



Premier Inn is expanding in Ireland

Property partners and development sites wanted





Premier Inn expansion plans

Premier Inn is expanding in Ireland. We have three sites in development in Dublin city centre and have recently secured a site in Cork – our first outside of Dublin. Ireland is a key growth market for us and we're looking for approximately 3,500 bedrooms across the country, with an initial 2,500 bedrooms in Dublin and also looking to develop sites in other cities and towns in Ireland.

We have had a 213-bedroom Premier Inn hotel just outside of Dublin airport for the last ten years, but securing our first three sites in the city centre – at South Great George's Street, at the junction of Jervis Street and Abbey Street and at Castleforbes Business Park – marked a significant landmark for Premier Inn as it kickstarted our acquisition drive in the capital and across Ireland.

This comes at a time of positive economic and tourism growth in Ireland, and Dublin is experiencing considerable demand for hotel accommodation against a historic undersupply of bedrooms, particularly in the 'budget' hotel sector.

Our parent company, Whitbread PLC, is Premier Inn's sole owner, which gives our partners confidence in our solid growth and economic strength. We are not only successful in the UK but we own and operate hotels in the Middle East and are growing across Germany following the launch of our first hotel in Frankfurt in 2016.

Please get in touch with us if you have a site or a proposition you would like to discuss.

Mark Anderson
Managing Director
Property and Premier Inn International

Premier Inn is the UK's favourite hotel chain

Founded in 1987, the Premier Inn hotel chain has followed a hugely successful strategy of continuous expansion and rapid growth to attain its current position as the largest hotel chain in the UK. We have more than 800 Premier Inn hotels across the UK and are continuing to grow.

A few facts about our business:

- We are a multiple award-winning hotel brand
- We are an owner and a leasehold operator of our hotels
- We offer our customers good value for money
- Premier Inn hotels experience above average occupancy rates
- We are flexible in our development requirements and in the way we do deals
- We invest regularly in our hotels to maintain high brand standards
- We employ 34,000 people and offer excellent training opportunities to all our staff

Premier Inn's parent company Whitbread PLC is a successful FTSE 100 company. In 2017/2018 Whitbread's turnover was GBP 3.295 million. Whitbread also owns the restaurant brands Bar + Block, Brewers Fayre, Beefeater Grill and Table Table. In January 2019 Whitbread completed the sale of Costa Coffee to Coca-Cola for £3.9 billion.

More information about Whitbread and our business can be found at www.whitbread.com.

We are an accomplished developer of hotels

Whitbread has more than 30 years' experience of building and operating Premier Inn hotels. Many of our most successful developments are in city centre locations and we have secured three sites in Dublin city centre and one in Cork:



South Great George's Street, Dublin 2

- 97-bedroom Premier Inn & Thyme restaurant
- Leasehold development
- Opening early 2021



Jervis Street, Dublin 1

- 180-bedroom Premier Inn & Thyme restaurant
- Freehold development
- Construction led by Whitbread's in-house team



Castleforbes Business Park, Dublin 1

- 250-bedroom Premier Inn
- Pre-let deal
- Developer led, mixed-use scheme



Morrisons Quay, Cork

- 182-bedroom Premier Inn & Thyme restaurant
- Leasehold development
- First site outside Dublin

Premier Inn property specifications

There is no fixed format for Premier Inn – we can be very flexible for the right site.

In Dublin, we're looking for:

- Development plots for hotels of 100-250 bedrooms, freehold or leasehold
- Turnkey properties delivered to the latest Premier Inn specification
- Conversions and development opportunities as part of mixed-use developments

- Landmark sites in Dublin close to major demand drivers
- Medium to long-term requirements in other towns and cities in Ireland

- Going concerns and existing hotels

We're looking for sites and development partners in Ireland, so if you are you a development company or a site owner, please get in touch. Our success is based on long-term and trustworthy relations with the best development partners and supply chains in the industry.



Hotel lobby and reception area at Premier Inn King's Cross, London

If you have an opportunity, get in touch:



Kevin Murray
Head of Acquisitions, Ireland
Whitbread Hotels and Restaurants
kevin.murray@whitbread.com
Tel: +44 (0)7774 400 041



Daniel O'Connor
Executive Vice President,
Hotels & Hospitality, JLL
daniel.oconnor@eu.jll.com
Tel: +353 (0)1 673 1609