



# DEVELOPMENT OPPORTUNITY

WITH THE LEADING APARTHOTEL BRAND

*Roomzzz*  
APARTHOTELS

parklane

rentinc.

ICONINC

LEEDS GOLF  
CENTRE

own

Living

working

l1c

Revenue in 2018/19 was  
£8 million, projected to  
grow to

**£30M**

by 2025

Agreed pipeline of

**5**

new properties over the  
next three years

Revenue growth in 2021

**39%**

Room nights  
expected to exceed

**300,000**

by 2022

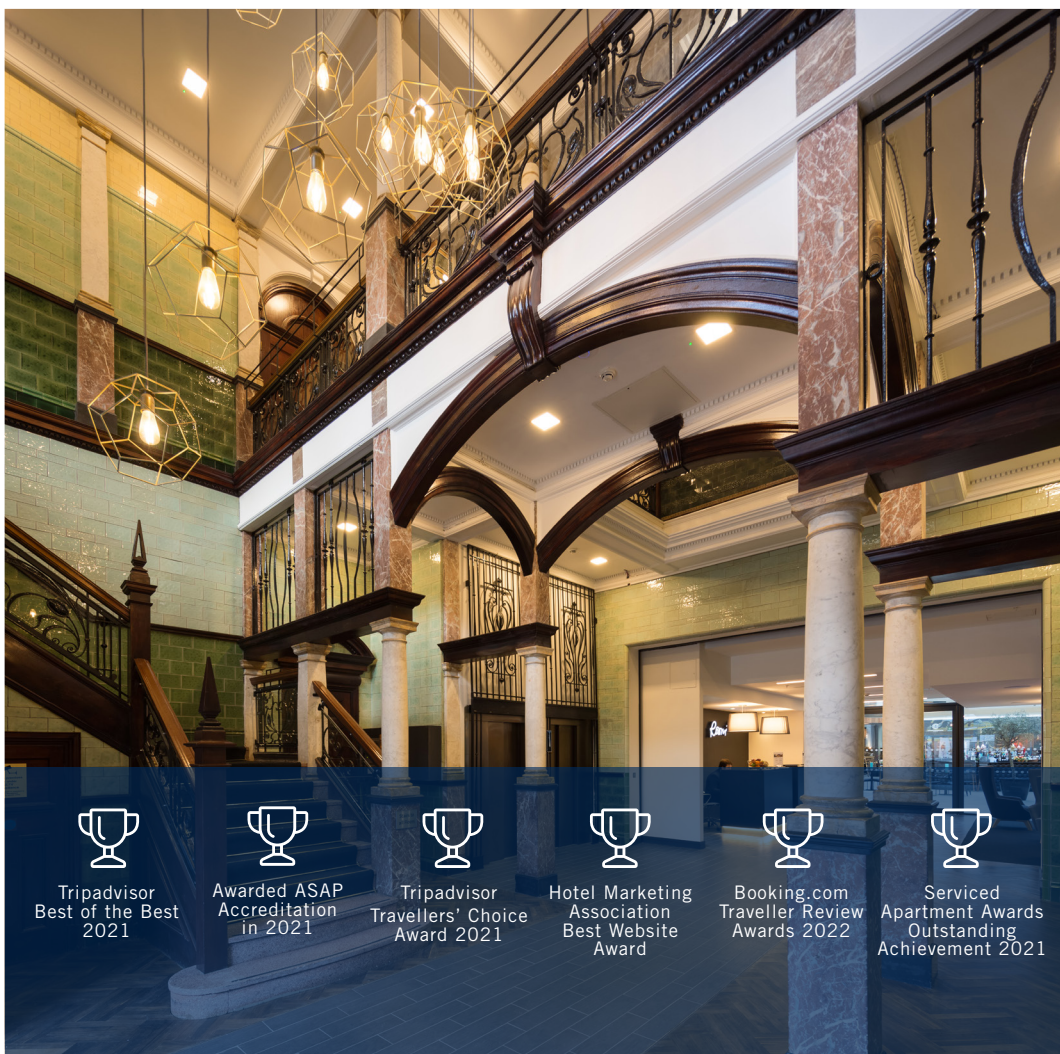
Occupancy rates  
of up to

**88%**

Average room rate over  
£77, growing at more than

**6%**

each year



Tripadvisor  
Best of the Best  
2021



Awarded ASAP  
Accreditation  
in 2021



Tripadvisor  
Travellers' Choice  
Award 2021



Hotel Marketing  
Association  
Best Website  
Award



Booking.com  
Traveller Review  
Awards 2022



Serviced  
Apartment Awards  
Outstanding  
Achievement 2021

## AN ESTABLISHED, DYNAMIC BRAND

We're not a hotel, we're not an apartment, we're smack bang in the sweet gooe centre. In a nutshell, we offer city centre aparthotels with spacious suites, designed to make guests feel at home.

Our stylish apartments provide a personal touch for adventure, business and celebration. We're the favourite of discerning folk for a reason. We've thrown out the trouser press and the pillow chocolates and thrown in the flexibility of a fully-equipped kitchen and large living space.

It all started in 2006, in the vibrant city of Leeds. Now you'll find us in ten locations across seven different cities, but we believe there's room for much more.

We hate to boast but we're award-winning too:

- Our customer service is bang on according to hotels.com's 'Loved by Guests' awards.
- Just ask booking.com - our guest experience is top-notch.
- And our marketing team came out tops in the ASAP Serviced Apartment Industry Awards 2018.
- Our guest satisfaction is impressive, sitting at an average of 92%.
- 9 x Travellers Choice Awards in 2021 with York voted Best of the Best and Top 20 Global Hot List.
- Winner of Outstanding Achievement Award 2021 by the Serviced Apartment Awards
- Winner of Best Website award by the 27th annual Hotel Marketing Association Awards





## WE'VE GOT IT ALL

Room<sup>zzz</sup> is an established operating group with an outstanding brand, commercial and operational capability.

Our cutting-edge digital platform uses market leading technology to give our customers the best experience. Our website, which is managed by an in-house team, integrates seamlessly with our other platforms:

- Avvio booking engine
- Duetto revenue management
- RMS PMS
- Cendyn for customer relationship management and outstanding guest experience pre- and post-stay

Our team includes regional and key account management for corporate and third party relationship management, building relationships with key corporates in our targeted locations to increase room nights.

At our head office we have a revenue team, plus a central marketing team who cover all aspects of our marketing including: brand, media, digital, artwork, social, merchandising, print, content, advertising and events.

Our central reservations and guest support teams offer customer service seven days a week, and we have operations and facilities management teams available along with IT and infrastructure support. We also have development management and an interior design team, able to manage the full end to end process of construction and implementation of each high-quality aparthotel.





## WHY APARTHOTELS?

### A MAJOR PLAYER IN A FAST-GROWING MARKET SECTOR

It's simple, the UK aparthotel market has been gathering momentum for years, and now it's one of the fastest growing sectors throughout the hospitality industry. Serviced apartments significantly outperformed the hospitality market throughout the covid pandemic and demonstrated resilience where many had to close. The aparthotel sector is set to grow at three times the rate of the hotel sector as we come out of the recovery.

The aparthotel business model is also extremely efficient. We have better occupancy rates than conventional hotels and our operating margins sit

10 to 15 percent higher than those of a hotel. Our rates provide guests with better value for money, with higher room specification and lower requirements for front of house facilities, which helps reduce staffing costs.

### THANKS AIRBNB

The emergence of Airbnb completely revolutionised the industry. Airbnb diverted attention from traditional hotels and shone a light on more authentic accommodation experiences. Essentially Airbnb opened a door for aparthotels.

In addition to everything that an Airbnb apartment can offer, we can give our guests improved customer service, security, and health and safety. What's not to love?







## OUR TARGET MARKET

### WE'RE ONE-SIZE-FITS-ALL

The benefit of freedom, flexibility and space gives us a wider appeal than your standard hotel. That's why we're equally attractive to families, couples, corporates and solo travellers from around the globe.

We've got separate bedrooms for the kids, stylish living spaces for couples, kitchens for business travellers to cook in instead of dining out, and room for outgoing solo travellers to stretch out.

The booming bleisure market is also a key audience with major potential for growth. Named by the travel industry, they're business travellers who extend their stay beyond the working week to explore new places at their leisure.

Put simply, we've found the sweet spot, offering the best of a hotel stay, the best of a serviced apartment for a long stay, and all the comfort and security of a home stay.



# STANDING OUT FROM THE CROWD

...WITH OUR OUTSTANDING SERVICES



## 24 HOUR RECEPTION

Our team are always on hand to assist guests with anything, from checking in during the small hours, to advising where to find street art or the best vintage shops in town.



## UNLIMITED BEAN TO CUP COFFEE

Whether our guests are early birds or night owls, a complimentary selection of hot and cold drinks, including bean to cup coffee, are available 24/7.



## COMPLIMENTARY GRAB & GO BREAKFAST

No waiting for breakfast to be served. Guests can enjoy freshly baked pastries, fruit and their favourite first drink of the day... to take back to bed, or get on the go.



## ON-SITE GYM

Travelling can be disruptive to daily routines so for those who are keen to keep up their fitness regime, we're providing gyms at our newest locations.



## DAILY HOUSEKEEPING

Not all aparthotels offer a daily clean but we know it's important to our guests. We're happy to go against the grain on this one.



## FREE WI-FI AND UK CALLS

Super-fast Wi-Fi, free mobile and landline calls... in this day and age, we know it's important to stay connected.



## FULLY-EQUIPPED KITCHEN

Our guests can cook up a storm, prep lunch for the next day or reheat takeaway in their fully-equipped kitchen.



## LONG STAY RATES

We offer discounted rates for long stays. Handy for business travellers and those between homes.



# OUR RANGE OF SUITES

We've got six apartment styles to accommodate any occasion, purse or personality, providing guests with the room to be themselves.

## NEO STUDIO

21m<sup>2</sup> – 25m<sup>2</sup>

Modern studio suites for a city experience.



## SMART STUDIO

25m<sup>2</sup> – 30m<sup>2</sup>

Spacious studio suites for all occasions.



## GRANDE STUDIO

30m<sup>2</sup> - 40m<sup>2</sup>

Large studio suites for something extra.



## LIBERTY SUITE

42m<sup>2</sup> - 80m<sup>2</sup>

Spacious 1, 2 or 3 bedroom apartments for an extra touch of luxury.

## DEZIGN SUITES

35m<sup>2</sup> - 45m<sup>2</sup>

Stand-out studios and apartments with unique design features.



## PENTHOUSE

50m<sup>2</sup> +

Designed to offer the ultimate city break.



# THE FUTURE

When it comes to city living, if you're not at the heart of things, you're nowhere. Our aparthotels are rooted in the authenticity of their location. Going forward, we'll continue to stay true to our belief that guests should enjoy everything a city has to offer, therefore we don't expect to operate restaurants or bars in the future. However, where the opportunity arises we would welcome partnerships for these services.

Where space allows, communal spaces will continue to be included in future aparthotel designs (following success in other Parklane Group developments). These might include lounges, gyms, coffee shops and co-working spaces under our Working brand.





# CURRENT LOCATIONS

INDIVIDUAL. DISTINCTIVE. AUTHENTIC.



## NEWCASTLE CITY

88 stunning, spacious serviced apartments, perfectly combining old and new.



## LEEDS HEADINGLEY

22 generously sized apartments, close to some of Leeds' top sporting venues.



## LEEDS CITY WEST

109 spacious apartments located within easy reach of the vibrant city centre.



## LEEDS CITY CENTRE

36 apartments designed for city living, right in the heart of Leeds.



## EDINBURGH CITY

75 striking apartments in prime location, with a rooftop terrace and balconies to appreciate breath-taking views of the city's historical landscape.



## CHESTER CITY

64 city-centric apartments overlooking the oldest racecourse in the country.



## YORK CITY

97 exquisite serviced apartments in a stunning riverside location.



## MANCHESTER CITY CORN EXCHANGE

114 apartments which embrace the quirks and history of this beautiful Grade II listed building.



## MANCHESTER CITY

59 beautifully designed apartments, inspired by the bustle of nearby Chinatown.



## NOTTINGHAM CITY

106 contemporary apartments, centrally located for sports, shopping and culture.



## LONDON STRATFORD

98 boutique apartments with Westfield Stratford City and the Queen Elizabeth Olympic Park on the doorstep.

# TARGET LOCATIONS

Two new sites are planned to open in the UK over the next two years, but Roomzzz is currently in negotiations with major blue chip and investment companies for other sites across the UK, Europe and beyond.



## AT HOME

Central London  
Birmingham  
Bristol  
Brighton  
Cardiff  
Glasgow  
Edinburgh  
Dublin

Belfast  
Durham  
Cambridge  
Oxford  
Bournemouth  
Bath  
Milton Keynes  
Liverpool



# PIPELINE

## THE NEXT GENERATION OF ROOM<sup>zzz</sup>

Our extended pipeline is strong, with an objective of 20 locations for the brand by 2025, in the UK, Europe and beyond. In the meantime, here's what's coming up:

### EDINBURGH - 2022

Expansion into the Scottish capital is a significant milestone for Room<sup>zzz</sup>, which will be located within the £1 billion Edinburgh St James development.

Our 75 apartments will take prime position within the 1.7 million ft<sup>2</sup> development, which has become Edinburgh's most popular retail hub, with a line-up of 86 new shops, 20 restaurants and a range of leisure facilities over four floors.

Our striking £20 million aparthotel will feature a rooftop terrace and balconies to every apartment to enable guests to appreciate breath-taking views of the city's historical landscape.



# OPERATIONAL SITE REQUIREMENTS

- City centre locations within walking distance of cultural, entertainment and business districts.
- Conveniently located for main line train stations and airports.
- Close to new developments, tourist destinations and attractions.
- 3,700m<sup>2</sup> (40,000ft<sup>2</sup>) up to 9,300m<sup>2</sup> (100,000ft<sup>2</sup>)
- Ideally 75 – 200 plus studios and apartments, typically 75 percent studios.

# DELIVERY

Room<sup>zzz</sup> are looking for opportunities to expand the brand and add to our existing pipeline through funding and delivery partnerships. Across our sites, we work with many partners including: Aviva, Nuveen Real Estate, Major Property Group and Legal and General.

We have all of the key professional functions to see our aparthotels through from concept, to design, to delivery with established and experienced departments in place, including: operations, revenue management, sales, marketing, finance and guest experience.

We are looking to structure a mutually beneficial delivery framework to help grow the brand and share the rewards.

- Equity partner / joint venture
- Lease / management agreement
- Franchise





# PERK<sup>zzz</sup>

EARN REWARDS WITH *Roomzzz*

Our corporate guests can already get the best business rates through reservations, Roomzzz.com and with our travel partners.

## NOW YOU CAN EARN REWARDS AND UPGRADES WITH PERK<sup>zzz</sup> MEMBERSHIP WHEN YOU STAY AT ROOM<sup>zzz</sup>

We're your home from home, wherever work takes you. And that home just got even more rewarding

- Earn rewards away, the more you stay
- Book your corporate rates online and manage your membership and preferences
- Exclusive access to our offers and promotions before anyone else
- Welcome amenity on arrival for regular guests
- Upgrades and a birthday gift for our frequent guests
- Best Rate Guarantee for member discounts off public rates

**SIGN UP FOR FREE ONLINE OR AT RECEPTION**

*Roomzzz*  
APARTHOTELS

UNLOCK ALL THE GOOD STUFF

TEL: 0203 504 5555 [WWW.ROOMZZZ.COM/PERKZZZ](http://WWW.ROOMZZZ.COM/PERKZZZ)

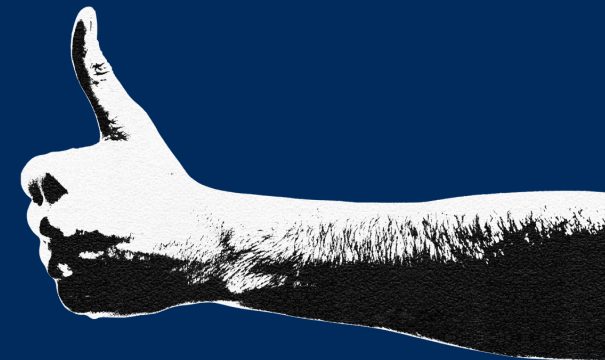
## DOING THE RIGHT THING OUR ESG POLICY

At Room<sup>zzz</sup>, we passionately believe we've got a responsibility to be a sustainable, fair and totally inclusive business. That's why we're doing more than the existing ESG laws and regulations ask of us.

**Our environmental and sustainability goals:**

- To remove all single-use plastics from our operations
- To ensure 99% of our waster doesn't go to landfill
- To deliver meaningful measurement and reporting
- To continually look for improved methods of reducing our energy use
- To reduce, re-use or recycle waster wherever we can
- To make sure that we use goods and materials from sustainable sources wherever possible

We are passionate about giving back to our communities. Room<sup>zzz</sup>' charitable organisation - The Park Lane Foundation - is our channel for helping the most vulnerable people in the communities we're part of. This commitment is woven into every aspect of our business, to include things like how we design and build new projects, operate our portfolio, collaborate with stakeholders and how we report our progress.





## A WINDOW TO THE FUTURE

INC is a once-in-a-generation opportunity to shape world-class developments in both the UK and globally.

## THE SOUL OF TOGETHERNESS

Combining apartments, co-working, co-living, retail, leisure spaces and hotel accommodation, INC brings together the latest lifestyle trends to create unique user experiences with a central hub at its heart to enable bountiful networking opportunities and a real sense of community.



## REDEFINING SKYLINES

INC promises to create a cultural shift with unique plans to form new communities of like-minded people. The developments will include spaces to visit, work, live, stay and play.

Funding partners and potential occupants are invited to share in the INC vision and help us to shape a feasible and deliverable scheme.

## INVESTMENT OPPORTUNITIES AVAILABLE



## INSIDE INC

ROOM<sup>zzz</sup> APARTHOTEL

LIVING CO-LIVING  
APARTMENTS

PRS APARTMENTS

PENTHOUSES

WORKING CO-WORKING  
HUB

COMMUNITY LOUNGE

SKY BAR AND RESTAURANT

GYM AND SWIMMING POOL

GROUND FLOOR WELCOME

GROUND FLOOR RETAIL



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# LET'S TALK

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## THE PARKLANE GROUP

MAKING IT HAPPEN

Room<sup>zzz</sup> is part of The Parklane Group, who have made a big impact over the last 45 years. From property to leisure, we've earned the reputation of being a market leader in the UK by breaking boundaries, keeping family values at the heart of our business, and being passionate about constant innovation.

