



LESTER HOTELS

LESTER HOTELS
BE OUR GUEST

LESTER
HOTELS
HOSPITALITY
IRELAND

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INTRODUCING LESTER HOTELS HOSPITALITY IRELAND

Lester Hotels Hospitality Ireland (LHHI) offers expert management, guidance, market analysis, development opportunities and a comprehensive list of services to the hospitality industry. With the hard-won benefit of many years' experience in the hospitality market both at home and abroad, our team is driven by its passion for hotels. Whether you are an investor, owner, manager or developer, we can help you realise the full potential of your asset or business venture.

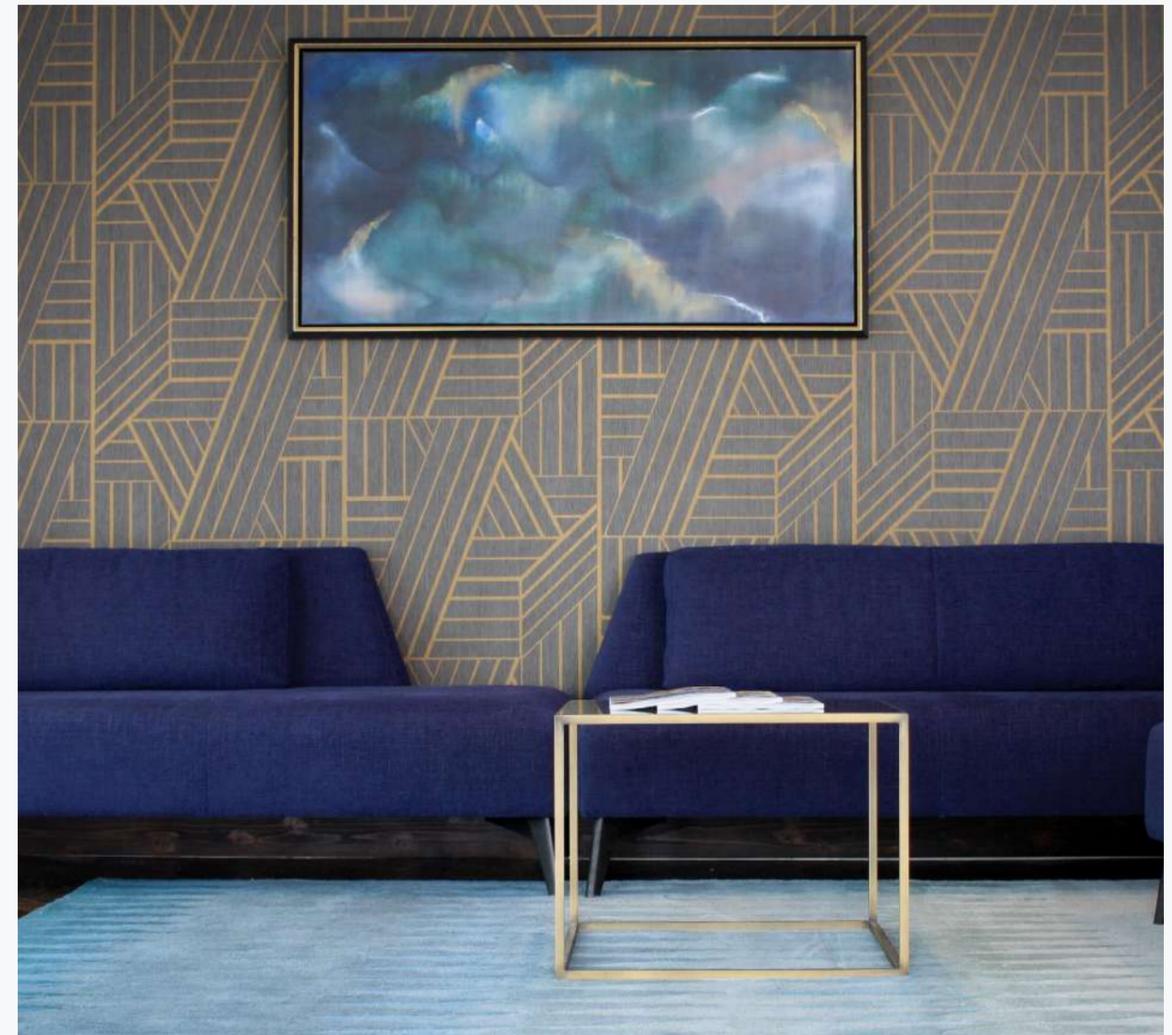
The challenges of Covid 19 have been and continue to be significant for the Hospitality Industry Worldwide. However we believe that the expected stabilization and recovery in the industry between 2021 and 2023 will lead to significant opportunities for our Clients.

Overall the fundamentals of the Irish economy in 2019 were very strong with a GDP of some €350 billion which grew in 2019 by 4%. In addition Ireland is ranked 4th in the World by the UN HDI with a real Gross National Income per capita at €46k per annum which is 37% higher than that of the UK. This is driven by the attractiveness of Ireland for multinational investment due in the main to its highly educated workforce which has attracted European and Production bases for World leaders such as Google, Facebook, Intel, Johnson and Johnson and Pfizer.

Irish tourism increased by 5% to in excess of 11 million visitors in 2019 which in turn generated some €6 billion for the Irish economy. There is also a robust domestic tourism or 'staycation' market both North and South of the border. The Republic is served by 3 International airports and a good road infrastructure. In recent years Tourism Ireland have successfully Developed and Promoted 'The Wild Atlantic Way' and 'The Ireland's Ancient East' products both internationally and domestically to add to Dublin cities strong International tourism attractiveness.

ABOUT

ABOUT US



Truly bespoke. Truly individual.

With a track record of results in managing all aspects of the hotel operation, let LHHI share our expertise with you to help your asset grow. Our management services provide your business with the infrastructure you need for success in a changing world.



MEET THE TEAM

Lester Hotels Hospitality Ireland has years of experience and combined expertise across all areas of hospitality management and development that will help grow your hotel business.



Simon Lester
Chairman

In 1999, Simon formed Lester Hotels, a company that owns and manages mid-market hotels throughout the UK and Ireland, and also founded the Venue Resource Group, a company providing global hotel and conference booking services, before successfully selling the business in 2009. In 2018 Simon launched his new aparthotel brand called CitiHome and is looking forward to introducing his new concept in accommodation described as 'co-living for professionals' to key cities across the UK and beyond.



Michael Lynch
Managing Director of LHHI

Michael has over 25 years experience of operating hotels to the highest levels across Ireland. Michael has previously grown one of Ireland's largest hotel chains in addition to holding a Senior Consultancy Role with The Principal Hotel Company across the UK and has been Vice President Hospitality for the Kylin Prime Investment Group. Michael has been instrumental in turning around the fortunes and creating value at numerous Irish Hotels. As Managing Director of LHHI he is responsible for the growth and day to day management of our hotels and Cithomes across Ireland.



Martin Johnstone
Finance Director

Martin's hospitality career began with Thistle Hotels holding various operational management roles before taking the opportunity to move into the finance arena. Since qualifying as an accountant (CIMA), Martin has developed a unique financial expertise in the hospitality industry enabling a strong communication between all functions of the business. Martin is responsible for the financial performance of all units within the group focusing on key margins, returns on investment, detailed financial feasibilities and budgets.



Michael Bibring
Development Director

From heading the property department of a London Law Firm, Michael took a board position at the MWB group, managing the highly successful acquisition and development programme which included hotels in iconic brands such as Malmaison, De Vere, Hotel Du Vin and Village hotels. As well as working with RAM, owners of the highly acclaimed Great Northern Hotel and Lester Hotels. Michael as Development Director of CitiHome has a particular focus on operating agreements, management contracts, development and refurbishment.



Lisa Garner
Revenue Director

Experienced Cluster Revenue Manager who has managed the hotel revenue departments of hotels across three continents. As a hospitality veteran and revenue consultant, Lisa is frequently required to engage in a variety of different revenue management assignments for all accommodation types, this has enabled her to develop expert data science skills and a deep analytical understanding pertaining to all areas of hotel economics.



Barry Wishart
Director of Sales

Barry has been building and launching hotel brands for over 20 years now having started his hospitality career carrying luggage in a 5* hotel in Paris. He successfully helped build the Grange Hotels chain opening 17 hotels in 15 years before launching Arbor Hotels in London. He then continued his career by moving to Italy where he opened Rome's finest urban resort hotel, the Aroma Hotel, and launched to great acclaim, one of Venice's leading hotels, the Palazzo Venart. He is responsible for all areas of sales and marketing.

WHAT WE OFFER

01 HOTEL ACQUISITION ON BEHALF OF CLIENTS

02 HOTEL FINANCIAL AND FEASIBILITY REVIEWS

03 HOTEL MANAGEMENT

04 HOTEL LEASING

05 HOTEL OPERATIONS REVIEWS

06 DEDICATED SALES AND MARKETING

07 HOTEL RELATED CONSULTANCY



THE 2021 IRELAND HOTEL INVESTMENT FUND

The 2021 Ireland Hotel Investment Fund is the raising of €10m by March 2021 with the aim of acquiring 3 Irish hotel investments during 2021. The hotels will be acquired at circa 30% or more below their professionally validated 2019 pre covid valuations. Our expertise in successful hotel operations and revenue growth assisted by the anticipated post covid recovery will return these hotels to their pre covid revenues and values by the end of 2023. LHHI will source suitable hotels for purchase / long term leases for the fund with the properties ultimately delivering both asset value returns and rental returns to the Funds Investors. Typical hotels will be > 70 bedrooms and located < 80 miles or 1 hour from Dublin. Smaller hotels will be considered if they are either located in city centre Dublin and/or have a development angle to them. Other hotel locations across Ireland will be considered if the acquisition price is closer to 50% reduction off the pre covid 2019 value.

INVEST

INDIVIDUAL HOTEL INVESTMENT OPPORTUNITIES

Lester Hotels Hospitality Ireland will also identify a select number of bespoke and tailored hotel asset investment opportunities in the 4 and/or 5 star market for corporate or private investors. The same fundamental criteria of a minimum 30% reduction off pre covid valuation will apply. The Hotel deals will be typically in the €5m to €10m range. Lester Hotels Hospitality Ireland will manage these assets on medium to long term management agreements.



INTRODUCING CITIHOME IRELAND

Make it yours

citihome.co.uk

CitiHome will bring the best of city living to the independent traveller, giving them a space to truly inhabit and make their own. Design savvy, CitiHome guests will instantly feel at home, surrounded by like-minded individuals in a contemporary environment that encourages sociability and nurtures community. This is the next generation of co-living for professionals. Unlike the traditional hotel, complete with its sterile public areas and generic bar space, we offer an inclusive and fun space, a series of relaxed environments to feel at home in. At CitiHome, you'll get an authentic taste of city life, of community and belonging. We provide the inner city address you've always wanted, you make it yours. CitiHome will forever change how our guests view their choice of accommodation. With larger rooms, better services, and an array of public spaces, the CitiHome experience is a million miles away from generic hotel accommodation. Regardless of the duration of their stay, our guests will feel at ease, a sense of belonging. We say to them all: Make it yours.



CITIHOME

CITIHOME APARTHOTELS

Apartment style accommodation with many of the services you would expect to find in a full service hotel. Typically, Aparthotel accommodation is around 30% bigger than a traditional hotel room providing defined areas to sleep, relax, cook & dine. CitiHome Aparthotels will all be new build or substantial conversions. The portfolio will feature a range of studio, one & two bedroom units.



CITIHOME SERVICED APARTMENTS

CitiHome Serviced Apartments suited to conversions. Essentially an apartment block that allows mid to long stay bookings for those who want complete autonomy. Apartments will have cooking facilities along with a wide range of bought in services all included in the apartment price such as Spotify, Deliveroo and Ocado. Each building will have a house manager with a virtual concierge / Fire & Life Safety to hotel standards.

CITIHOME FEATURES

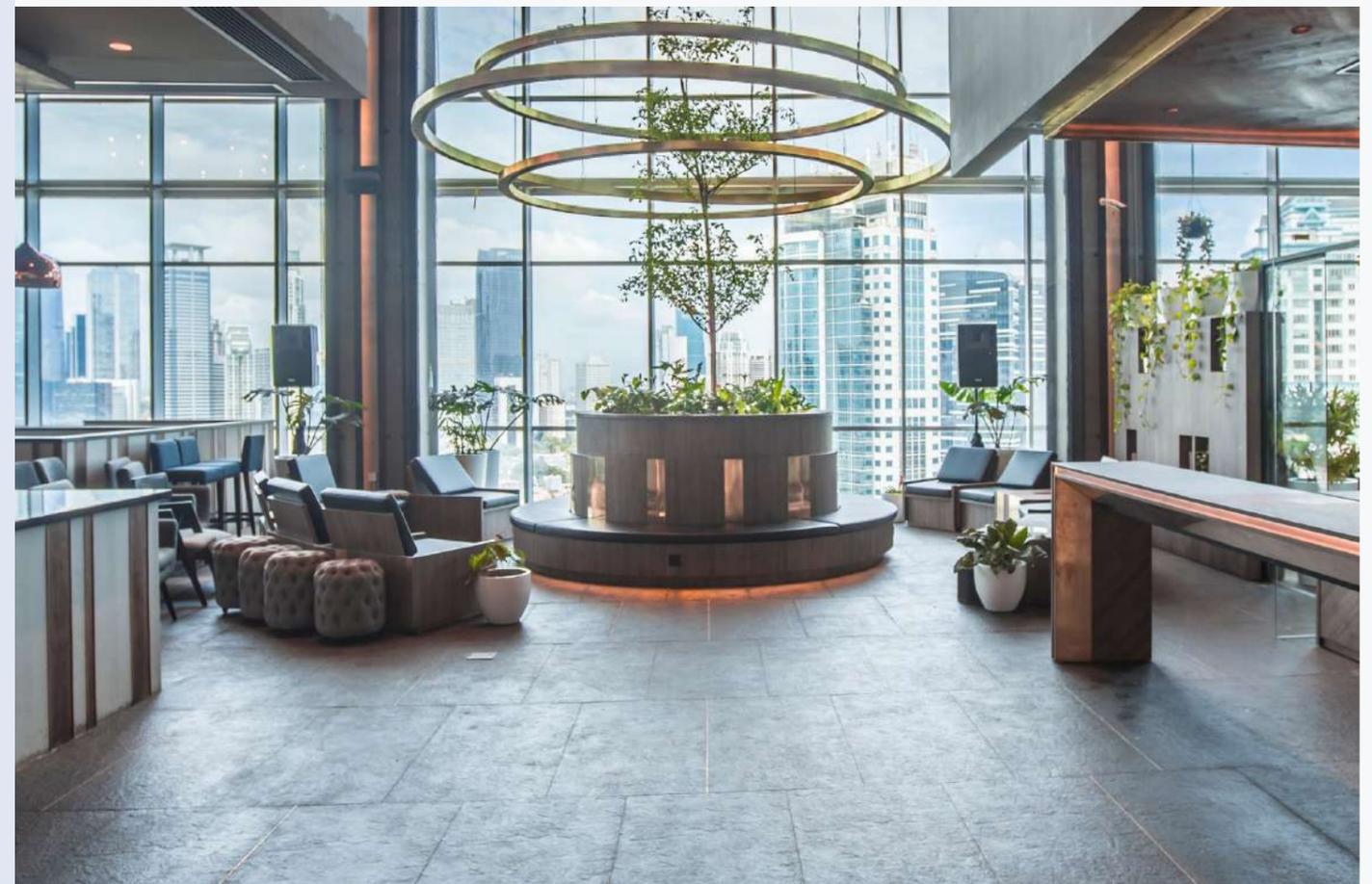
Bar 360°: CitiHome locations will feature The Rooftop Bar 360° with amazing 360 degree views of the city. Feel the space and see the city open up around you as you relax in a smart contemporary bar environment that welcomes all. Our mixologists are as adept at virgin cocktails as they are at a mean martini. With the best local craft beers and great local wines too, it's a space to relax, unwind and settle in.

The Clubhouse: Space to work, relax, meet and chat, The Clubhouse is our informal space for all. Snacks, drinks, light lunch while you work, it's a comfortable and welcoming space to use and enjoy, day or night. A soft buzz of activity provides a great background for catching up on work emails or just for meeting friends and chilling out.



The Gym: There's always time to work out, especially when you stay at CitiHome. With the growing prevalence of 24 hour amenities in most cities, we know that many of our guests live hectic lifestyles and the concept of 9-5 is ancient history. Finished that Skype call and feel like shaking off some stress? Head to our 24 hour gym and jog it off on our state of the art treadmills.

The Bakery: Part of the daily routine, The Bakery transforms morning coffee into a rich and joyful experience. The service is personal as it's the little things that contribute to a sense of belonging and a great start to the day. Our coffee is selected from local roasteries and our pastries from the best artisanal bakery in the district. The Bakery allows space for our guests to sit and chat, work or just enjoy a great coffee throughout the day.



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