

THE SOUTH EAST – POTENTIAL HOTEL DEVELOPMENT OPPORTUNITIES

Location	4 Star	3 Star (Large)	3 Star (small)	Upper Tier Budget	Budget	Boutique	Country House/ Country Club
Berkshire							
Reading	✓	✓		✓	✓	✓	
Windsor	✓	✓		✓	✓	✓	
Maidenhead	✓	✓		✓	✓		
Slough	✓	✓		✓	✓		
Bracknell	✓*	✓		✓	✓		
Wokingham	✓	✓		✓	✓		
Newbury	✓	✓		✓	✓		
Rural Berkshire							✓
Buckinghamshire							
Milton Keynes	✓	✓		✓	✓		
High Wycombe	✓	✓		✓	✓		
Marlow				✓	✓	✓	
Aylesbury	✓	✓		✓	✓		
Buckingham					✓		
Amersham			✓				
Rural Buckinghamshire							✓
Oxfordshire							
Oxford	✓*	✓*		✓*	✓*	✓*	
Banbury			✓		✓		
Henley-on-Thames			✓		✓	✓*	
Wantage			✓				
Abingdon			✓		✓		
Bicester			✓				
Didcot			✓				
Rural Oxfordshire							✓

* Current or very recent hotel development may have reduced the immediate potential for further hotel development in these locations

Location	4 Star	3 Star (Large)	3 Star (small)	Upper Tier Budget	Budget	Boutique	Country House/ Country Club
Hampshire							
Southampton	✓1			✓2	✓2		
Portsmouth	✓	✓		✓3	✓	✓	
Basingstoke	✓	✓		✓	✓		
Winchester							
Aldershot	✓	✓		✓	✓		
Farnborough	✓	✓		✓	✓		
Fareham				✓	✓		
Andover			✓		✓		
Petersfield/A3 Corridor			✓		✓		
Havant		✓		✓	✓		
Gosport					✓		
Rural Hampshire			✓				✓
Kent							
Canterbury	✓	✓		✓	✓	✓	
Maidstone				✓	✓		
Ashford				✓	✓		
Dover				✓	✓		
Folkestone					✓		
Whitstable					✓		
Margate			✓		✓		
Ramsgate		✓		✓	✓		
Sevenoaks				✓	✓		
Deal/ Sandwich			✓				
Hythe					✓		
Sittingbourne					✓		
Chatham	✓4	✓4		✓	✓	✓	
Rochester	✓4	✓4		✓	✓	✓	
Gillingham		✓4		✓	✓		
Rural Kent							✓

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1. A 200-bedroom Millennium Hotel is planned to open in 2007 at Ocean Village
2. There would still appear to be potential for further budget and upper-tier budget development in Southampton despite recent hotel openings here
3. There still appears to be potential for further upper-tier budget development in Portsmouth despite the recent opening of the Tulip Inn
4. Longer-term potential given the projected economic growth of the Medway sub-region

Location	4 Star	3 Star (Large)	3 Star (small)	Upper Tier Budget	Budget	Boutique	Country House/ Country Club
Surrey							
Guildford	✓	✓		✓	✓*	✓	
Woking	✓	✓		✓	✓		
Surrey Thames (Staines, Egham, Chertsey, Adlestone, Weybridge, Cobham, Esher, Walton-on- Thames, Shepperton)	✓	✓		✓	✓		
Camberley		✓		✓	✓		
Farnham					✓		
Epsom	✓	✓		✓	✓		
Leatherhead		✓		✓*	✓*		
Dorking					✓		
Reigate	✓	✓		✓	✓		
Redhill	✓	✓		✓	✓		
Horley				✓	✓		
Caterham				✓	✓		
Rural Surrey/ Urban Fringe							✓
Isle Of Wight							
Newport, Cowes, Ryde					✓		

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