



# CASE STUDY

ASSET MANAGEMENT + HOTEL MANAGEMENT

## HOTEL INDIGO LIVERPOOL

*Liverpool, UK*

### Combination of Asset Management and Revenue-Driving Actions Drove Strong RevPAR, GOP and ADR Growth

In 2015, Valor advised ownership on the acquisition of the 151-room Hotel Indigo Liverpool. Despite the hotel's strong location, award-winning design, well-rated team and strong TripAdvisor scores, the hotel historically underperformed its competitors.

Complementing the owner's existing portfolio of leading brands in strong regional markets, the Hotel Indigo Liverpool was acquired at a substantial discount to replacement cost and presents significant upside in operating performance under Valor operating management.

In Summer 2016, Valor recommended and completed a reconfiguration and refurbishment of the ground floor space to increase food and beverage sales. Valor recommended this acquisition as Liverpool presence expanded in strong regional markets, and the acquisition price represented a very attractive cost per key.

To learn more about this hotel, visit [valorhospitality.com/global\\_portfolio](http://valorhospitality.com/global_portfolio).



# HOTEL INDIGO LIVERPOOL

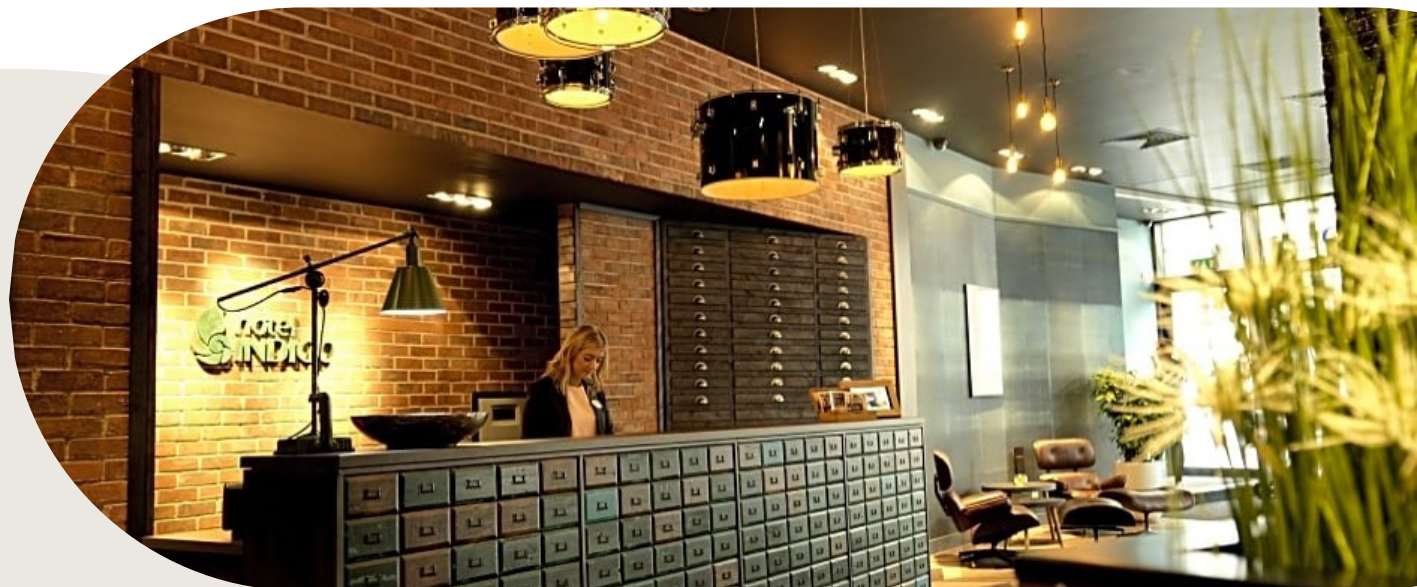
*Liverpool, UK*

HOTEL  
INDIGO

Comparing pre- to post-refurbishment performance (six months to June 2017 vs. June 2016), the refurbished restaurant increased total covers and average diner spend by 30% and 12% respectively.

Valor installed new revenue management tools, which achieved a year-on-year increase in market share. For 2017, property RevPAR had improved over 19.6% vs. the equivalent period in 2015 (property was acquired June 2015).

The property delivered +12.9% RevPAR growth in 2018 (vs. 2017); and total property revenues were +9.2% year-on-year in 2018.



CAPEX  
DEPLOYED **£0.7M**

**+8.5%**  
ADR  
– 2017 vs. 2015 –

This acquisition increased the owner's portfolio to 15 properties and added a strong upscale brand in an attractive regional market.

CONTACT US

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**+£670K**  
GOP  
– 2018 vs. 2015 –

**+20%**  
RevPAR  
– 2017 vs. 2015 –



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