£30m Gwynedd hotel scheme to start in March with Bespoke set to operate the new site

Sign up to FREE email alerts from BusinessLive – National – our round-up of the headlines that matter every morningInvalid EmailSomething went wrong, please try again later.Subscribe
We use your sign-up to provide content in ways you've consented to and to improve our understanding of you. This may include adverts from us and 3rd parties based on our understanding. You can unsubscribe at any time.More info
Thank you for subscribingWe have more newslettersShow meSee ourprivacy notice

Owners of a former Abersoch hotel site have announced construction work on a £30m hotel and apartments development is set to start next spring.

The Whitehouse Hotel shut in 2004 and developer Broomco secured planning permission for a new development in 2015 – with the former site demolished in 2016.

Providence Gate Group Holdings (PGGH) then took on scheme this year.

Read More

Related Articles

- Chef realises dream of opening Jamaican restaurant in North Wales NorthWalesLive

Read More

Related Articles

- Growth Deal chiefs should ‘horizon scan’ for new projects in North Wales in case current schemes fail



Now they say work will start in March on the £30m development named The Abersoch – with a completion date set for 2023.

They are partnering with operator Bespoke Hotels, who run the five-star Chester Grosvenor hotel.

They say the hotel will offer the “ultimate in barefoot luxury” with close access to beach and sea.

New owners of the site of the former Whitehouse Hotel, have announced construction work on the £30m hotel development is set to start in March 2022
It will have 42 luxury bedrooms and suites, a destination restaurant, bar with sea-view terraces, function facilities, gym, spa with swimming pool, treatment rooms and thermal suite which will be set across the ground floor of the hotel.

These will also be fully accessible to the public.

Charlie Openshaw, development director, PGGH, said: “We are delighted to begin work on this very exciting development. It will bring much-needed hotel accommodation to the Llyn Peninsula and open the destination and Wales to an international audience.”

Read More

Related Articles

- Former headquarters of collapsed North Wales developer set for auction BusinessLive

Read More

Related Articles

- Work finally restarts on rat infested Wrexham housing

estate abandoned in financial crash

In addition to the hotel, the development will include 18 apartments, set on the top two floors above the hotel, and commanding spectacular views across Cardigan Bay and Snowdonia.

He added: 'It is no secret that demand for holiday accommodation is at an all-time high in Abersoch. This substantial new build development is based on the footprint of the old Whitehouse hotel and has the advantage of meeting some of that demand without displacing or converting residential properties in the town."

PGGH, who will retain ownership of the hotel, are partnering with hotel operator Bespoke Hotels, one of the leading operators in the international luxury hotel market and known in the North West of England for the award-winning Hotel Gotham and Brooklyn in Manchester and the five-star Chester Grosvenor hotel.

Read More

Related Articles

- North Wales holiday park plan called in by Welsh Government Climate Change minister

Read More

Related Articles

- ‘Slice of paradise’ island off the coast of North Wales has been sold NorthWalesLive

Robin Sheppard, president of Bespoke, said: “The Abersoch will definitely place Abersoch on the tourism map globally. We are determined the hotel will encapsulate the relaxed, costal feel of Abersoch itself – comfortable and glamorous in equal measures – what we like to call ‘barefoot luxury.”

He added: “It has been quite the journey getting the hotel to this point, with Covid delays and the challenges it brought to the hospitality industry. Now, the future is looking more positive – the staycation market continues to grow, and the demand for British holidays is less seasonally affected than before.

“The Abersoch will be a 12- month a year operation – and we believe it will become the jewel of the Llyn Peninsula.”

Read More

Related Articles

- North Wales Haven park’s £13m caravan investment gets

verdict from planners

NorthWalesLive

Read More

Related Articles

- Guest house in ‘heart of Llandudno’ on market after 20 years with same family

NorthWalesLive

Gwynedd County Councillor, Dewi Wynn Roberts, said: “If the peninsula is to take advantage of the economic benefits and jobs that luxury tourism brings, yet without displacing local communities, then it is exactly this type of high quality and sympathetic new build development which is going to be needed.

“The impact on the local economy, both during construction, and afterwards, when jobs and tourism spend is more tangible, will be of great benefit to the community.

“There will be opportunities for high quality employment for local young people in hospitality in conjunction with local colleges and apprenticeship schemes.”

Want more news like this?Sign up to the Business Live newsletter

Read More

Related Articles

- Transport for Wales confirms dates for additional train services as delays hit rollout BusinessLive

Read More

Related Articles

- Visit Wales launching new autumn and winter campaign to extend tourism season BusinessLive