



PROJECT  
COGNAC  
HÔTEL CHAIS MONNET & SPA · COGNAC



TEASER

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PROJECT COGNAC

# A FULLY UNENCUMBERED LUXURY RESORT



# PROJECT COGNAC

## INTRODUCTION

### OVERVIEW

JLL Hotels & Hospitality Group has been appointed as the sole and exclusive advisor for the sale of Hôtel Chais Monnet & Spa, Cognac.

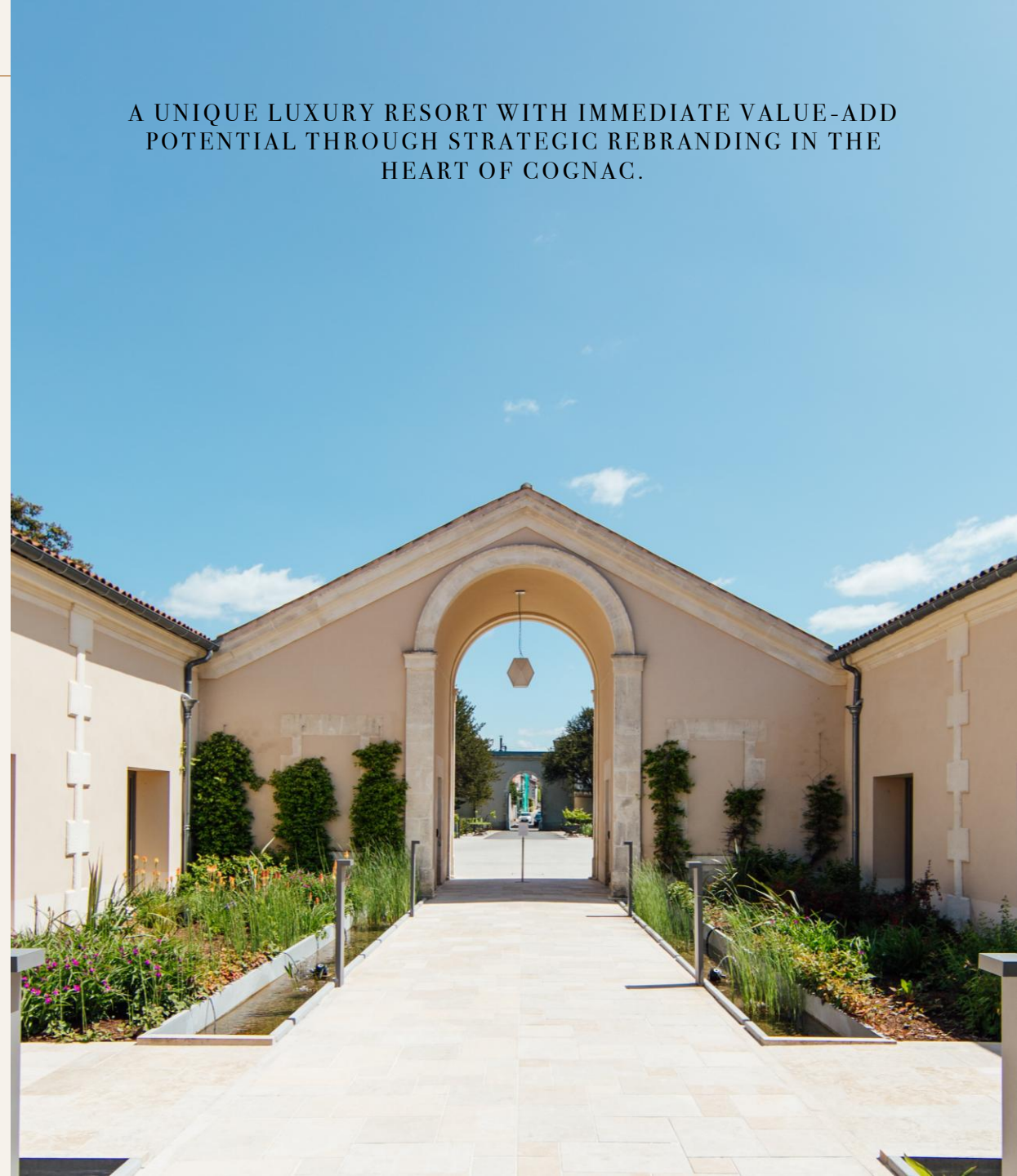
The five-star freehold trophy asset in central Cognac presents as a unique vacant possession opportunity. The meticulously restored former Monnet cognac house offers exceptional heritage, history and full repositioning flexibility within one of France's most renowned terroirs.

The Hotel features 92 guestrooms and suites, 12 serviced apartments, one studio, four F&B outlets including a Michelin-starred restaurant, a 650 m<sup>2</sup> spa with indoor and outdoor pools, and extensive event space anchored by a 400 m<sup>2</sup> ballroom. Located on a 2.5-hectare estate along the Charente, minutes from Cognac's historic centre, it is the region's pre-eminent luxury address.

The opportunity provides complete flexibility for operator and brand selection, presenting significant value creation potential through strategic repositioning and rebranding.

| 105 Keys                                                                                                       | Encumbrance                                                                        | MICE                                                                                                                 | Wellness                                                                             | F&B Outlets                                                                          |
|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|                              |  |                                    |    |  |
| 92 guestrooms & suites with an average room size of 42 m <sup>2</sup> , 12 serviced apartments, and one studio | Freehold resort offered with immediate vacant possession                           | 2,500 m <sup>2</sup> of MICE, including a 400 m <sup>2</sup> ballroom, business centre, and a private events mansion | Extensive wellness including outdoor and indoor pool, Spa, gym, and treatment rooms. | 4 F&B outlets, including a Michelin-starred restaurant                               |

A UNIQUE LUXURY RESORT WITH IMMEDIATE VALUE-ADD POTENTIAL THROUGH STRATEGIC REBRANDING IN THE HEART OF COGNAC.



# PROJECT COGNAC

## INVESTMENT HIGHLIGHTS



Set within a 2.5-hectare landscaped estate on the Charente Riverbank, minutes from Cognac's historic centre and c.1h30 from Bordeaux Airport.



Located in Cognac, a globally renowned spirits capital and a fast-growing luxury tourism destination underpinned by the major cognac houses and record inbound visitation.



Restored and opened in 2018 within a landmark cognac house. 92 rooms, & suites, 12 service apartments, one studio, 4 F&B outlets including a Michelin-starred restaurant, 650 m<sup>2</sup> spa with indoor/outdoor pools, and 2,500 m<sup>2</sup> of meeting & event space featuring a 400 m<sup>2</sup> ballroom.



Offered fully unencumbered of brand and management, providing a blank canvas for an incoming investor to select their own operator or brand. Well positioned to benefit from full flexibility to reposition the asset and unlock its full value.



Freehold site spanning 2.5-hectare with 15,319 m<sup>2</sup> of gross floor area. The Hotel and estate have been fully restored to exceptional standards while preserving its historical heritage. The estate also includes a private mansion with 13 dedicated event spaces.

# LOCATION

# COGNAC: A WORLD-RENOWNED TERROIR

**Cognac is a globally renowned spirits capital and the heart of a fast-growing luxury tourism destination in south-west France, home to the world's great cognac houses**

Cognac is globally recognised as the birthplace of the eponymous spirit, home to the maisons of Hennessy, Martell, Rémy Martin, Courvoisier, Camus and others, which anchor a multi-billion-euro export industry and attract affluent international visitors year-round. The town and surrounding Charente combine UNESCO-recognised savoir-faire, gastronomy and river landscapes, drawing spirits tourists, MICE groups and luxury leisure travellers from across the world.

# COGNAC'S DEMAND DRIVERS

Cognac House Visits - 390 Castles in the region



## Château de Cognac

Château de Cognac originates as a 10th-century fortress built to repel Norman invasions before evolving into a seigneurial residence in the 15th century, where King François I was born. Charles X entirely rebuilt the château in the 17th century. Following its declaration as national property during the Revolution, Otard and Dupuy acquired it in 1795.

The château attracts approximately 100,000 visitors annually through 75-90 minute tours and tastings offered in 27 languages, establishing it as Cognac's premier tourist destination.

## Music Festivals

The two major music festivals in Cognac collectively attract between 30,000 and 35,000 visitors each over their multi-day runs.

**Cognac Blues Passions:** Attracts over 31,500 spectators over its 4-day run. Around half of the festival's 50 total concerts are completely free street performances, which brings massive daily crowds into the public gardens and town centre.

**Fête du Cognac:** Attracts roughly 33,000 entries over its 3-to 4-day run. Since moving to its larger venue at the Parc des Sports, daily attendance often reaches capacity, hitting up to 10,000 partygoers on peak concert nights.



Château de Cognac

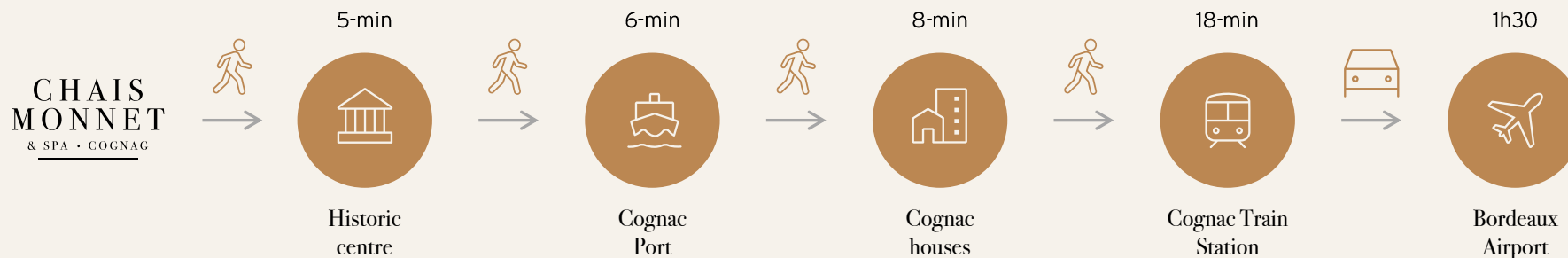


Remy Martin House



Fête du Cognac

CHAI MONNET IS SET ON THE BANKS OF THE CHARENTE, MINUTES FROM COGNAC'S HISTORIC CENTRE AND SURROUNDED BY THE GREAT COGNAC HOUSES THAT DRAW VISITORS FROM AROUND THE WORLD



Note: approximate travel times / distances from Chais Monnet & Spa as a starting point

# LOCATION OVERVIEW

## SURROUNDED BY COGNAC'S LUXURY DEMAND DRIVERS

The Property occupies a landmark 2.5-hectare estate at the heart of one of France's most internationally renowned terroirs, offering guests immediate access to the region's spirits heritage, gastronomy and landscapes.

The Property benefits from strong regional connectivity, situated just 35 minutes from Angoulême TGV station, providing direct high-speed links to Paris (c.2h) and Bordeaux, with Bordeaux-Mérignac international airport around 1h30 by car. Cognac's own SNCF station and regional road network connect guests seamlessly, while the Hotel's riverside setting places it within the region's spirits heartland.

This location allows the Property to capture demand across multiple high-value segments throughout the year. Leisure travellers exploring France's spirits and gastronomy heartland find an ideal base for discovering the great cognac houses, the Charente valley and the wider Nouvelle-Aquitaine region. Simultaneously, the Hotel is well placed to serve as the natural choice for corporate MICE, incentive groups and destination weddings, positioned within immediate reach of the maisons de cognac and their global visitor networks that define the region's luxury appeal.

### Leisure Demand Drivers

- 1 Charente
- 2 Musée des savoir-faire du Cognac
- 3 Royal Castle of Cognac
- 4 Église Saint Léger
- 5 Cognac Market
- 6 Public Garden

### Cognac Houses & Demand Drivers

- 1 Maison Martell
- 2 Remy Martin Cognac
- 3 Cognac Meukow
- 4 Maison Hennessy
- 5 Camus Workshop

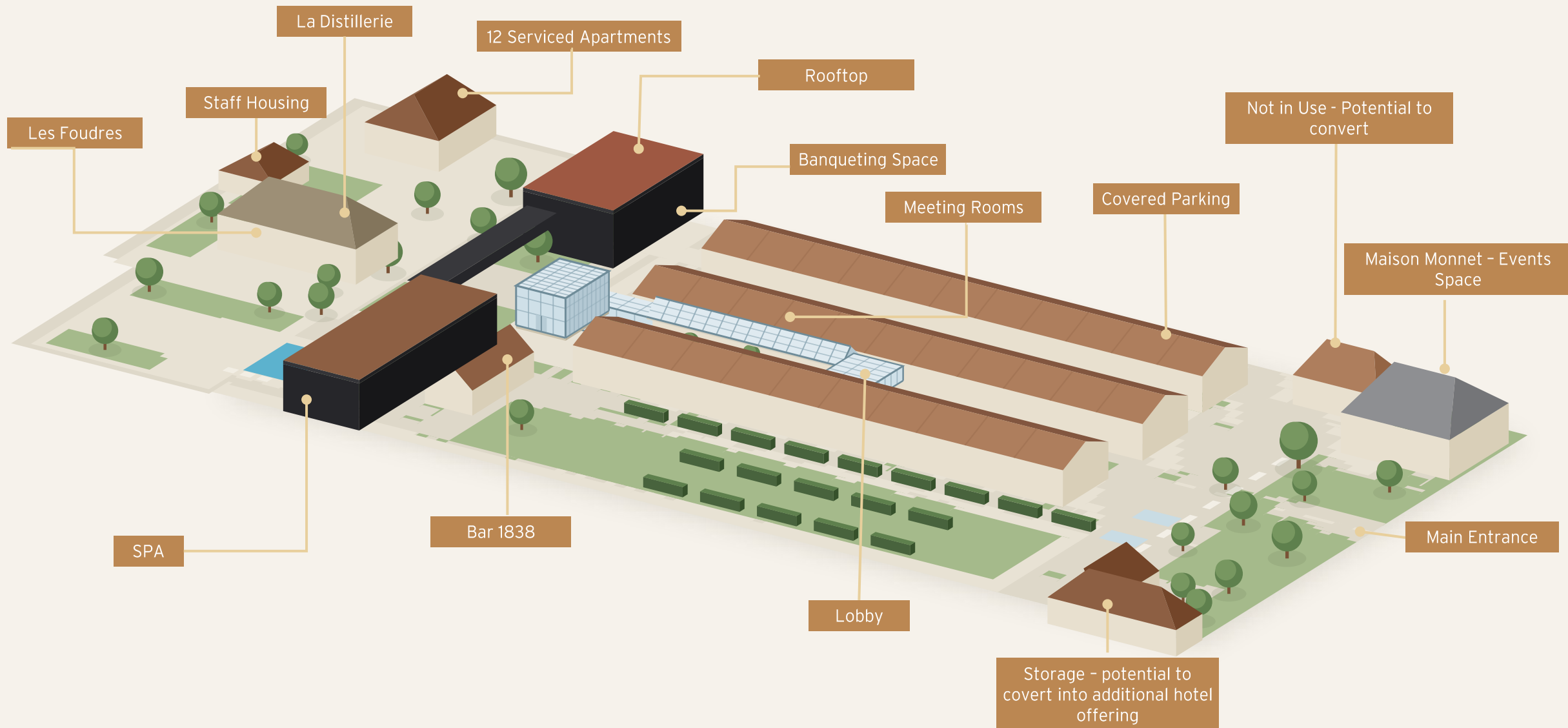
### Transportation Links

- 1 Cognac SNCF Station



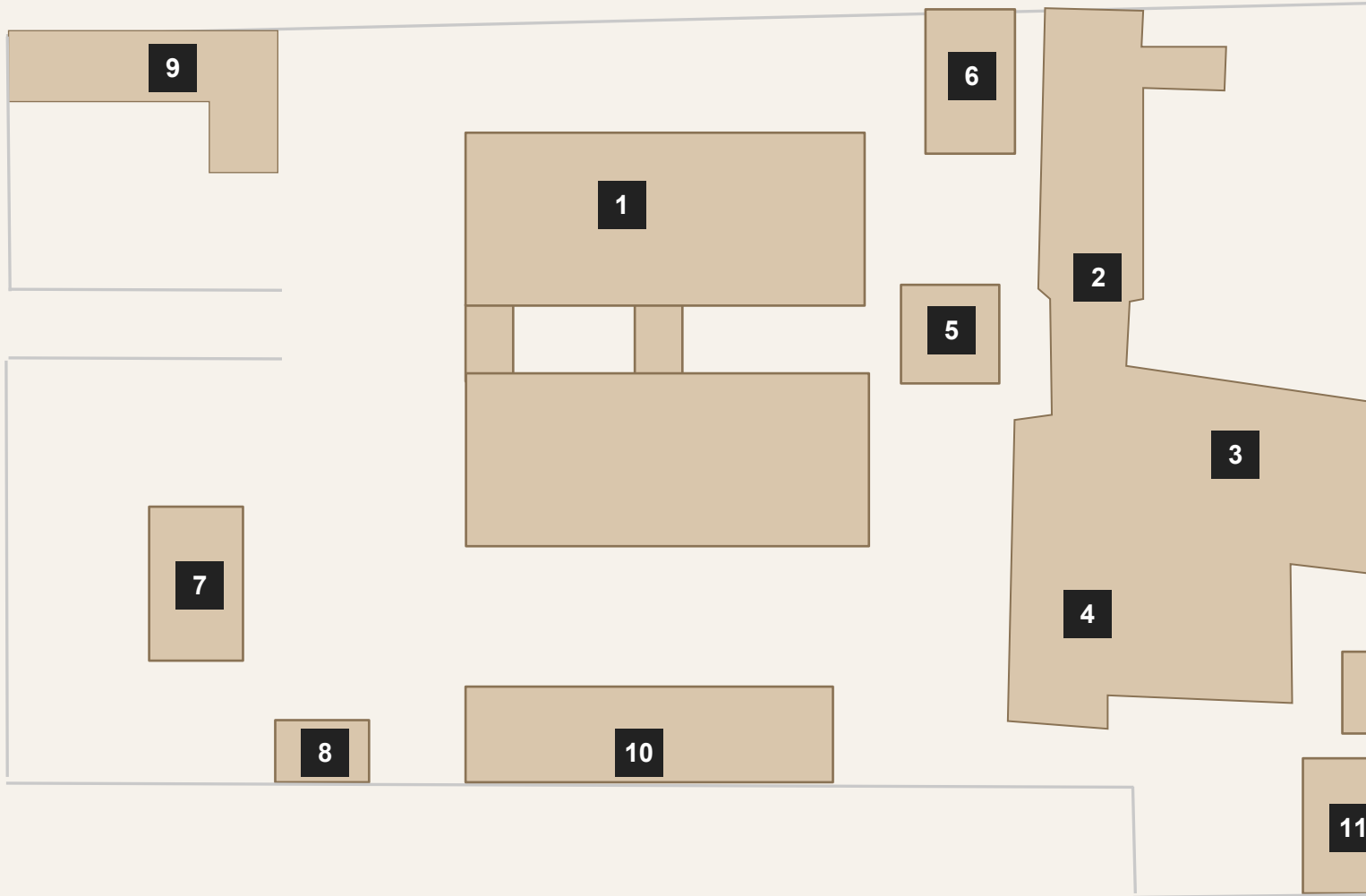
# THE ASSET

# PROJECT COGNAC



Note: not to scale and for illustrative purposes only.

## SITE PLAN

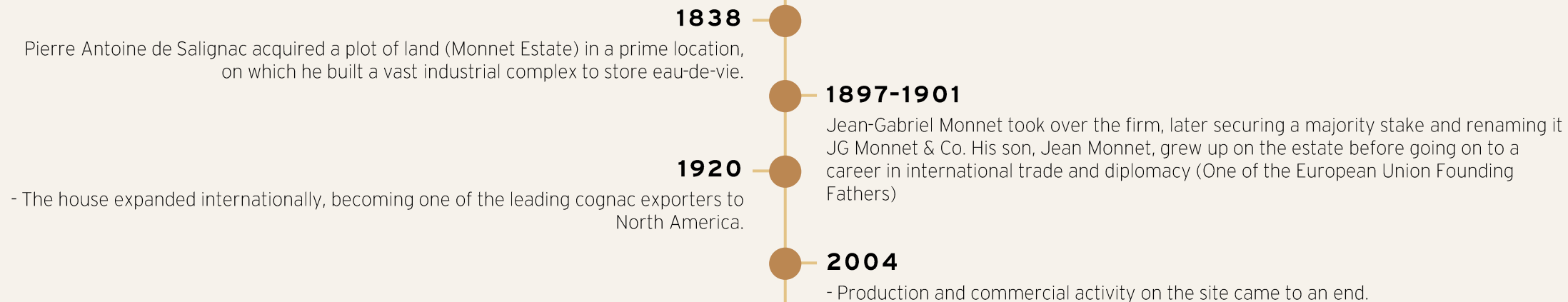


### LEGEND

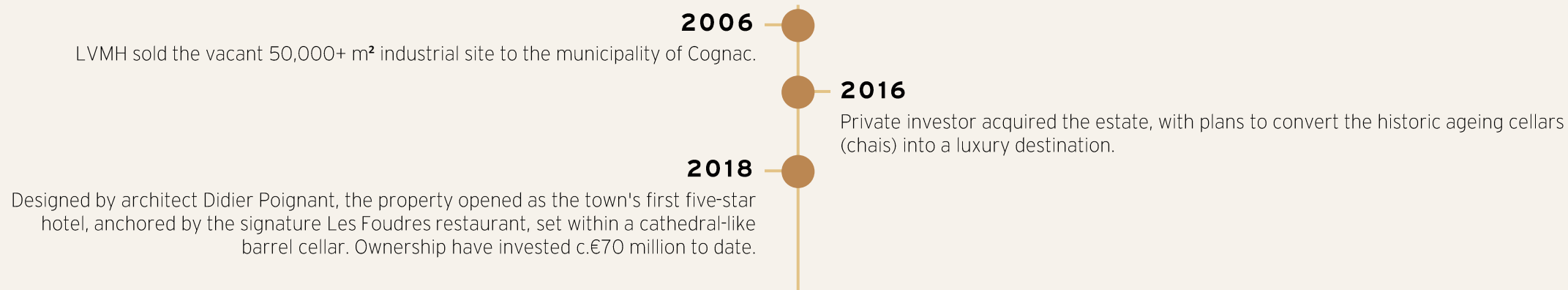
- 1** Les Chais  
*Lobby, Rooms, Meeting Rooms, Hotel Offices*
- 2** Les Ceps  
*Spa, Fitness, Rooms*
- 3** Les Foudres, La Distillerie  
*2 Restaurants*
- 4** Rooftop  
*Guest rooms, Rooftop Bar*
- 5** Le Hub
- 6** Le Bar 1838
- 7** Maison Monnet
- 8** Unused House  
*Value Add Opportunity*
- 9** Storage House  
*Value Add Opportunity*
- 10** Parking
- 11** Service Apartments

# FROM DISTILLARY TO LUXURY DESTINATION

## Industrial Beginnings & The Monnet Era



## Transformation into a Luxury Hotel



<sup>1</sup>Didier Poignant has a number of prestigious references to his credit, including the Royal Monceau, the Grand Hotel InterContinental and The Hoxton in Paris, and the Hôtel du Jeu de Paume in Chantilly.

# PROJECT COGNAC

## ASSET OVERVIEW

### A LANDMARK FIVE-STAR LUXURY RESORT IN THE HEART OF COGNAC'S PRESTIGIOUS TERROIR

Opened in 2018 within the meticulously restored former Monnet cognac house, Hôtel Chais Monnet & Spa is Cognac's premier five-star luxury resort. Set on a 2.5-hectare riverside estate, the Property seamlessly blends 18th-century heritage with contemporary elegance across restored chais, pavilions and the historic Monnet mansion.

The Hotel features 92 luxury guestrooms and suites from Deluxe rooms to a Presidential Suite, many with private terraces or garden access, embodying refined French art de vivre. 12 serviced apartments & one studio complement the accommodation offering.

Four distinguished F&B outlets include a Michelin-starred restaurant "Les Foudres", La Distillerie, The 1838 Bar and Le Rooftop. The 650 m<sup>2</sup> spa features indoor and outdoor pools, sauna, hammam and treatment rooms. Extensive event facilities include 2,500 m<sup>2</sup> of meeting space anchored by a 400 m<sup>2</sup> ballroom. The estate also encompasses the historic Maison Monnet building, steeped in history, this iconic residence perfectly combines traditional charm with timeless elegance.

|                      |                                                                                                                                                                                                            |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Address              | 50 Avenue Paul Firino Martell, 16100 Cognac, France                                                                                                                                                        |
| Site Area            | 2.5 hectares (24,975 m <sup>2</sup> ), c.15,319 m <sup>2</sup> GFA                                                                                                                                         |
| Opening / Renovation | 2018 (full restoration)                                                                                                                                                                                    |
| Tenure               | Freehold                                                                                                                                                                                                   |
| Encumbrance          | Vacant possession                                                                                                                                                                                          |
| Rooms                | 92 guestrooms & suites, 12 serviced apartments, 1 studio                                                                                                                                                   |
| Food & Beverage      | Les Foudres, La Distillerie, The 1838 Bar & Rooftop, Café Angélique                                                                                                                                        |
| Meeting & Events     | c.2,500 m <sup>2</sup> incl. 400 m <sup>2</sup> ballroom                                                                                                                                                   |
| Wellness Centre      | 650 m <sup>2</sup> spa, indoor/outdoor pools, gym                                                                                                                                                          |
| Other Facilities     | Covered parking, Maison Monnet (private mansion), Cigar Lounge, Business Centre, VIP welcome room, 2 storage spaces (separate budlings) which are blank boxes and could be converted into hotel facilities |
| Sustainability       | Fully restored heritage estate                                                                                                                                                                             |



# LUXURY GUEST ROOMS

## PREMIUM ACCOMMODATION SURPASSING LUXURY BRAND BENCHMARKS

Hôtel Chais Monnet & Spa offers 92 luxury guestrooms and suites alongside 12 serviced apartments and 1 studio thoughtfully distributed across the restored chais and historic Monnet mansion.

The accommodation exceeds luxury brand standards with an average standard room size of 36 m<sup>2</sup>, complemented by a 27% suite composition.

Deluxe Rooms on the garden level and first floor feature walk-in showers and private balconies overlooking the grounds. Premier Rooms in the contemporary wing offer ensuite bathrooms with bathtubs and direct garden terrace access.

Suites provide distinguished residential-style living with private lounges accessed via dedicated entrances, expansive dressing rooms, and spacious bedrooms accommodating up to three adults.

The Presidential Suite commands 170 m<sup>2</sup> of exceptional space, complete with full kitchen, formal dining area, and private spa facilities.

| ROOM TYPE                            | ROOMS      | AVERAGE SIZE (M <sup>2</sup> ) |
|--------------------------------------|------------|--------------------------------|
| Standard                             | 63         | 36                             |
| Accessible                           | 4          | 40                             |
| Executive                            | 11         | 39                             |
| Suite                                | 13         | 65                             |
| Presidential Suite                   | 1          | 170                            |
| <b>Total / Average (hotel rooms)</b> | <b>92</b>  | <b>42</b>                      |
| APT 1 Bdr                            | 4          | 61                             |
| APT 1 Bdr - Accessible               | 2          | 52                             |
| APT 2 Bdr                            | 4          | 74                             |
| APT 3 Bdr                            | 2          | 133                            |
| Studio                               | 1          | 39                             |
| <b>Total / Average</b>               | <b>105</b> | <b>46</b>                      |



# DISTINGUISHED FOOD & BEVERAGE

## FOUR DISTINCTIVE OUTLETS, FROM GASTRONOMIC DINING TO A PANORAMIC ROOFTOP BAR

The Hotel boasts four strategically differentiated F&B outlets with 825 seats. The venue mix allows future operations to maximise revenue through distinct positioning across multiple F&B outlets.

Les Foudres, a Michelin-starred restaurant beneath historic cognac barrels led by Head Chef Mathis Debize, attracts external guests as a culinary destination, and benefit from private dining rooms and an indoor cigar lounge.

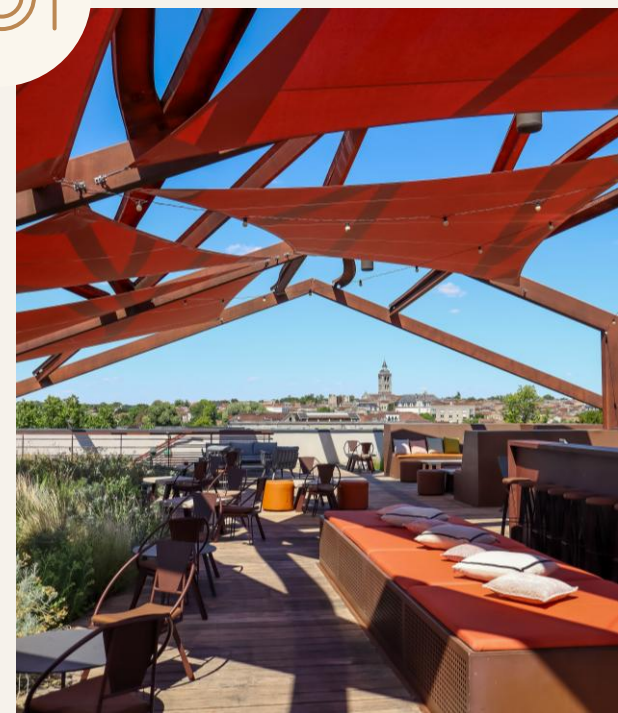
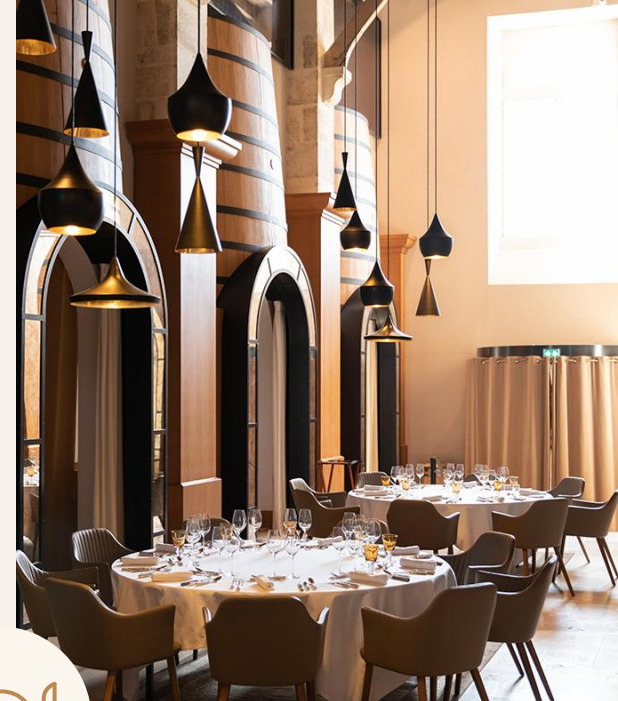
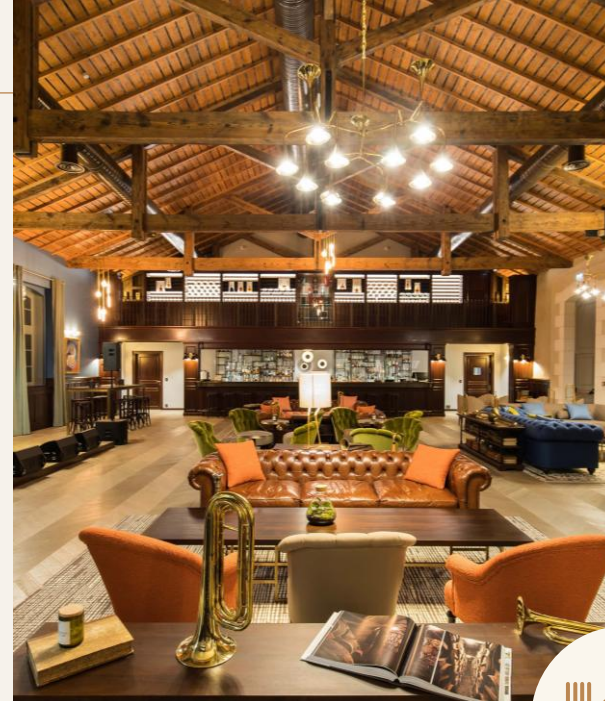
Brasserie La Distillerie operates consistently all-day with 200 indoor seats plus outdoor terrace, capturing breakfast, lunch, and dinner across high-volume covers.

Le 1838 Jazz Bar & Rooftop in the former Monnet facility benefits from exceptional city views and welcomes guests in the evenings with 300 cognac references, cocktails, and tapas.

Café Angélique provides all-day café service and private event capabilities.

This purposefully diversified F&B offerings establishes the property as a year-round dining destination capable of generating substantial external patronage and non-rooms revenue streams.

| OUTLET            | TYPE          | SEATING    | AREA (M²)    | Timings             |
|-------------------|---------------|------------|--------------|---------------------|
| Les Foudres       | Michelin star | 257        | 721          | Evening (Wed - Sun) |
| La Distillerie    | Brasserie     | 263        | 484          | All day             |
| Le 1838 & Rooftop | Bar           | 245        | 994          | Evening             |
| Café Angélique    | Teas          | 60         | 137          | Lunch               |
| <b>Total</b>      | <b>4</b>      | <b>825</b> | <b>2,337</b> |                     |



# PROJECT COGNAC

## MEETING & EVENTS

### VERSATILE EVENT SPACES ANCHORED BY A 400 m<sup>2</sup> BALLROOM

Hôtel Chais Monnet offers c.2,500 m<sup>2</sup> of flexible meeting and event space across the estate (Hotel & The Monnet House), including its F&B outlets positioning the Hotel as the largest events complex in the Cognac region.

Anchored by a 400 m<sup>2</sup> ballroom, the city's second-largest after the Cognac Convention Centre (660 m<sup>2</sup>), the space seats up to 150 for banquets and 250 for cocktails and connects directly to the terrace and La Distillerie.

This scale of event space allows the Hotel to capture the majority of major regional events, from weddings to corporate functions, supporting incremental events and meetings revenue alongside room-night demand beyond the core transient base. In addition, the separate Monnet House, nestled in an intimate garden, lies a refined private mansion, and benefits from 13 event spaces.

| MEETING ROOM      | AREA (M <sup>2</sup> ) | THEATRE | CLASS | U   | COCKTAIL |
|-------------------|------------------------|---------|-------|-----|----------|
| Ballroom Union    | 400                    | 250     | 120   | 120 | 250      |
| Pre Function Room | 70                     | -       | -     | -   | 30       |
| Terrace Ballroom  | 300                    | -       | -     | -   | 300      |
| Grande Champagne  | 34                     | 21      | 12    | 14  | 20       |
| Petite Champagne  | 36                     | 23      | 12    | 16  | 25       |
| Borderies         | 41                     | -       | -     | -   | -        |
| Fins Bois         | 46                     | 30      | 16    | 24  | 30       |
| The Monnet Maison | 433                    | 275     | 205   | 202 | 252      |
| Total             | 1,360                  | 599     | 365   | 376 | 907      |

Note: above table does not detail the event spaces in the Monnet House.

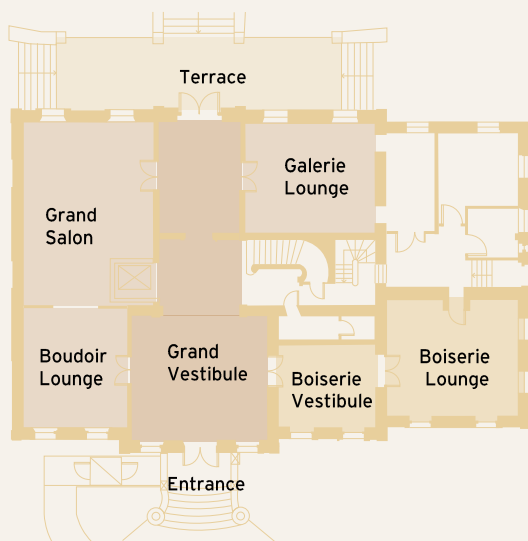


# MEETING & EVENTS

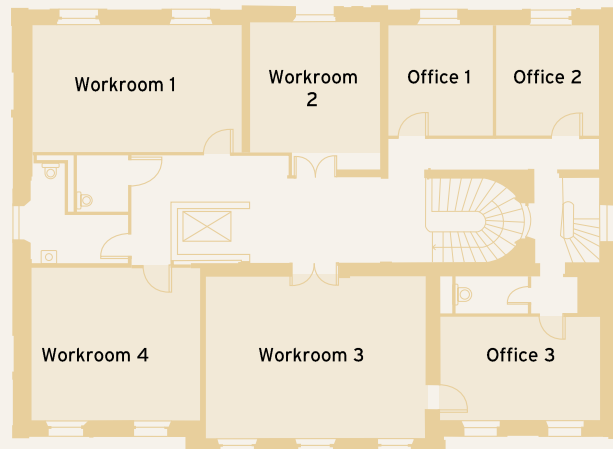
## THE MONNET HOUSE: EVENTS VENUE WITH 13 MEETING ROOMS, ACCOMMODATING UP TO 200 GUESTS FOR RECEPTIONS

Located within Hôtel Chais Monnet & Spa, this historic private mansion offers a distinguished events facility set within private gardens. The property features bright, flexible meeting spaces enhanced by curated contemporary art, superior acoustics, and natural light throughout.

Ground Floor



First Floor

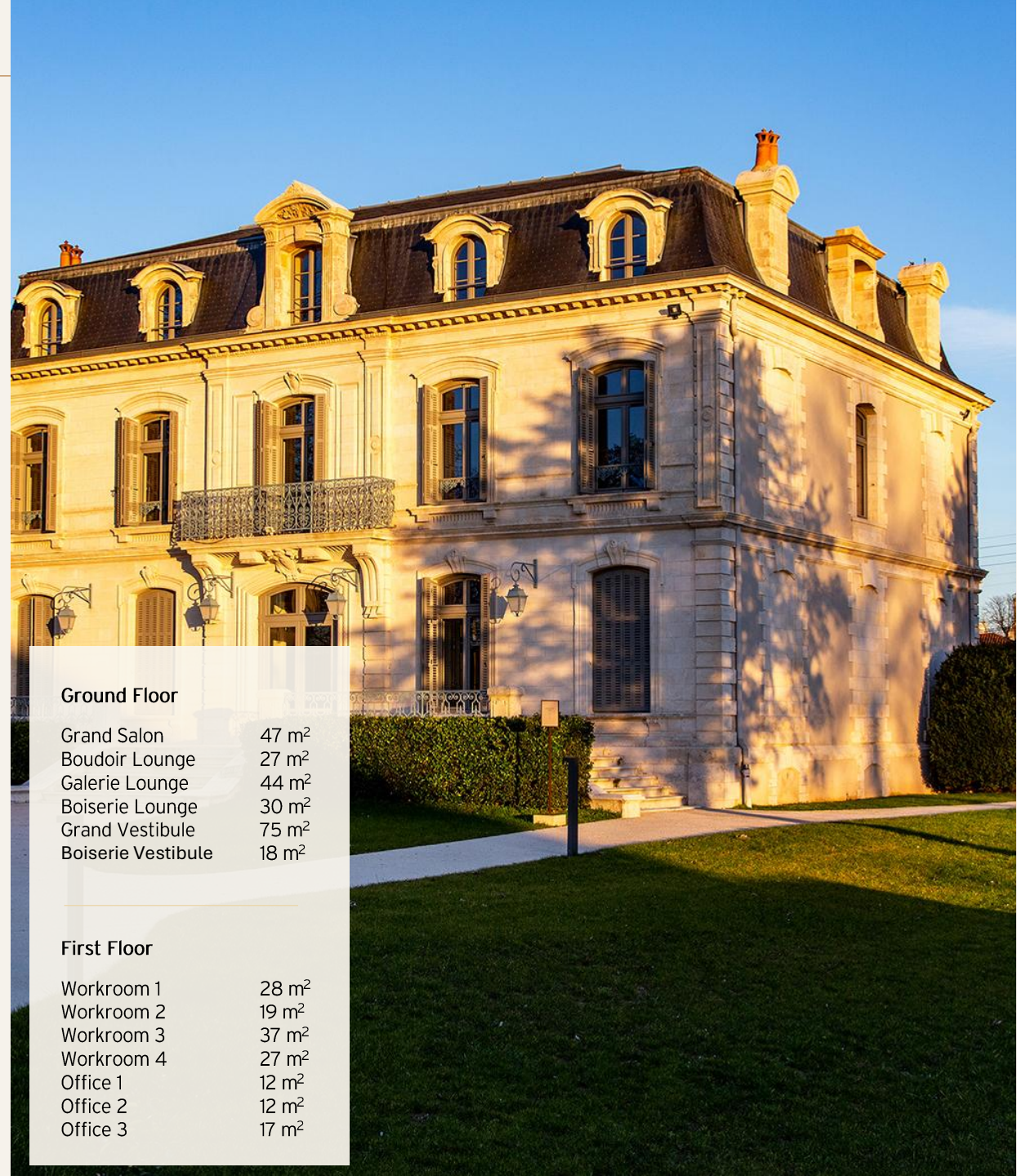


### Ground Floor

|                    |                   |
|--------------------|-------------------|
| Grand Salon        | 47 m <sup>2</sup> |
| Boudoir Lounge     | 27 m <sup>2</sup> |
| Galerie Lounge     | 44 m <sup>2</sup> |
| Boiserie Lounge    | 30 m <sup>2</sup> |
| Grand Vestibule    | 75 m <sup>2</sup> |
| Boiserie Vestibule | 18 m <sup>2</sup> |

### First Floor

|            |                   |
|------------|-------------------|
| Workroom 1 | 28 m <sup>2</sup> |
| Workroom 2 | 19 m <sup>2</sup> |
| Workroom 3 | 37 m <sup>2</sup> |
| Workroom 4 | 27 m <sup>2</sup> |
| Office 1   | 12 m <sup>2</sup> |
| Office 2   | 12 m <sup>2</sup> |
| Office 3   | 17 m <sup>2</sup> |



# PROJECT COGNAC

## LUXURY WELLNESS

### A LUXURY 650 M<sup>2</sup> SPA, POOLS AND WELLNESS IN A LANDSCAPED RIVERSIDE ESTATE

Hôtel Chais Monnet is the principal spa in Cognac, comprising indoor and outdoor pools, a fitness centre, sauna, steam room, jacuzzi and four treatment rooms, and has been awarded Best Spa Experience by Condé Nast Johansens, a premier global collection and curated reference guide of luxury hotels, spas, and venues vetted by independent experts.

The scope and quality of the facilities exceed typical luxury brand standards, providing a strong platform for rebranding with minimal capex required to meet brand wellness specifications.

The Spa offers fully personalized facial and body treatments tailored to each guest's needs, pace, and objectives and benefits from a partnership with KOS Paris.



| FACILITY        | DETAIL                                              |
|-----------------|-----------------------------------------------------|
| Spa             | c.650 m <sup>2</sup>                                |
| Treatment rooms | 4 rooms (incl. 1 double)                            |
| Pools           | Indoor and outdoor (c.200 m <sup>2</sup> )          |
| Thermal         | 2 Sauna, 2 Hammams, 2 Experience Showers, 1 Jacuzzi |
| Beauty salon    | Make-up, hair, hand & foot care                     |
| Fitness centre  | Open 07:00 - 21:00                                  |



# VALUE ADD OPPORTUNITIES

## CONVERSION OF LARGE STORAGE SPACE

The existing storage building on the left of the main entrance presents an opportunity to develop a multi-functional space. This could include an additional F&B outlet for the summer season, encouraging guests to extend their stays and enabling the venue to host more events in the open space.

Alternatively, the storage could be converted into a children friendly area and include a dedicated family offering with pool.

## WEATHERPROOF THE ROOFTOP TERRACE

The rooftop terrace receives consistently positive feedback from hotel guests. However, weather conditions significantly limit its usability throughout the year. Installing weatherproof coverage would substantially increase rooftop utilization by providing shade during hot days and incorporating heating elements for cooler periods. This enhancement would extend the operational season and maximize return on this premium amenity space.

## EXPAND THE SPA CAPACITY

The spa facilities are widely used by hotel guests, yet capacity remains constrained with only four treatment rooms, one sauna, and one hammam. Expanding the spa with additional treatment rooms and sauna facilities would enhance guest satisfaction and increase revenue potential for this high-demand amenity, positioning it as a wellness destination offering.

## UNUSED HOUSE NEXT TO MAISON MONNET

The house adjacent to the Maison Monnet is currently not in use, which could be converted to a kid's club.



Storage Space To Be Converted



Rooftop



Unused House

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# THE MARKET

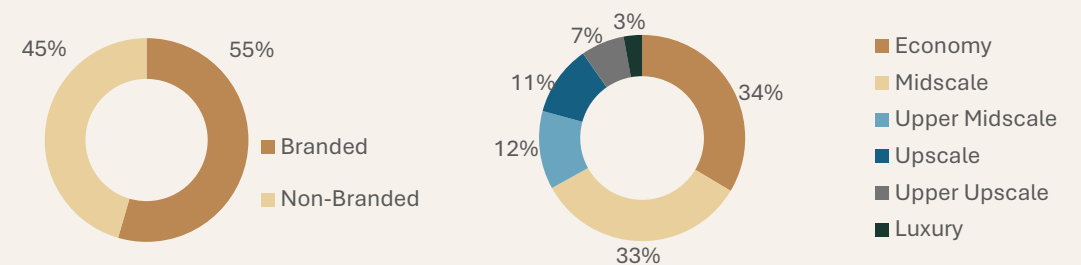
# HOTEL TRADING PERFORMANCE

**Chais Monnet is the only luxury hotel in Cognac, including within the surrounding 35km catchment area.**

Chais Monnet stands as Cognac's only luxury hotel, while Hotel François Premier is the sole upper upscale property in the market, offering 30 rooms.

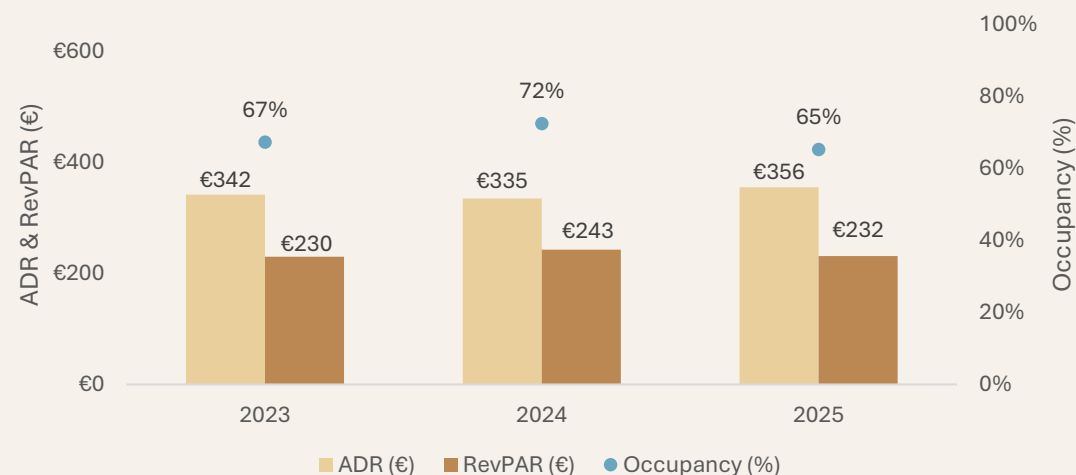
The Nouvelle-Aquitaine region's luxury and upper upscale hotel segments experienced a modest RevPAR decline in 2025, primarily driven by lower occupancy rates. However, with no branded upscale, upper upscale, or luxury hotel rooms currently in the development pipeline, demand is expected to outpace supply as inventory remains static.

**Nouvelle-Aquitaine's hotel market shows balanced branded supply, with luxury rooms at just 3% (1,532 of 53,051 keys), creating entry opportunities for luxury hotels**



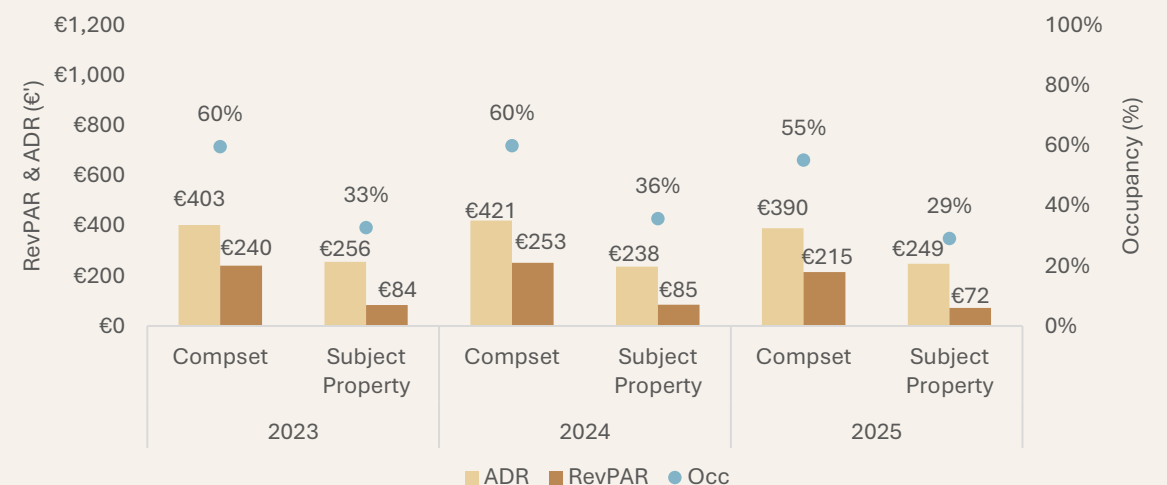
Source: CoStar, June 2026

## Nouvelle-Aquitaine Regional Luxury/Upper Upscale Hotel Trading Performance



Source: CoStar

## Subject Property vs Comp Set - Trading Performance



Source: CoStar. Compset includes Waldorf Astoria Versailles, Terre Blanche Hotel, Novotel Domaine de Maffliers, Hotel Les Sources de Caudalie, Royal Champagne Hotel & Spa, and Chateau de Berne

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**HOTEL TOURS & CONFIDENTIALITY**

Under no circumstances should contact be made with the Hotel, Ownership or Management. All enquiries must be exclusively directed towards JLL in the first instance. Formal inspections of the Property will be made strictly by appointment with JLL for selected parties only. Subject to an NDA access can be provided to the data pack.

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