



CASE STUDY

REBRANDING + RENOVATIONS

AC HOTEL BY MARRIOTT, MANCHESTER SALFORD QUAYS

AC HOTEL BY MARRIOTT, BIRMINGHAM

Manchester, UK; Birmingham, UK

Best Fit Brand Selection Drove Growth in RevPAR, RGI and NOI

In July 2015, Valor advised owners on the acquisition of two hotels, the Ramada Birmingham City Centre (90 rooms) and the Ramada Manchester Salford Quays (142 rooms). The hotels were constructed in 2001 and 2007 with excellent micro-locations. Under previous ownership, the hotels experienced disappointing performance due to a substantial lack of investment in the assets.

Valor identified operational opportunities including the implementation of focused revenue management strategies, as both hotels were previously reliant on high-commission bookings from online travel agents and lacked management focus.

Valor believed Ramada was a wrong brand choice for the properties' markets and that an upscale repositioning of both properties would provide significant upside potential for operations and owner value.

To learn more about these hotels, visit valorhospitality.com/global_portfolio.



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After Valor completed an extensive brand selection process, owners entered into new franchise agreements on favourable terms with AC Hotels by Marriott. These would be the first two AC hotels in the UK and continue to be market leaders.

Marriott, the largest hotel company in the world, has a powerful global distribution system and award-winning loyalty program which drives more business to the hotels.

Valor completed the refurbishment programme in May 2016. The upscale repositioning of both properties is delivering significant improvement in trading.



These rebranding + renovations add a rapidly growing Marriott brand to complement the owner's existing portfolio of Hilton and IHG hotels.

Acquiring these properties at a substantial discount to replacement cost, owners realised a significant operational synergy with existing properties in these strong regional markets.

CONTACT US

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+120
RGI

RevPAR GROWTH +51.4%

CAPEX DEPLOYED
+£6.4M

NOI UPLIFT **+£1.1M**



VALOR HOSPITALITY PARTNERS