

## BUCKINGHAMSHIRE HOTEL SUPPLY

### The Current Offer

Buckinghamshire has a total of 67 hotels offering almost 2,300 rooms. 3 and 4 star hotels dominate the current hotel supply in the county. Buckinghamshire has a relatively limited supply of budget hotels, particularly in the southern half of the county. There are a number of 2 star and lower-grade non-inspected hotels, especially in High Wycombe. The county has a good supply of inns in its smaller towns and villages, although the standard of accommodation that they offer can vary. Buckinghamshire has two small luxury 5 star country house hotels.

### Buckinghamshire Hotel Supply – by Standard – July 2006

Standard of Hotel	Estabs	Rooms	% of Rooms
5 star	2	60	2.6
4 star	8	627	27.3
3 star	15	830	36.1
2 star	5	119	5.2
Budget	7	320	14.0
Inns		181	7.9
Lower grade (non-inspected)	10	158	6.9
<b>Total Supply</b>	<b>67</b>	<b>2295</b>	<b>100.0</b>

Key concentrations of hotels in Buckinghamshire are in High Wycombe, Marlow and Aylesbury. There is also a concentration of hotels in South Bucks District, including Beaconsfield, Gerrards Cross, Taplow, Burnham, Stoke Poges and Iver Heath. Buckingham is a secondary hotel location in the northern half of the county. There are very few hotels in Chiltern District (including Amersham, Chesham, Great Missenden and The Chalfonts). The supply of accommodation here comprises mainly inns. There are no hotels in Chesham. The other sizeable town in the county that does not currently have any hotel accommodation is Princes Risborough.

### Buckinghamshire Hotel Supply – Key Locations – July 2006

Location	Hotels/ Inns	Rooms	% Rooms Supply
High Wycombe	12	404	17.6
Aylesbury	8	377	16.4
Marlow	5	327	14.2
Buckingham	4	172	7.5
Beaconsfield	2	167	7.3
Gerrards Cross	2	155	6.8
Burnham	3	142	6.2
Amersham	3	75	3.3

Buckinghamshire has two 5 star country house hotels in the south of the county.

### Buckinghamshire 5 Star Hotels

Hotel	Location	Rooms
Cliveden House	Taplow	39
Stoke Park Club	Stoke Poges	21

The majority of the county's 4 star hotels are independently owned and operated. 4 star brands represented in the county are Crowne Plaza and Macdonald (The Compleat Angler). Hartwell House is a member of Relais et Chateaux, Danesfield House a member of Small Luxury Hotels of the World, and Villiers a member of Classic British Hotels. The Bellhouse was previously owned by De Vere until they sold it in 2004.

### Buckinghamshire 4 Star Hotels

Hotel	Location	Rooms
Crowne Plaza	Marlow	168
Compleat Angler	Marlow	64
Danesfield House	Marlow	87
The Bellhouse	Beaconsfield	136
Stoke Place <sup>1</sup>	Stoke Poges	29
Pinewood <sup>1</sup>	Iver Heath	49
Hartwell House	Aylesbury	48
Villiers	Buckingham	46

Notes:

1. Stoke Place and the Pinewood position themselves as 4 star boutique hotels. Neither hotel has been officially graded as yet, however.

Buckinghamshire has a good supply of luxury country house hotels, with most of the leading UK luxury country house hotel chains/ consortia represented in the county.

### Buckinghamshire Luxury Country House Hotels

Hotel	Operator/ Brand	Location	Rooms
Cliveden House	Von Essen	Taplow	39
Stoke Park Club	Small Luxury Hotels of the World	Stoke Poges	21
Danesfield House	Small Luxury Hotels of the World	Marlow	87
Compleat Angler	Macdonald	Marlow	64
Hartwell House	Relais et Chateaux	Aylesbury	48

The majority of Buckinghamshire's 3 star hotels are independently owned and operated, or part of small regional hotel companies. National 3 star brands represented in the county include Holiday Inn (High Wycombe and Aylesbury), Corus (Burnham Beeches) and Best Western (Buckingham Beales, Alexandra, High Wycombe and King's Arms, Stokenchurch).

### Buckinghamshire 3 Star Hotels

Hotel	Location	Rooms
Holiday Inn	High Wycombe	112
Ambassador Court	High Wycombe	18
Alexandra	High Wycombe	28
King's Arms	Stokenchurch	43
Chequers Inn	Wooburn Common	17
The Crown	Amersham	37
King's Arms	Amersham	31
Bedford Arms	Chenies	18
Bull	Gerrards Cross	123
Taplow House	Taplow	32
Burnham Beeches	Burnham	82
Grovefield House	Burnham	40
Holiday Inn	Aylesbury	137
Holiday Inn Garden Court	Aylesbury	40
Buckingham Beales	Buckingham	70

Buckinghamshire has a relatively limited supply of budget hotels, particularly in the southern half of the county.

### Buckinghamshire Budget Hotels

Brand	Location	Rooms
Premier Travel Inn	High Wycombe	112
	Aylesbury	64
Travelodge	Buckingham	40
Innkeeper's Lodge	Beaconsfield	31
	Aylesbury South	16
	Aylesbury East	11
Independent	Olympic Lodge, Aylesbury	50

## Recent Changes in the Buckinghamshire Hotel Supply

The Buckinghamshire hotel supply has increased by over 17% in the past three and a half years, with the opening of 5 new hotels and an additional 338 new hotel rooms. The most significant new hotel opening has been the Crowne Plaza at Marlow, opening in December 2002. The Old Jordans Hotel at Jordans, near Beaconsfield (22 rooms) has closed recently.

### New Hotels in Buckinghamshire 2002-2006

Hotel	Location	Standard	No. of Rooms	Year Opened
King's Arms	Amersham	Boutique	31	May 2006
Pinewood	Iver Heath	Boutique	49	August 2005
Travelodge	Buckingham	Budget	40	Dec 2004
Olympic Lodge	Aylesbury	Budget	50	2003
Crowne Plaza	Marlow	4 star	168	Dec 2002

### Planned New Hotels

The only firm plan currently for a new hotel in Buckinghamshire is the conversion of Mentmore Towers into a 101-bedroom luxury country house hotel.

A number of hotels in South Bucks District and Marlow would like to add bedrooms and spa facilities, although most are experiencing or expecting difficulty in securing planning permission for such expansion projects due to the highly restrictive planning policies in these parts of the county.

A number of hotels in other parts of the county are planning to refurbish and upgrade, and one or two have expansion plans. The George Hotel at Beaconsfield is currently being renovated and expected to reopen as a high quality hotel.