

SEVENOAKS HOTEL SUPPLY

Changes in Supply 2004-2007

- There has been no significant change in the hotel supply in the District since 2004:
 - The Royal Oak in Sevenoaks added 4 bedrooms in 2006;
 - The Donnington Manor has new owners (Aristel Hotels) and is currently undergoing a major refurbishment programme;
 - Two pubs with rooms have closed in Sevenoaks – The Farmers and the White Hart.
- Two new budget hotels have opened in the surrounding area:
 - Premier Travel Inn Tonbridge North – Hildenborough – 40 rooms – opened August 2006;
 - Travelodge Caterham – opened 2006.

Proposed Hotel Development

- Plans have been approved for a 60-bedroom hotel incorporating a café and gym within Tubbs Hill House in Sevenoaks, adjacent to Sevenoaks station and opposite the BT building.
- A number of hotels in and around the District are considering plans to extend:
 - The Premier Travel Inn at Westerham/ Clacket Lane Services is considering plans for a 20-bedroom extension.
 - The Premier Travel Inn at Wrotham has plans for a possible 26-bedroom extension.
- Brandshatch Place was unsuccessful in securing planning permission for an 18-bedroom extension in 2006 as the hotel lies in the Green Belt.

SEVENOAKS HOTEL SUPPLY

- There is likely to be significant new hotel development in Kent Thameside (Dartford and Gravesham Boroughs) over the next 5-10 years given the massive development of the area in terms of commercial, office and residential development, particularly at Ebbsfleet Valley and Dartford, and the establishment of Ebbsfleet International station as a major new international transport gateway and interchange. A new hotel is proposed at The Bridge business park at Dartford Bridge and three sites have been identified for hotels as part of the Ebbsfleet Valley development.

CURRENT HOTEL DEMAND

Hotel Performance Data

Occupancy and Achieved Room Rates

- On the basis of our research, and the information provided to us by the managers and owners of the existing hotels that we interviewed, we estimate average annual room occupancies and achieved room rates for hotels in and around Sevenoaks District as follows for 2002 and 2006 and projected for 2007.

Hotel Occupancy 2002-2007 – Sevenoaks District and Surrounding Area

STANDARD	AVERAGE ANNUAL ROOM OCCUPANCY %					
	2002 ¹	2003 ¹	2004 ¹	2005	2006	2007 ²
3/4 Star – Sevenoaks District ³	54	54	56	59	63	67
3/4 Star – Surrounding Area ⁴	66.5	71	71	70	73	75
Provincial UK 3/4 Star Chain Hotels ⁵	70.2	69.8	70.8	70.4	71.4	72 ⁶
4 Star Country House Hotels ⁷	n/a	n/a	n/a	60	64.5	66.5
Budget ⁸	n/a	n/a	85	83	85	84

Achieved Room Rates 2002-2007 – Sevenoaks District and Surrounding Area

STANDARD	AVERAGE ANNUAL ACHIEVED ROOM RATES £					
	2002 ¹	2003 ¹	2004 ¹	2005	2006	2007 ²
3/4 Star – Sevenoaks District ³	57	55	55	58.50	62	64
3/4 Star – Surrounding Area ⁴	59	57	61.50	62.50	64	67.50
Provincial UK 3/4 Star Chain Hotels ⁵	62.50	62.16	63.72	66.95	70.02	70.21 ⁶
4 Star Country House Hotels ⁷	n/a	n/a	n/a	100	105	106
Budget ⁸	n/a	n/a	43.50	45	46.50	48

Notes:

- Source: Sevenoaks Hotel Futures – August 2004 – Tourism Solutions/ACK Tourism
- Based on projected figures provided by hotel managers
- Sample: Royal Oak, Donnington Manor, Thistle Brands Hatch, King's Arms
- Sample: Hilton Dartford Bridge, Marriott Bexleyheath, Holiday Inn Bexley, Holiday Inn Maidstone/ Sevenoaks (Wrotham)
- Source: TRI Hotstats UK Chain Hotels Market Review
- Source: Price Waterhouse Coopers Hospitality Directions
- Sample: Brandshatch Place, Rowhill Grange (estimated figures)
- Sample: Premier Travel Inn Tonbridge, Premier Travel Inn Tonbridge North (2007), Premier Travel Inn Westerham (Clacket Lane Services), Premier Travel Inn Sevenoaks/ Maidstone (Wrotham)

CURRENT HOTEL DEMAND

Weekday/Weekend Occupancy

- Our estimates of average weekday and weekend occupancies for hotels in and around Sevenoaks District for 2007 are as follows:

Weekday/ Weekend Occupancies – 2007 – Sevenoaks District and Surrounding Area

STANDARD	AVERAGE ROOM OCCUPANCY %			
	MON-THURS	FRIDAY	SATURDAY	SUNDAY
3/4 Star – Sevenoaks District	67	51	80	31
3/4 Star – Surrounding Area	84	55	78	44
4 Star Country House Hotels	52	60	90	45
Budget	92	91	92	44

Market Mix

- Our estimates of midweek and weekend market mix for hotels in and around Sevenoaks District for 2007 are as follows:

Midweek Market Mix – 2007 – Sevenoaks District and Surrounding Area

MARKET	MARKET MIX %			
	3/4 STAR- SEVENOAKS DISTRICT	3/4 STAR- SURROUNDING AREA	4 STAR COUNTRY HOUSE	BUDGET
Corporate/Business	57	90	55	48
Residential Conferences	28	6	45	
Contractors/Workmen				51
Leisure Breaks	4	3		1
Group Tours	1	1		
Other	10			
	100	100	100	100

CURRENT HOTEL DEMAND

Weekend Market Mix – 2007 – Sevenoaks District and Surrounding Area

MARKET	MARKET MIX %			
	3/4 STAR- SEVENOAKS DISTRICT	3/4 STAR- SURROUNDING AREA	4 STAR COUNTRY HOUSE	BUDGET
Corporate/Business		5		7
Leisure Breaks	21	59	41	6
Group Tours	4	6		
Weddings/Functions	54	12	54	42
Other	21	18	5	45
	100	100	100	100

3/4 Star Hotel Performance

- The 3/4 star hotel market has strengthened since 2004 both within and surrounding the District.
- 3/4 star occupancies have improved and achieved room rates have grown strongly, particularly in Sevenoaks – but are still some way below the national average for provincial 3/4 star chain hotels and the target levels generally sought by 3 and 4 star hotel developers.

Sevenoaks

- Occupancies have improved slightly for 3 star hotels in Sevenoaks since 2004 and achieved room rates have grown strongly. Occupancies and achieved room rates are still well below the national average however.
- Tuesday and Wednesday night occupancies are high, with hotels generally filling on these nights and sometimes denying business, although usually only a few rooms. Monday and Thursday occupancies are not generally quite as strong – typically 60-70%. Midweek occupancies have improved slightly since 2004.