



DOUBLETREE BY HILTON HOTEL & SPA CHESTER

Chester, UK

Successfully acquired and expanded hotel, achieving significant revenue growth and NOI uplift.

In 2015, Valor advised prospective owners on the acquisition of the DoubleTree Chester, which was one of the top performing hotel markets in provincial UK. The property included a major value-add component with zoning in place to increase the room count by over 60%. Valor commenced operational improvements immediately upon acquisition.

Under Valor management the hotel increased average room rate +5.7% as compared to the same period in 2016, despite significant disruption from property refurbishment and expansion.

In 2016-2017, Valor recommended and implemented a 79-guest room expansion, renovation to the public areas and plan to address layout inefficiencies to improve food and beverage offerings.

To learn more about this hotel, visit [valorhospitality.com/global portfolio](https://valorhospitality.com/global-portfolio).

CASE STUDY

NEW DEVELOPMENT + EXPANSION

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This acquisition added a second hotel in one of the best performing regional markets in the UK. This allowed for operating synergies; the acquisition increased the Hilton brand's concentration within the owner's portfolio.

The ability to add units at the existing property allowed for a substantial reduction in average cost per key while adding a substantial amount to the revenue base, providing the ability to serve a broader mix of business.



TOTAL REVENUE GROWTH + £3.5M
– 2018 vs. 2015 –

ROOMS REVENUE + 57.1%
– 2018 vs. 2015 –

CAPEX DEPLOYED +£11M

+ £2M NOI UPLIFT – 2018 vs. 2015 –

The Doubletree by Hilton Hotel & Spa Chester was the final addition to the portfolio – the 17th hotel – which DTGO purchased for a substantial premium.

CONTACT US

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