> Luxury <b>New Chain Scale:</b> Luxury <b>Star Rating:</b> 5	<b>City &amp; Country Hotels Ltd.</b>  Campbell Crt London SW7 4PD United Kingdom P: 44 207 4864684  The Wellesley may convert to The Wellesley, A Luxury Collection Hotel.	<b>City &amp; Country Hotels Ltd.</b>  Campbell Crt London SW7 4PD United Kingdom P: 44 207 4864684	
<b>Cadogan Hotel</b> 75 Sloane St London SW1X 9SG United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage:</b> Underway <b>Construction Start:</b> Jul-2014 <b>Projected Opening:</b> Feb-2017 <b>Room Count:</b> 54 <b>Current Brand:</b> Unbranded Hotel <b>New Brand:</b> Belmond  <b>Chain Scale:</b> Upscale <b>New Chain Scale:</b> Luxury <b>Star Rating:</b> 4	<b>Cadogan Estates</b> <b>Contact: Hugh Spence</b> 18 Cadogan Gardens London SW2 2RP United Kingdom P: 44 20 77811567 F: 44 20 78812300  The Cadogan Estates is investing \$48 million to renovate and rebrand this hotel to the Belmond Cadogan. The hotel will remain closed during renovations. The hotel will be updated and the rooms will be reconfigured and will open with 10 less rooms in its inventory. There will be 54 new junior suites and suites with a new restaurant when it reopens.	<b>Belmond Ltd</b> <b>Contact: Adrian Constant</b> Sea Containers House 20 Upper Ground London SE1 9PF United Kingdom P: 44 2078055060 F: 44 20 78055938	
<b>The Westbury Hotel</b> 37 Conduit Street London W1S 2YF United Kingdom  <b>Market: London, United Kingdom</b>	<b>Project Stage:</b> Underway <b>Construction Start:</b> Jan-2017 <b>Projected Opening:</b> Apr-2017 <b>Room Count:</b> 27 <b>Current Brand:</b> Unbranded Hotel <b>New Brand:</b> Luxury Collection  <b>Chain Scale:</b> Luxury <b>New Chain Scale:</b> Luxury <b>Star Rating:</b> 5	<b>The Westbury Hotel Limited</b>  Conduit St London W1S 2YF United Kingdom  The Westbury Hotel may convert to The Westbury, A Luxury Collection Hotel, London.		

© Lodging Econometrics. This Real Estate Intelligence is intellectual property, is copyrighted and remains the property of Lodging Econometrics with all rights reserved.

The nature of our relationship is that of a site licensee with specific rights granted for the subscribing client. Specifically, there are no republication rights granted, nor can the Real Estate Intelligence be folded into other databases. The intelligence cannot be duplicated or transmitted electronically outside the organization nor can it be shared with or disclosed to other parties without the expressed written consent of Lodging Econometrics.



## Projects with Residential, Condo Hotel or Timeshare Units

Sorted by Chain Scale, then Market Tract

---

**There are no project or hotel records that meet this specification in the current quarter.**

Sample

©Lodging Econometrics. This Real Estate Intelligence is intellectual property, is copyrighted and remains the property of Lodging Econometrics with all rights reserved.

The nature of our relationship is that of a site licensee with specific rights granted for the subscribing client. Specifically, there are no republication rights granted, nor can the Real Estate Intelligence be folded into other databases. The intelligence cannot be duplicated or transmitted electronically outside the organization nor can it be shared with or disclosed to other parties without the expressed written consent of Lodging Econometrics.



### Customized Business Development Programs

Stay ahead of your competition with LE's trusted Business Development Programs. Our programs include a **Global Database** of continuously updated hotel records complete with decision maker contact information; **Management Guidance Reports** that identify new business opportunities specifically for your company; and a suite of **Lodging Real Estate Trend Reports** that supply the insights and forecasts you need to plan and lead with confidence. The database and all reports are available through LE's Business Development Mobile App.

For more information on our trusted programs visit:

**Hotel Franchise Companies:**

[www.lodgingeconometrics.com/hotel-franchise-companies](http://www.lodgingeconometrics.com/hotel-franchise-companies)

**Lodging Vendors:**

[www.lodgingeconometrics.com/lodging-vendors](http://www.lodgingeconometrics.com/lodging-vendors)

**Hotel Ownership and Management Groups:**

[www.lodgingeconometrics.com/ownership-management-groups](http://www.lodgingeconometrics.com/ownership-management-groups)

### Global Lodging Real Estate Trend Reports

Ideal for strategic planning and monitoring trends at any level within a company. LE's Suite of Global Lodging Real Estate Trend Reports deliver timely intelligence on development growth trends for every region, country and market worldwide and transaction trends for every market, brand and chain scale in the United States.

For more information and to purchase:

#### Construction Pipeline Trend Report for any Region or Country

Analysis and insights for planning and monitoring development growth.

<http://www.lodgingeconometrics.com/shop/construction-pipeline-trend-report>

#### Market Trend Report for any Market Worldwide

Gain expertise and identify new business opportunities in any market.

<http://www.lodgingeconometrics.com/shop/market-trend-report>

#### Transaction Trend Report for the United States

Assess values with a comprehensive review of current hotel sales.

<http://www.lodgingeconometrics.com/shop/transaction-trend-report>

### Report Resources

For the LE Glossary of Terms and Definitions, please visit:

<http://www.lodgingeconometrics.com/pdf/Glossary2018.pdf>

For the terms and conditions governing the use of the LE research found in this report, please visit:

<http://www.lodgingeconometrics.com/pdf/SiteLicense2018.pdf>

If you need assistance, please contact Lodging Econometrics:

+ 1 603.427.9542 • [info@lodgingeconometrics.com](mailto:info@lodgingeconometrics.com)