

Royal Hotel sold after owner sought offers of more than £1.5m

A 36-bedroom hotel, bar and function venue in Crewe has been sold off a guide asking price of offers in excess of £1.5m.

The Royal Hotel in Nantwich Road occupies a three-storey end of terrace Victorian property.

The building is classed as locally listed and heritage asset for the town.

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The sale was carried out by Graham + Sibbald on behalf of a private pension fund to Crewe Hotels Limited, part of Brilliant Hotels, following a full open marketing campaign.

Martin Davis, director, hotel and leisure at Graham + Sibbald in the Manchester office, said: "We are pleased to have facilitated the sale of the Royal Hotel.

"This strategic acquisition for the buyers is an excellent opportunity for them to develop the business given the importance of Crewe as a developing hub location including the proposed town centre regeneration and massive investment into the area.

"We are very confident that under the stewardship of Brilliant Hotels, the Royal Hotel will prosper and go from strength to strength."

Anoob Saban, managing director of Brilliant Hotels and director of Crewe Hotels Limited, added: "We are absolutely delighted to take control of the Royal Hotel in Crewe. It's a

fantastic historic hotel in an amazing location for visitors and businesses alike.

“We are excited to expand our work in the town and continue to play a crucial role in the development of this hotel.

“The Royal Hotel will be an excellent addition to our current portfolio. Brilliant Hotels also own and operate hotels in Manchester, Cheltenham, Sheffield and Rochdale with two more hotels set to open in Stoke-on-Trent in June 2022.”

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