



Bridget Baker Consulting

HOSPITALITY MADE SIMPLE

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Bridget Baker Summer Newsletter

14th Jul 2012

As we are almost half way through 2012 and the Olympic countdown has begun, I wanted to update you with some of our highlights and client news.

We have been mandated to sell the beautiful Palais Salam Hotel in Southern **Morocco**. This historic hotel is situated within the city ramparts of the walled city of Taroudant, known as 'Mini Marrakech'. It was formerly a pashas palace and is just 40 minutes from Agadir Airport. With around 140 keys and an adjacent plot of land for further expansion this is [unique opportunity](#) to acquire an historic property in a year round destination. For more information and to arrange a viewing contact me.



We are delighted to announce that [Hotel la Tour](#) has opened in central Birmingham, close to the Bullring and Moor Street station. This hi-tech 174 room hotel opened in March and offers an excellent range of conference facilities and the Aalto restaurant which is inspired by renowned chef Marcus Wareing



We were engaged, along with Neil Choudhury Architects, to assess the potential of the regeneration of 'Bottle Alley' a key part of the lower promenade along **Hastings** seafront. We evaluated the potential to provide beach chalets both for day and overnight lets. We found that there was limited information on this fascinating, yet often very lucrative market, Find out more by reading our [article](#).



We have undertaken a range of very interesting assignments across the UK. Including a hotel development strategy for the Marches LEP which covers the beautiful Welsh border area and includes: **Herefordshire, Shropshire** and **Telford & Wrekin**, one of the UK's leading events destinations. We have prepared an in-depth review of the hotel supply and demand characteristics in the area and identified potential hotel development opportunities for the future. For more information please [contact me](#).



Other assignments in recent months include due diligence for the potential purchaser of a large resort hotel, asset management for a hotel owner in the north of England and an assessment of the future strategy for a group of residential conference centres.

Prior to the Euro 2012 Football tournament we undertook a review of the hotel market in the historic city of Krakow in **Poland**. We assessed the potential for new hotel development in light of the many economic and tourism projects in the city.

Do not hesitate to get in touch if we can be of any help to you or your clients or just to update us on your news!

Wishing you a very enjoyable summer

With best wishes

Bridget

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