

THE BEAUFORT HOTEL

KNIGHTSBRIDGE

LONDON SW3



A CHARMING 30-ROOM UPSCALE  
BOUTIQUE HOTEL LESS THAN  
5 MINUTES' WALK FROM THE ICONIC  
HARRODS DEPARTMENT STORE



## INVESTMENT SUMMARY

- ◆ Modern, boutique hotel located in the heart of one of Central London's most exclusive and affluent locations.
- ◆ Less than 5 minutes' walk from the iconic Harrods department store attracting over 15 million visitors very year.
- ◆ World-class local amenities including Michelin-starred restaurants, luxury retail provision on Sloane Street and globally renowned tourist attractions.
- ◆ Charming 12,549 sq ft upscale hotel with an established 26-year track record.
- ◆ 30 elegant and well-proportioned guestrooms with en-suite bathroom facilities.
- ◆ Planning consent from 2 additional bedrooms.
- ◆ Sold with the benefit of full vacant possession, flag free and clear of management.
- ◆ Flexibility to acquire the hotel unencumbered by management and undertake accretive asset management initiatives to maximise ADR
- ◆ Freehold.

**OFFERS IN EXCESS OF £26,000,000 (SUBJECT TO CONTRACT) FOR 100% OF THE ISSUED SHARE CAPITAL IN THE UK SPV.**



MAYFAIR

HYDE PARK

BELGRAVIA

SLOANE STREET

BROMPTON ROAD

LOCATED IN THE HEART OF  
KNIGHTSBRIDGE ONE OF CENTRAL  
LONDON'S MOST EXCLUSIVE &  
DESIRABLE SUB-MARKETS

HOME OF THE ICONIC HARRODS  
DEPARTMENT STORE WITH  
40,000 DAILY VISITORS AND  
MORE THAN 15 MILLION  
PEOPLE EVERY YEAR



THE  
BEAUFORT  
HOTEL

## KNIGHTSBRIDGE

Bordered by Kensington, Chelsea, Belgravia and Hyde Park, Knightsbridge is a prestigious lifestyle destination attracting a global clientele seeking the very best in hospitality, retail and leisure.

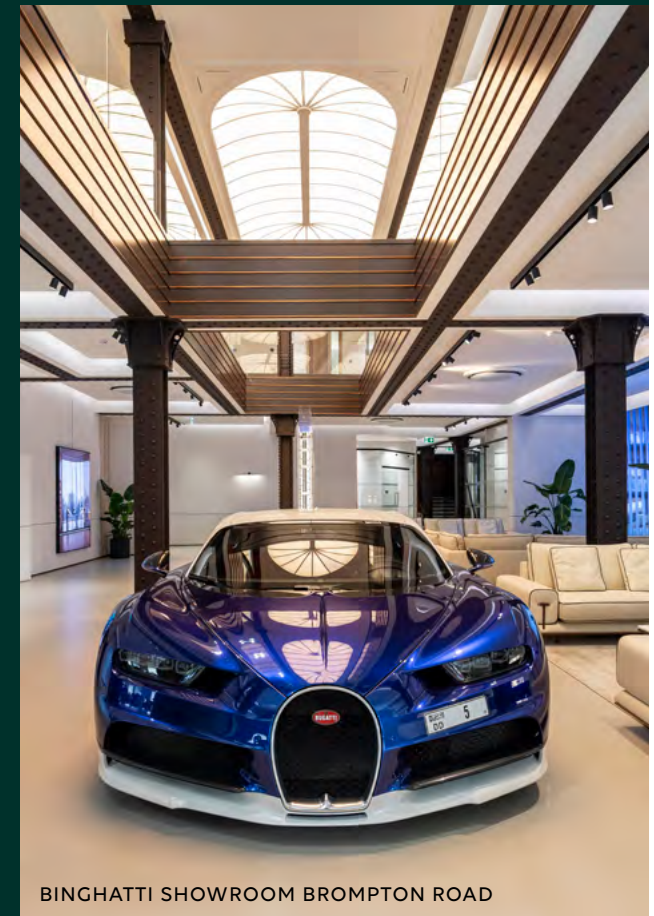
Synonymous with luxury and exclusivity the neighbourhood comprises an elegant blend of Michelin-starred restaurants, premium retail and five-star hotels, including the Berkeley, Mandarin Oriental, and the Lanesborough.

Famous for its flagship stores and international brands the retail provision is centred around Brompton Road and Sloane Street and anchored by globally recognised department stores such as Harvey Nichols and Harrods.

Set against the backdrop of historic architecture, magnificent garden squares and luxury residential developments such as One Hyde Park, Knightsbridge offers an unparalleled central London address for retail operators, residents, and investors alike.



## AN AFFLUENT AND DESIRABLE NEIGHBOURHOOD



EXCEPTIONALLY WELL-PLACED TO  
BENEFIT FROM SEVERAL HIGH DEMAND  
LEISURE AND TOURISM GENERATORS

## KNIGHTSBRIDGE

Situated in Beaufort Gardens, a leafy and serene cul-de-sac off Brompton Road, the Beaufort Hotel is exceptionally well-placed to benefit from several high-profile tourist attractions leisure drivers.



The immediate vicinity is home some of London's most iconic and visited tourist attractions such as the Royal Albert Hall, the Science Museum, the Natural History Museum, Saatchi Gallery and the Victoria & Albert Museum.

The hotel is also located in close proximity to the Brompton Design District – London's leading destination for design, culture, and retail, home to renowned global brands such as B&B Italia, Cassina, Molteni & C, D&G Casa, and Kartell.

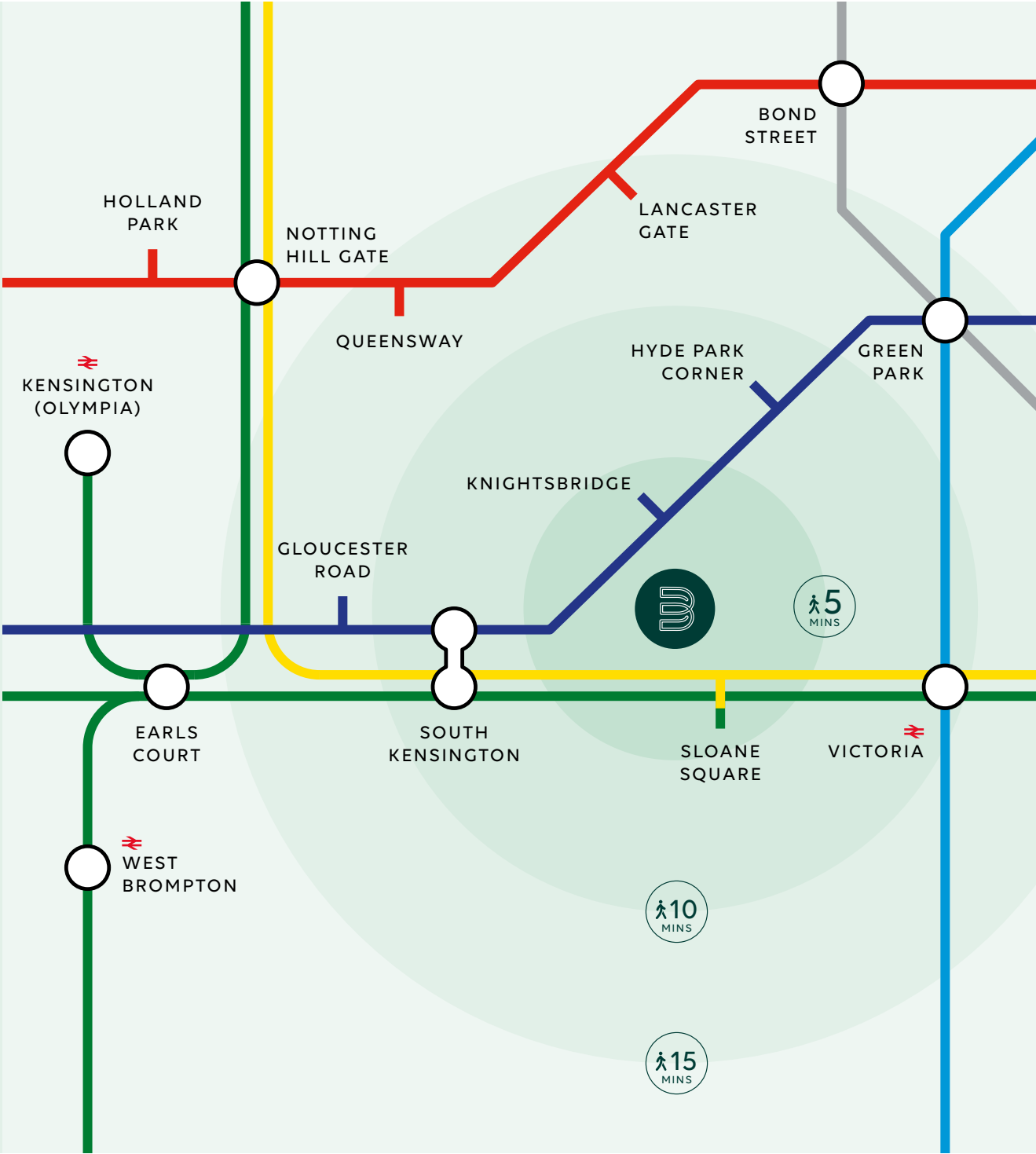




CONNECTIVITY

Numerous bus routes operate along Knightsbridge, Brompton Road, at Hyde Park Corner and along Sloane Street, providing easy access across the Capital.

| STATION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | JOURNEY TIME<br>(FROM KNIGHTSBRIDGE) |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| HYDE PARK CORNER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 1 MIN                                |
| SOUTH KENSINGTON                                                                                                                                                                                                                                                                                                                                                                                                                                         | 2 MINS                               |
| SLOANE SQUARE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3 MINS                               |
| VICTORIA                                                                                                                                                                                                                                                                                                                                                                | 5 MINS                               |
| GREEN PARK                                                                                                                                                                                                                                                                                                                                                                                                                                         | 6 MINS                               |
| LEICESTER SQUARE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 7 MINS                               |
| HOLBORN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 9 MINS                               |
| BAKER STREET                                                                                                                                                                              | 9 MINS                               |
| OXFORD CIRCUS                                                                                                                                                                                                                                                                                                                                                                                                                                      | 10 MINS                              |
| KINGS CROSS         | 12 MINS                              |
| HEATHROW AIRPORT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 47 MINS                              |
| CITY AIRPORT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 60 MINS                              |
| GATWICK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 61 MINS                              |



THE  
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HOTEL

## DESCRIPTION

Located in the tree-lined Beaufort Gardens, the Beaufort Knightsbridge comprises two interconnecting 19th century townhouses providing a charming 12,549 sq ft boutique hotel.

The hotel provides 30-ensuite generously sized guestrooms across arranged over lower ground, ground and five upper floors.

The contemporary interior has been decorated to provide airy rooms and suites decorated to an excellent standard. At ground floor level an Italian-designed drawing room provides a comfortable environment in which guests can enjoy complimentary soft drinks, tea and coffee.

| ROOM TYPE                 | ROOMS     |
|---------------------------|-----------|
| Junior Suites             | 7         |
| Deluxe King & Queen Rooms | 10        |
| Standard Double Rooms     | 11        |
| Standard Single Rooms     | 2         |
| <b>TOTAL</b>              | <b>30</b> |



30 ELEGANT EN-SUITE  
GUESTROOMS



7 JUNIOR SUITES, 10 DELUXE KING AND  
QUEEN ROOMS 11 STANDARD DOUBLES  
AND 2 STANDARD SINGLES ROOM



FULLY FURNISHED WITH CAREFULLY  
CURATED MODERN DÉCOR



STYLISH ITALIAN-DESIGNED  
DRAWING ROOM IDEAL FOR  
COMPLIMENTARY DRINKS



THE  
BEAUFORT  
HOTEL

## AMENITIES

- ◆ 2-PERSON LIFT
- ◆ DRAWING ROOM
- ◆ STAFF KITCHEN
- ◆ TWO SMALL BALCONIES
- ◆ BREAKFAST KITCHEN



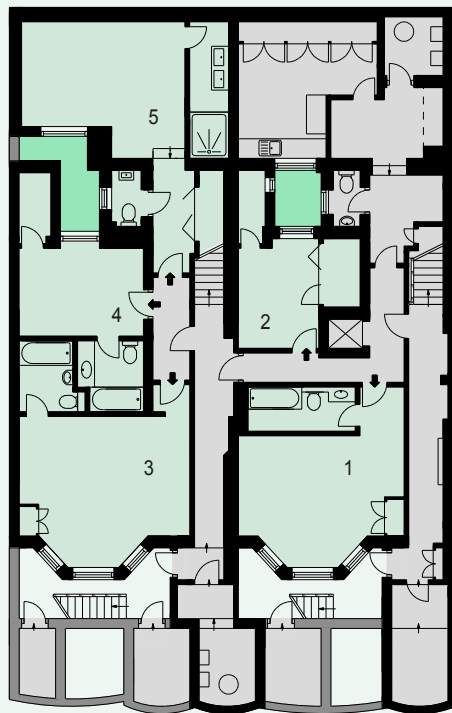
## ACCOMMODATION



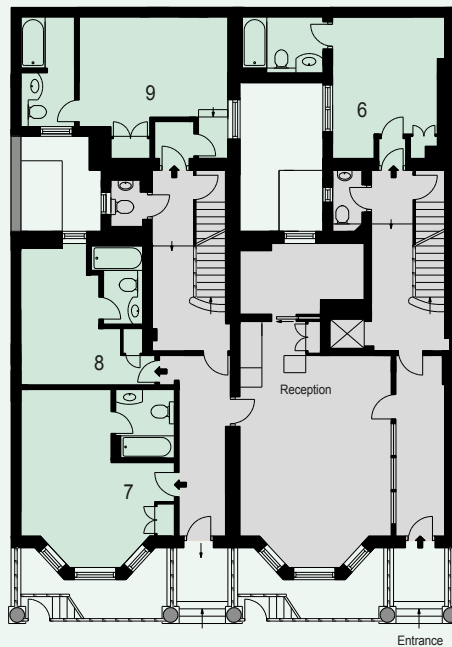
| DEMISE           | ROOM NO.            | ROOM TYPE                  | SQ M    | SQ FT  |
|------------------|---------------------|----------------------------|---------|--------|
| 5th              | 54                  | Deluxe Queen               | 24.3    | 261    |
|                  | 53                  | Deluxe King (Ziplink Twin) | 28.9    | 311    |
|                  | 52                  | Standard Single            | 12.5    | 134    |
|                  | 51                  | Deluxe King (Ziplink Twin) | 31.3    | 337    |
| 4th              | 44                  | Standard Double            | 20.4    | 219    |
|                  | 43                  | Junior Suite               | 35.6    | 383    |
|                  | 42                  | Standard Double            | 18.9    | 203    |
|                  | 41                  | Junior Suite               | 35.6    | 383    |
| 3rd              | 34                  | Standard Double            | 19.5    | 209    |
|                  | 33                  | Junior Suite               | 36.1    | 389    |
|                  | 32                  | Standard Double            | 23.3    | 250    |
|                  | 31                  | Junior Suite               | 35.6    | 383    |
| 2nd              | 24                  | Junior Suite               | 39.2    | 422    |
|                  | 23                  | Standard Double            | 16.7    | 179    |
|                  | 22                  | Standard Single            | 13.3    | 143    |
|                  | 21                  | Junior Suite               | 36.2    | 390    |
| 1st              | 16                  | Deluxe King (Ziplink Twin) | 23.7    | 255    |
|                  | 15                  | Standard Double            | 23.7    | 255    |
|                  | 14                  | Deluxe King (Ziplink Twin) | 27.4    | 295    |
|                  | 12                  | Single/Small Double        | 15.4    | 165    |
|                  | 10                  | Standard Double            | 17.0    | 183    |
|                  | 11                  | Junior Suite               | 36.0    | 387    |
| Ground           | 9                   | Deluxe King (Ziplink Twin) | 25.7    | 276    |
|                  | 8                   | Standard Double            | 21.7    | 234    |
|                  | 7                   | Deluxe Queen               | 30.5    | 329    |
|                  | 6                   | Standard Double            | 20.3    | 219    |
| Lower Ground     | 5                   | Deluxe Queen               | 29.2    | 314    |
|                  | 4                   | Small Double               | 15.6    | 168    |
|                  | 3                   | Deluxe King (Ziplink Twin) | 28.7    | 309    |
|                  | 1                   | Deluxe King (Ziplink Twin) | 27.7    | 298    |
| SUB TOTAL        |                     | 30                         | 769.7   | 8,285  |
| AVERAGE SIZE     |                     |                            | 26.1    | 281    |
| Additional Areas | Accounts            |                            | 13.2    | 142    |
|                  | Laundry/Staff Room  |                            | 28.6    | 308    |
|                  | Front Office        |                            | 10.1    | 109    |
|                  | Reception           |                            | 37.3    | 401    |
|                  | Kitchen             |                            | 9.6     | 103    |
|                  | Common Areas/Stairs |                            | 297.5   | 3,202  |
| SUB TOTAL        |                     |                            | 396.2   | 4,264  |
| TOTAL            |                     |                            | 1,165.8 | 12,549 |

FLOOR  
PLANS

LOWER GROUND FLOOR

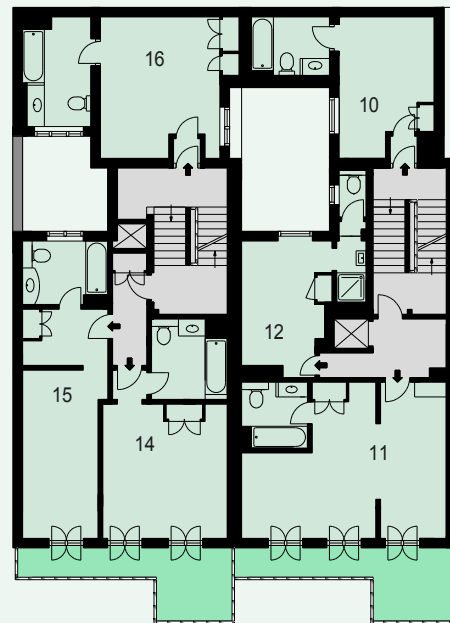


GROUND FLOOR



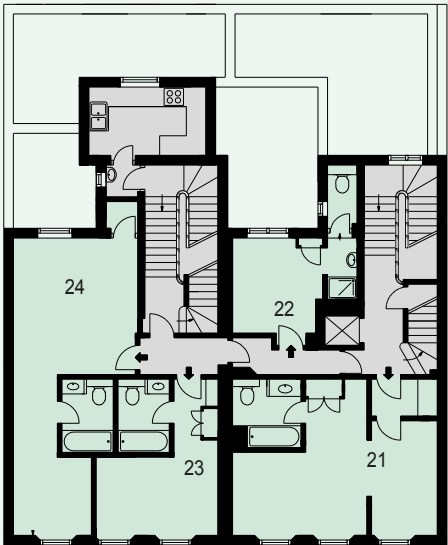
BEAUFORT GARDENS

FIRST FLOOR

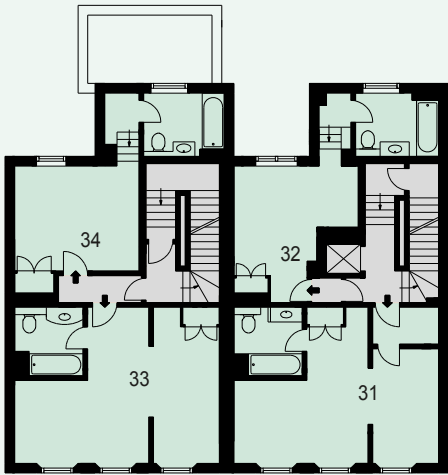


FLOOR  
PLANS

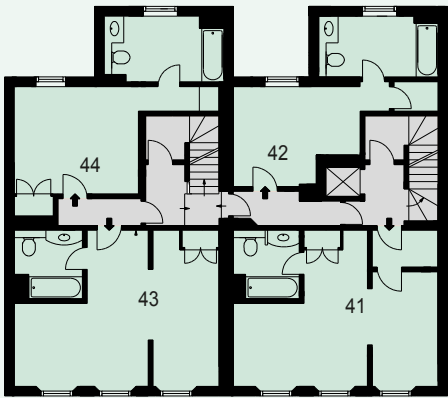
SECOND FLOOR



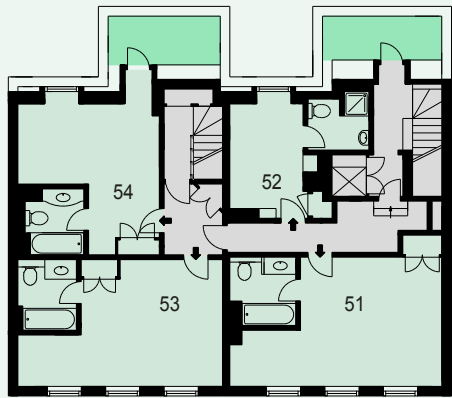
THIRD FLOOR



FOURTH FLOOR



FIFTH FLOOR

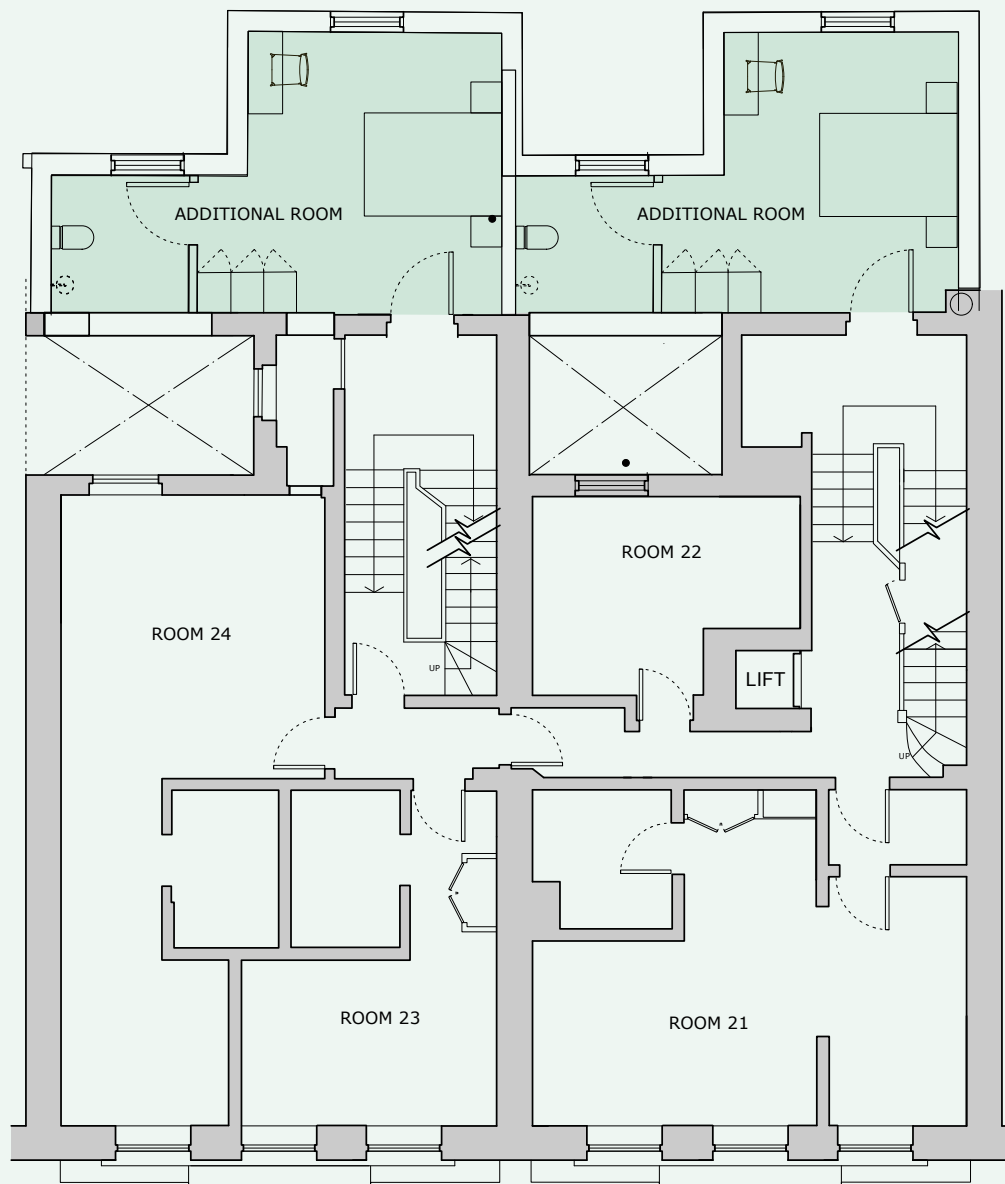


## ADDITIONAL ROOMS

Planning consent was granted in March 2025 for a second-floor rear extension to provide two additional en-suite hotel bedrooms and replacement windows at second, third and fourth floor levels. If implemented this would provide a further 580 sq ft approximately.

Further information can be found on the Royal Borough of Kensington & Chelsea planning portal under reference PP/25/00395.

In addition, it may be possible to explore the conversion of the Beaufort Knightsbridge into luxury serviced apartments (subject to planning).

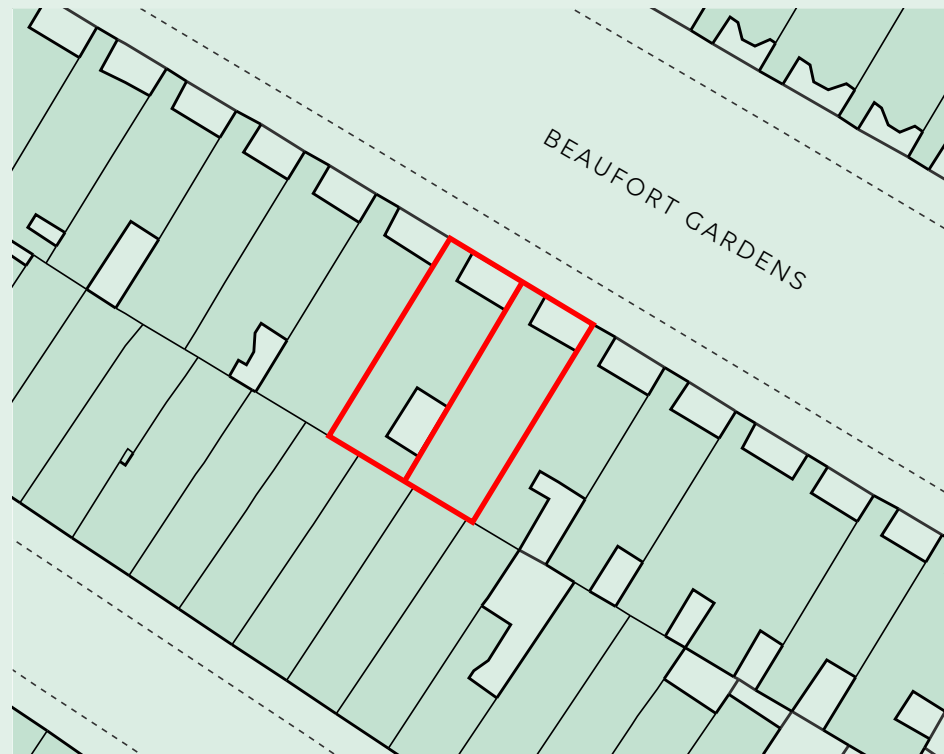


THE  
BEAUFORT  
HOTEL

## TENANCY

Sold with the benefit of full vacant possession free from management encumbrance.

All furniture, fixtures, and equipment will be included.



Not to scale. For identification purposes only. This plan is based upon the Ordnance Survey Map with the sanction of the controller of H.M. Stationery Office. Crown Copyright reserved

## TENURE

Freehold under titles LN49058 and NGL62086.

## PLANNING

Located in the Royal Borough of Kensington & Chelsea within the Thurloe Estate & Smith's Charity Conservation Area.

The property is not Listed.

# ONE OF THE MOST ATTRACTIVE HOTEL INVESTMENT MARKETS IN THE WORLD



1ST

RANKED CITY FOR  
CULTURE AND ART 2026



2ND

GLOBAL FINANCIAL  
CENTRE IN 2025



1ST

GLOBAL POWER CITY  
INDEX 2025



TOP 5

CITIES FOR LUXURY  
SHOPPING IN 2025



3RD

MOST VISITED CITY IN  
THE WORLD IN 2025



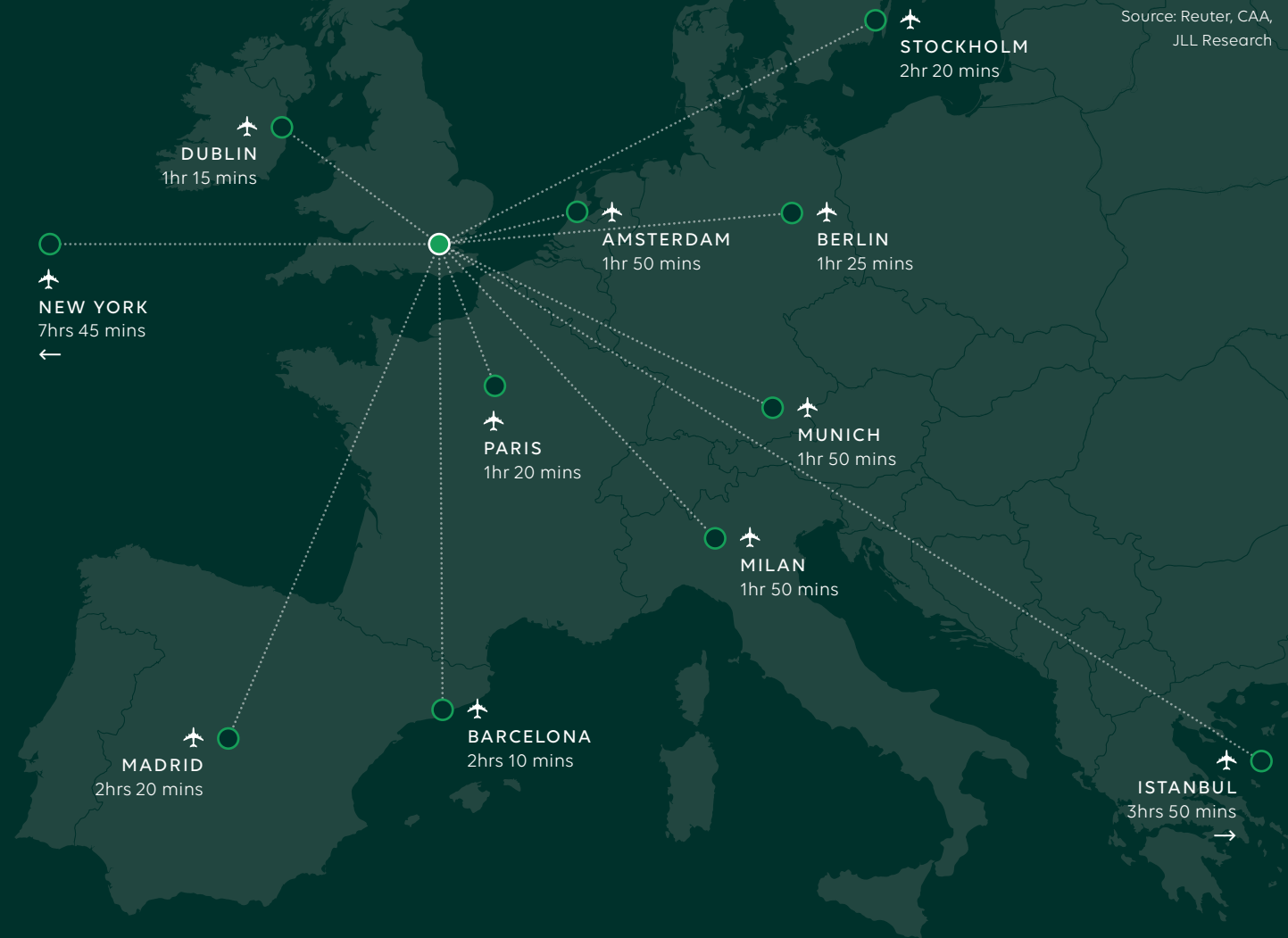
1ST

CROSS-BORDER REAL ESTATE  
INVESTMENTS 2025

## THE WORLDS LARGEST AIRPORT SYSTEM

With its status as one of the world's most sought-after destinations, London operates the largest airport system globally, comprising 6 airports, including Heathrow—Europe's busiest airport. London's airports account for 60% of the UK's total air traffic, connecting to over 400 destinations and accommodating approximately 180 million passengers each year.

In 2025, Heathrow achieved record passenger numbers of 84.4 million. With a third runway planned for completion by 2035, the airport is set to substantially enhance its capacity and consolidate its standing as a leading international aviation hub.



#1

AIRPORT IN EUROPE

84M

PASSENGERS IN 2025

230

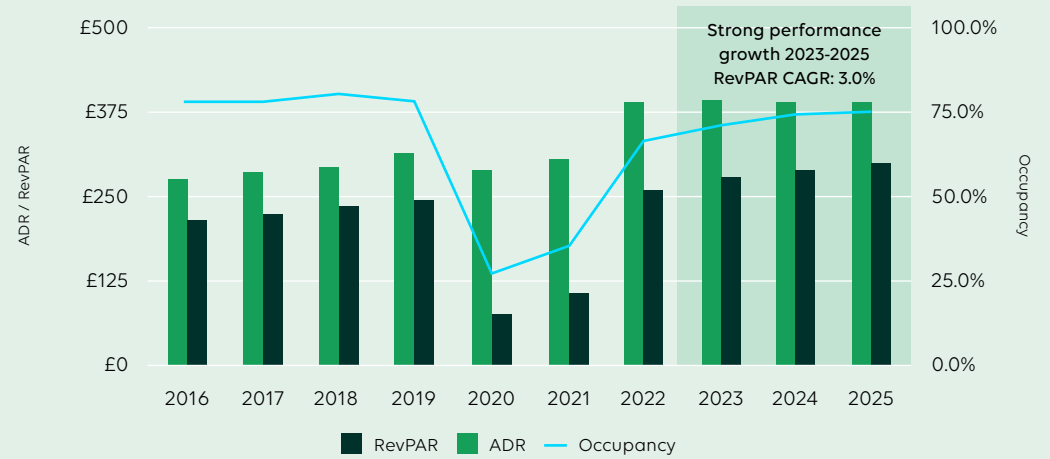
FLIGHT DESTINATIONS

90

AIRLINES HOSTED



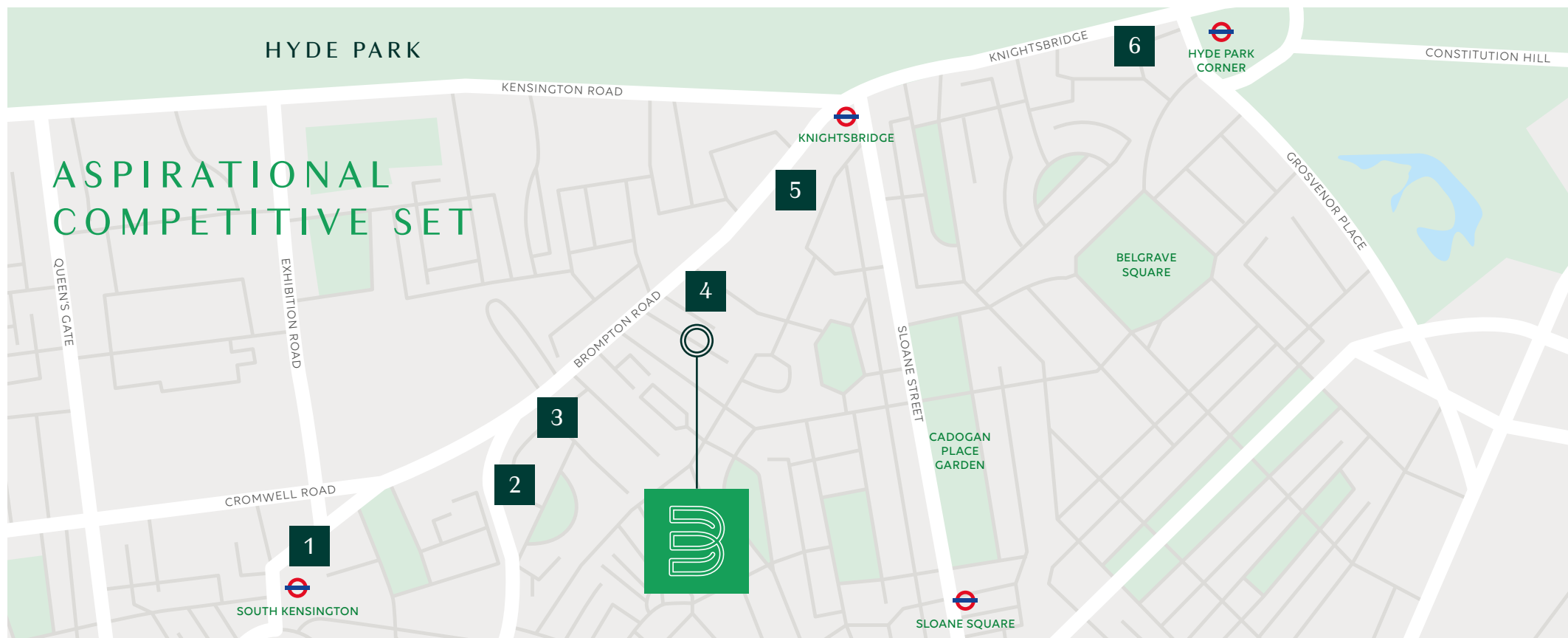
## CONTINUED DEMAND GROWTH DRIVES LOCAL PERFORMANCE



## HIGH ENTRY-BARRIERS INTENSIFIES SUPPLY-DEMAND IMBALANCE



Source: CoStar <sup>1</sup> Data represents Upscale to Luxury hotels in the local market within a of 1 mile radius from the Hotel



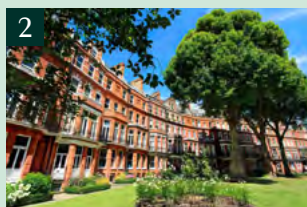
1  
THE PELHAM

Keys: 52

Class: Upper Upscale

F&B: 1 Restaurant

Other Amenities:  
3 Event Spaces



2  
THE FRANKLIN

Keys: 35

Class: Upper Upscale

F&B: 1 Restaurant, 1 Bar

Other Amenities:  
1 Event Space



3  
EGERTON HOUSE

Keys: 29

Class: Luxury

F&B: 1 Restaurant, 1 Bar

Other Amenities:



4  
FIRMDALE  
KNIGHTSBRIDGE

Keys: 44

Class: Luxury

F&B: n.a.

Other Amenities:  
2 Event Spaces



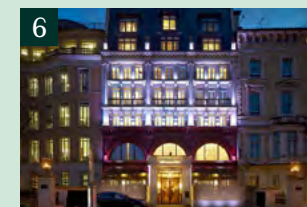
5  
THE CAPITAL HOTEL

Keys: 73

Class: Upper Upscale

F&B: 1 Restaurant, 1 Bar

Other Amenities:  
2 Event Spaces



6  
THE WELLESLEY  
KNIGHTSBRIDGE

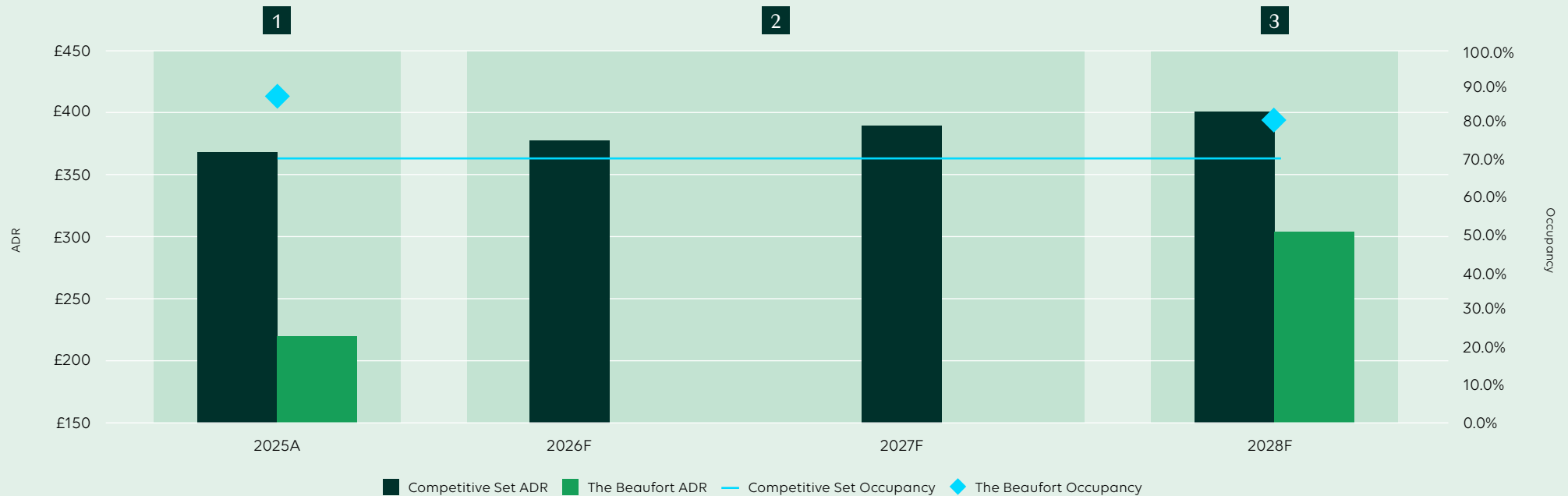
Keys: 36

Class: Luxury

F&B: 1 Restaurant, 1 Bar

Other Amenities:  
1 Cigar Terrace

## PERFORMANCE GAP: RETURN TO MARKET LEVEL PERFORMANCE



1

The aspirational competitive set, comprising small luxury and townhouse properties, exhibits robust rooms performance underpinned by elevated ADR levels. These competitive set leverage their brand partnerships and affiliations to maintain market positioning and recognition. The Beaufort Knightsbridge delivered a competitive RevPAR of 74, attributed to lower ADR levels, though it exceeded the competitive set in occupancy.

2

The aspirational competitive set is projected to sustain performance improvements, capitalizing on the prevailing local supply-demand dynamics. Year-over-year ADR growth of 3.0% is anticipated across the set.

3

Upon completion of the 2027 refurbishment, the Beaufort Knightsbridge is positioned to achieve closer alignment with competitive set performance metrics. The Property is forecast to strengthen its RevPAR through a 9.0% CAGR spanning 2025 to 2028, reaching a competitive RevPAR of 90 that reflects the enhanced positioning consistent with the competitive set's broader hotel amenities.

# PERFORMANCE TRAJECTORY: UNLOCKING THE HOTEL'S FULL POTENTIAL

## 1. TRADING & PERFORMANCE

The competitive set analysis reveals a compelling trajectory of sustained performance enhancement. Following the comprehensive refurbishment program executed in 2027, including the execution of the 2nd floor extension by 2 additional rooms as per the planning consent, the Property is strategically positioned to capture increased market share through materially improved ADR performance.

## 2. DEPARTMENTAL EXPENSES

The operational framework demonstrates exemplary cost efficiency within the luxury boutique segment. Hotel operations have consistently maintained lean departmental expense ratios, a discipline projected to continue throughout the forecast horizon. The F&B strategy focussed on breakfast-only delivers the ideal balance between guest satisfaction and limited operational complexity.

## 3. SALES & MARKETING

To reinforce the Hotel's premium market positioning and drive meaningful ADR growth, sales and marketing expenses are strategically projected to increase throughout the forecast period. These incremental investments will be deployed with precision across key target markets, ensuring optimal penetration within high-value guest segments.

## 4. REAL ESTATE TAXES

Real estate taxes are forecast to increase in line with the recent revaluation of rateable values, stabilizing in 2028 at £90k.

## 5. EBITDA

Stabilizing in 2028 following the transformative capital improvement program, the Hotel is projected to achieve EBITDA of £1.4m, representing exceptional operational leverage and sustainable cash generation capacity.

| AMOUNTS IN £K                         |                             | 2025A  |        | 2027F (refurb.) |        | 2028F (stab.) |        |
|---------------------------------------|-----------------------------|--------|--------|-----------------|--------|---------------|--------|
| NO. OF ROOMS                          |                             | 30     |        | 30              |        | 32            |        |
| 1                                     | Occupancy Rate (%)          | 86.9%  |        | 63.8%           |        | 81.5%         |        |
|                                       | ADR                         | 219.8  |        | 245.3           |        | 303.2         |        |
|                                       | RevPAR                      | 191.0  |        | 156.5           |        | 247.2         |        |
|                                       |                             | AMOUNT | RATIO  | AMOUNT          | RATIO  | AMOUNT        | RATIO  |
| OPERATING REVENUE                     |                             |        |        |                 |        |               |        |
| Rooms Revenue                         |                             | 2,091  | 98.8%  | 1,714           | 98.9%  | 2,895         | 99.1%  |
| F&B Revenue                           |                             | 24     | 1.2%   | 18              | 1.1%   | 26            | 0.9%   |
| Total Operating Revenue               |                             | 2,116  | 100.0% | 1,732           | 100.0% | 2,921         | 100.0% |
| DEPARTMENT EXPENSES                   |                             |        |        |                 |        |               |        |
| 2                                     | Rooms Expenses              | 549    | 26.3%  | 428             | 24.9%  | 722           | 24.9%  |
|                                       | F&B Expenses                | 9      | 35.4%  | 7               | 35.4%  | 9             | 35.4%  |
|                                       | Total Departmental Expenses | 558    | 26.4%  | 434             | 25.1%  | 731           | 25.0%  |
| Total Departmental Income             |                             | 1,558  | 73.6%  | 1,298           | 74.9%  | 2,190         | 75.0%  |
| UNDISTRIBUTED EXPENSES                |                             |        |        |                 |        |               |        |
| Administrative & General              |                             | 96     | 4.5%   | 99              | 5.7%   | 100           | 3.4%   |
| 3                                     | Sales & Marketing           | 347    | 16.4%  | 445             | 25.7%  | 483           | 16.5%  |
|                                       | POM                         | 32     | 1.5%   | 33              | 1.9%   | 36            | 1.2%   |
|                                       | Utilities                   | 27     | 1.3%   | 20              | 1.2%   | 28            | 1.0%   |
| Total Undistributed Expenses          |                             | 502    | 23.7%  | 596             | 34.4%  | 648           | 22.2%  |
| Gross Operating Profit                |                             | 1,056  | 49.9%  | 702             | 40.5%  | 1,542         | 52.8%  |
| NON-OPERATING INCOME & EXPENSES       |                             |        |        |                 |        |               |        |
| 4                                     | Real Estate Taxes           | 45     | 2.1%   | 71              | 4.1%   | 90            | 3.1%   |
|                                       | Insurance                   | 36     | 1.7%   | 29              | 1.7%   | 49            | 1.7%   |
|                                       | Leased Plant & Equipment    | 3      | 0.2%   | 3               | 0.2%   | 3             | 0.1%   |
| Total Non-Operating Income & Expenses |                             | 85     | 4.0%   | 103             | 6.0%   | 143           | 4.9%   |
| 5                                     | EBITDA                      | 972    | 45.9%  | 598             | 34.5%  | 1,399         | 47.9%  |

THE  
BEAUFORT  
HOTEL

## INVESTMENT RATIONALE

- ◆ Modern upscale boutique hotel located in the heart of one of Central London's most exclusive and desirable sub-markets.
- ◆ Less than 5 minutes' walk from the iconic Harrods department store which attracts over 15 million visitors very year.
- ◆ Exceptionally well-placed to benefit from several high-profile tourist and leisure attractions including the Natural History Museum, Royal Albert Hall, and Victoria & Albert Museum.
- ◆ 30 elegant en-suite guestrooms with planning consent for two additional second floor rooms.
- ◆ Proven 26-year track record.
- ◆ Sold with the benefit of full vacant possession, flag free and clear of management.
- ◆ Opportunity to undertake accretive asset management initiatives to maximise ADR.
- ◆ Freehold.



## FURTHER INFORMATION

### VAT

The Beaufort Knightsbridge is not elected for VAT.

### EPC

D (77)

### CAPITAL ALLOWANCES

Information available on request.

### ANTI MONEY LAUNDERING

A successful bidder will be required to comply UK anti-money laundering regulations as set by HMRC.

## PROPOSAL

OFFERS IN EXCESS OF £26,000,000 (SUBJECT TO CONTRACT)  
FOR 100% OF THE ISSUED SHARE CAPITAL IN THE UK SPV.

## CONTACTS

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