

Acquisition of Bournemouth's four-star Norfolk Royale Hotel completed

The acquisition of a four-star hotel in Bournemouth has been completed after an agreement was struck in February.

The four-star [Norfolk Royale Hotel](#), on the [South Coast](#), is the former home of the Duke Norfolk and has undergone a multi-million pound refurbishment programme in recent years.

The 95-bedroom [property](#) has been acquired by Alfa Leisureplex Group, located in Chorley. The former owners, Peel Hotels instructed Christie & Co's Hotel team to bring the property to market in April 2022.

Emma Russell, managing director of Alfa Leisureplex Group, said: "We are very excited to be opening the doors to the Norfolk Royale as one of our own today. The hotel is excellently located in Bournemouth and offers a high standard of accommodation, so we're looking forward to incorporating that Leisureplex experience that our guests know and love throughout the property."

Ed Bellfield, regional director, at Christie & Co, who brokered the deal, commented: "The sale of The Norfolk Royale Hotel represented an exceptional opportunity to acquire a highly successful hotel business with significant repeat patronage. The reputation and success of the business is testament to the stewardship by Peel Hotels over recent years combined with its enviable town centre location. We congratulate Alfa Leisureplex Group on their purchase of an iconic south coast resort hotel."

The new owners, Leisureplex Hotels form part of the employee-owned Alfa Leisureplex Group that also includes the Alfa

Travel and David Urquhart travel brands. The Group operates 21 seaside hotels and a fleet of 50 luxury Mercedes Benz touring coaches across the UK and Ireland. The Norfolk Royale will be the 22nd hotel in the group's existing hotel portfolio.

Robert Peel, executive chairman, Peel Hotels plc, added: "Peel Hotels has been the proud owner of The Norfolk Royale for a good number of years and we are very pleased to be able to pass the baton of ownership to Alfa Leisureplex who I know to be a very good operator of hotels across the UK".

In January this year, youth and housing charity YMCA has [unveiled plans to redevelop its historic base in the centre of Bournemouth](#). Proposals involve the refurbishment and repurposing of the site into 117 temporary homes, supporting offices, a public gym and café.

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