

OUTSTANDING OPPORTUNITY TO ACQUIRE A MODERN 4 STAR  
HOTEL SUPERBLY LOCATED IN THE CENTRE OF ATHLONE AND ON  
THE BANKS OF THE MAJESTIC RIVER SHANNON

# RADISSON BLU HOTEL ATHLONE

COUNTY WESTMEATH, IRELAND

**FOR SALE BY PRIVATE TREATY**

ON THE INSTRUCTION OF KIERAN WALLACE, KPMG,  
RECEIVER TO EARLS HOLDINGS LTD (IN RECEIVERSHIP)





## INVESTMENT HIGHLIGHTS

- › Established and very profitable modern 4 star hotel superbly located in the thriving Midlands regional centre of Athlone
- › Purpose built and opened in 2004 with 128 spacious bedrooms & suites, elegant restaurant and bar, with a stunning outdoor terrace overlooking the Shannon
- › Impressive conference and banqueting facilities extending to over 1,000 sq m with 7 separate conference suites and a modern ballroom with a capacity for up to 650
- › Synergy Health & Leisure Club with indoor pool, gym, steam room and sauna
- › Superb town centre location, opposite the historic Athlone Castle and Cathedral and secure private parking with 169 spaces
- › Serving a large and well populated hinterland, Athlone is a thriving tourist and corporate base and is home to the only 3rd level college in the Midlands region
- › The Radisson Blu Athlone is available free and clear from the 31st December 2015 when the current franchise agreement ends

## THE OPPORTUNITY

CBRE Hotels are delighted to offer the Radisson Blu Athlone hotel to the market. This is an exceptional opportunity to acquire a landmark and very profitable Irish Midlands hotel which occupies a prominent trading position right in the town centre and also enjoys a spectacular location on the banks of the River Shannon.

The Radisson Blu Athlone comprises 128 spacious bedrooms and suites, excellent conference and banqueting facilities, leisure club with pool and gym, several bars and restaurants and secure, private parking.

The hotel is being offered unencumbered as the current franchise agreement ends on the 31st December 2015.





TO GALWAY  
←

TO DUBLIN  
→

RADISSON  
BLU HOTEL

MARINA

ST. PETER &  
PAUL'S CHURCH

ARMY BARRACKS

LUAN GALLERY

ATHLONE CASTLE

TRAIN/BUS  
STATION

LIBRARY

ATHLONE TOWN CENTER  
SHOPPING CENTRE

TO AIT  
→





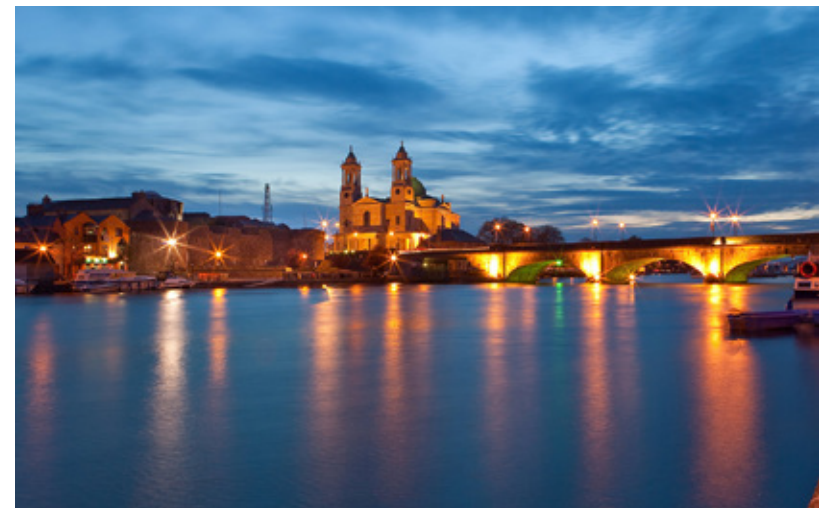
# LOCATION

Located directly in the town centre the Radisson Blu Athlone is just an easy stroll to many of the town's main tourist attractions and its lively restaurant and bar scene. The property's stunning location directly on the river bank provides hotel guests with spectacular views over the Shannon from their guest rooms. The expansive Quayside Terrace provides a most relaxing and comfortable vantage point to enjoy the many on-river activities and also provides guests with direct access to both the river and to the Athlone Marina beside the hotel.

Athlone is the largest urban centre on the River Shannon with a population of 20,153 (Census 2011) up 14.8% from 2006. At the very geographical centre of Ireland - and often referred to as the "Gateway to the West" - Athlone enjoys excellent connectivity with the rest of Ireland and is less than 80 minutes from the cities and international airports at Dublin, Galway and Limerick.

Athlone, well served by mainline rail and bus services and easily accessible via the M6, offers many tourist attractions such as Athlone Castle, the town's historic cathedral, Lough Ree and the Shannon Banks Nature Trail.

With several modern shopping centres Athlone is also the most important retail centre serving the well populated Midlands region. Local amenities include direct access to the largest lake on the Shannon - Lough Ree - and Athlone is also home to the recently developed International Arena, Ireland's first and only world class indoor athletics stadium.







## ATHLONE – COMMERCIAL CENTRE OF THE MIDLANDS REGION

DESTINATION	DISTANCE (KILOMETRES)	DRIVING TIME
Galway / Galway Airport	85	50 mins
Dublin / Dublin Airport	125	80 mins
Limerick / Shannon Airport	125	85 mins
Kilkenny	110	100 mins
Cork	200	150 min
Belfast	240	160 min

Athlone is an important commercial hub for the midlands affording well paid, skilled job opportunities to an educated local workforce. Major employers in Athlone include Alkermes (formerly known as Elan), Ericsson, Covidien and Sidero who are located in the 40 hectare local IDA Business Park. Other important local employers include Bioclin Laboratories; Tyco Healthcare; Utah Medical; Pharmaplaz; Alienware; ICT Eurotel; Athlone Extrusions. All of these successful international companies provide the local hotel market with a significant amount of corporate business.

Athlone is the regional centre for many of Ireland's state and semi state organisations. The Department

of Education, State Exam Commissioners, Revenue Commissioners, FAS, Bus Eireann, IDA Ireland and Enterprise Ireland all have bases in the town. Athlone is also an important military centre and home to the Western Command of the Irish Army.

Athlone also has the only 3rd level college in the Midlands – AIT – which has a growing student and staff population of nearly 7,000. The campus at AIT covers all of 44 acres and its clearly stated ambitions are to attain University status and provide the highest level of education to the growing Midlands region.

# BEDROOMS AND SUITES

The Radisson Blu Athlone Hotel has 128 spacious and contemporary guest bedrooms and suites, offering a variety of accommodation as follows:

TYPE	NO. OF ROOMS	SIZE SQ. M
Standard Room	80	22
Disability Access Room	6	22
Business Class Room	17	22
Junior Suite	8	36
Family Suite	12	50
Business Suite	4	36
Presidential Suite	1	51

All bedrooms feature high speed Internet access, cable television, secure safe facilities, dedicated workspace, direct dial telephones and hairdryers. Business Class Rooms and Junior, Business and Presidential Suites also feature Nespresso coffee machines, bathrobes and slippers.







# HOTEL FACILITIES

## SYNERGY HEALTH & LEISURE CLUB

The luxurious leisure centre provides guests with a relaxing experience and facilities include an indoor swimming pool, sauna, steam room, fully equipped gym as well as two unused treatment rooms for future Spa use, if desired.

## FOOD & BEVERAGE

Hotel guests and conference delegates can dine at the Elements Bistro, Quayside Bar & Lounge or on the Terrace where summer barbecues are hosted. The Element Bistro offers regional cuisine and private dining options are also available.

## CONFERENCE & BANQUETING FACILITIES

The hotel provides excellent conference and banqueting facilities – extending to over 1,000 sq m – including the Marina Suite Ballroom with capacity for up to 650 guests. There are an additional 7 syndicate/conference suites – some overlooking the river - which can also be used for private parties and special occasions etc. All the conference suites are fully air conditioned.

Note: The 7 conference suites are held on a 35 year lease from 2003, further details are available upon request.









# FURTHER INFORMATION

## SERVICES

All mains services are connected to the property.

## CONTENTS

An inventory of contents to be included in the sale is available on request

## TITLE

We are advised the property is held freehold /part leasehold.

## GUIDE PRICE

Available on Application

## LICENCES

Failte Ireland registered 4 Star Hotel  
Hotel with Public Bar Licence  
Music / Dance Licence  
Civil Marriages Licence

## TUPE

The hotel is offered for sale as a going concern and purchaser will be requested to comply with current TUPE legislation on employee transfer.

## BER

BER Rating **BER D1**

BER Certificate Number 800278111

Energy Performance Indicator 731.15 kWh/m<sup>2</sup>/yr 1.65

## THE PROCESS

The hotel is being offered for sale by private treaty and offers are invited for the freehold / part leasehold of the property and the business as a going concern.

Further information on this opportunity and full details of the hotel's recent trading performance are available in the confidential section of the dedicated sales website. Access to the confidential information will be made available upon return of a signed Non-Disclosure Agreement (NDA) which can be downloaded from this website. Please scan all signed NDAs and return by email to the CBRE Hotels contacts listed below.

Viewing strictly by appointment with sole selling agents.

## SOLICITORS

ARTHUR COX  
Earlsfort Centre  
Earlsfort Terrace  
Dublin 2

## DISCLAIMER: CBRE

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## CONTACTS

CBRE Hotels are the sole selling agents for the Radisson Blu Hotel Athlone. Any queries on the sale should be addressed to the CBRE Hotels personnel as detailed below and no approach should be made to the hotel or to any of the hotel employees under any circumstances.

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