

# Established Llandudno hotel acquired by The Inn Collection Group

Newcastle-based pubs with rooms operator The Inn Collection Group has expanded with a third site in Wales following the acquisition of a well-established hotel in north Wales' largest resort.

The company, which also owns Swallow Falls Hotel in Betws-y-Coed and The Bull in Beaumaris in Wales, has bought St Kilda Hotel in Llandudno for an undisclosed sum.

The acquisition is the sixth this year by the group as it expands with a 'buy and build' growth plan, taking its total number of UK venues to 33. The Inn Collection Group was bought by The Harris Family Trusts in February this year, who also acquired Butlin's last month for £300m.

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Located between Great Orme and Little Orme headlands and in centre of Llandudno promenade, the hotel comprises of 60-rooms and dates back to 1854.

It has been owned by Ken and Margaret Jones for the last 21 years, who decided to sell after being introduced to the group by Manchester-based business property advisor Christie & Co, who they had been in contact with for a few years.

Sean Donkin, managing director of The Inn Collection Group, said: "We are absolutely delighted to be bringing The St Kilda Hotel into our pubs with rooms family and continue our expansion into Wales. What sets The Inn Collection Group aside is the exceptional locations of our trading environments and

their beautiful outdoor localities and The St Kilda is a perfect match.

“It’s of the correct size to enhance our presence in the area and we’re thrilled to be having it join our existing coastal properties that delight guests in the North East, North Yorkshire and the Lake District.

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“We are passionate about investing in unique sites like the St Kilda and making them special places to eat, drink, sleep and explore from and we’re looking forward to it being part of our new chapter as part of the community fabric here in North Wales.”

Associate director of hotels at Christie & Co Tom O’Malley who advised on the deal said: “I’ve been in contact with the owners of St Kilda for a few years, yet we never felt the market was right to sell. However, having now worked with The Inn Collection Group on several deals and understanding what they are after, I knew it would be the perfect fit for their growing estate and approached them confidentially.”

Edinburgh-based commercial law firm Burness Paull provided legal advice on the transaction, while Neil Hart at Newcastle-upon-Tyne based Bradley Hall advised on pre-acquisition

diligence.

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