

# HOTEL PROSPECTUS



THE LARGEST MOST SOPHISTICATED  
WATERFRONT DEVELOPMENT IN  
EUROPE. **TITANIC QUARTER** — A  
CAPTIVATING DESTINATION FOR  
THE TWENTY-FIRST CENTURY





*The new Abercorn Basin - showing phases 1 and 2*

# INTRODUCTION

‘ALL PORT CITIES EVOLVE, AND SO TO WITH BELFAST... WHERE ONCE WE BUILT SHIPS, TODAY WE BUILD CITIES.’

Eric Kuhne, CivicArts / Eric R. Kuhne & Associates; Designers of Titanic Quarter, Belfast—2008

Promoted by Harcourt Developments and Titanic Quarter Ltd. as the largest waterfront development in Europe, Titanic Quarter will become not just an extension to the City Centre or a Harbour frontispiece for the city, but most of all, the bright breathing edge of Belfast for the 21st century.

Harcourt Developments and subsidiary Titanic Quarter Limited, have developed an intensive mixed-use facility that brings the derelict shipyard lands to life. It will include retail, catering, entertainment, leisure, hospitality, office and residential in a tightly controlled scheme. These pages annotate the ideas behind the scheme and highlight its hotel opportunities for operators.

The democratization of the riverfront is Belfast's gift to Europe as Titanic Quarter restores abandoned waterfront land to her citizens. This new water garden city on the Lagan River transforms one of the largest riverfront developments in Europe into the finest new community in the UK. Queen's Island's 280 acres hosts a progressive Master Plan for Titanic Quarter. Seven villages stitched together with tree-lined boulevards, a ribbon of parks and gardens and a crescent tramway redeems the nostalgia of the shipyards as much as the promise of a new Capital City.

Seven villages are organized around seven signature elements that speak to the ethos of Belfast and the spirit of this island. Abercorn Basin, Titanic Signature Project, Northern Ireland Science Park, Great Ribbon Meadow, Dry Dock Harbour, Crescent Watergate and Victoria Park are the centrepieces of these new maritime residential districts. While building upon the immense power of the Titanic's brand, the story of Queen's Island is not just about one tragic ship or a singular industrial past, but the restoration of the story-telling quality of great cities, of Belfast's maritime legacy.

Intricate villages and towns around Northern Ireland inspire Titanic Quarter's communities; our new

villages incorporate squares, parks, gardens, civic buildings, markets, restaurants and pubs as part of the fabric of these neighbourhoods. Lifestyles replace demographics. Diversity of experiences becomes the new benchmark of excellence. Lifelong learning, preventative healthcare, cultural authenticity and an enlightened cosmopolitan-savvy citizenry require more than slabs of residential blocks devoid of life between the buildings.

At its peak, the shipyards employed over 28,000 people. In time, Titanic Quarter will swell to these numbers again. Safe, abundant choice, great gathering places and tolerance for the diversity of beliefs.

Today, the heroic routine of everyday life is at the heart of the new city. Spirited debate and intellectual inquiry replace backbreaking work as a measure of a successful and sustainable community. Titanic Quarter honours Belfast's historic roll as a centre of invention and innovation stretching over two centuries. Moving through the four ages of shipbuilding: timber, iron, steel and aluminium, today, we know that human resources replace natural resources in the marketplace of ideas.

On this hallowed ground, where once they built ships, today, we build cities. Titanic Quarter proclaims, once again, that the city has been and always will be the greatest work of art.

# TITANIC QUARTER REPRESENTS MORE THAN JUST THE RESTORATION OF BELFAST'S HISTORIC DOCKS.

*It contains some of the most advanced ideas about urban waterfronts anywhere in the world. Health and Education top the agenda as both of these institutions are restored to the heart of the project instead of relegated to the exiled property on the edges of the development. Seven Villages, with fresh food, services, conveniences, and amenities within walking distance of the residents captures the essence of the great towns and villages of Northern Ireland brought back into the heart of Belfast.*

*A cluster of three hotel offerings are situated around what promises to become Europe's most exciting visitor attraction, Titanic Quarter's signature project. This document provides a background to the hotels at the Titanic Quarter. You will discover the genius of Belfast's intricate affair with the sea and discover the unique attraction of Belfast as a leading destination for the twenty-first century.*



*Satellite image of Queen's island Belfast*

## GEOGRAPHY OF BELFAST

*A glance at a map of the British Isles eloquently explains how geography helped the city of Belfast rise to world prominence.*

*Situated in Ulster, the most northerly of the four ancient Irish Provinces, it sits astride the mouth of the River Lagan at the head of a broad sea lough to which the city gives its name. Belfast is ideally located for ships wishing to take shelter after a long passage across the cold waters of the North Atlantic, its lights guiding many vessels back to the very slipways where they were made.*

Separated by the sliver of the Irish Sea, it conveniently shadows the British mainland; for on a clear day walkers at the Lough's head can glimpse at Scotland's coastline just 20 miles away, a distance less than that between Dover and Calais. A stepping stone to vast continents, the island has been the starting point for countless trans-Atlantic voyages and acted as a conduit through which to trade with the United States and a bridge between the Old World and the New.

Along this watery artery pulsed the centuries of trade, commerce and industry that made Belfast the wealthiest city in Ireland. An industrial centre for over 200 years, it was renowned for its weaving, rope works and shipbuilding, all driven by a collective spirit of confidence,

innovation and creativity. It can proudly proclaim to be home of the pneumatic tyre invented by John Boyd Dunlop and the revolutionary hydraulic tractor system devised by Harry Ferguson, both designs that have helped shape and feed our modern world.

Just as these men's names have become synonymous with the products that made their fortunes, so too will the Titanic Quarter become inextricably linked with the 21st century regeneration of this noble city. As a landmark development, its unmistakable silhouette will be the image that crystallises in the listener's mind at the very mention of the name 'Belfast'.



# WHERE HISTORY MEETS THE FUTURE

*The Drawing Room, Harland & Wolff Headquarters*

*With the announcement of Cunard's Lusitania and her sister ship, Mauretania, the competition between the White Star Lines and Cunard was at its peak in 1907.*

Conceived to compete with the Cunard ships but on luxury and comfort, J. Bruce Ismay and Lord William James Pirrie of Harland & Wolff incubated the ideas for a new class of ocean passenger ship... and the result was the construction of the Olympic and Titanic.

New cranes had to be erected to assemble both ships at once. As Belfast assumed the mantle of the finest shipbuilding city in the world, it attracted the brightest and best to change the industry forever. It is this industry and enchantment with the sea that Titanic Quarter will become again. Not just of one tragic ship, but of an entire century of excellence and achievement in shipbuilding.

The era of the Titanic, Olympic and Britannic was an era of luxury travel, floating palaces, transcontinental lifestyles, and leisure hospitality that was unequalled (and unattainable for many). Harland & Wolff Shipbuilders altered the way the world experienced travel. And Belfast's legacy is this contribution to the capacity of men and women to re-invent themselves...even after tragedy.

# 21<sup>ST</sup> CENTURY CONSTRUCTION

Titanic Quarter will transform a 185-acre site on the banks of Belfast's River Lagan into a dynamic, mixed-use urban maritime quarter with a mile of water frontage and a range of valuable investment opportunities.

Construction of the first phase of development is already well under way. This comprises state-of-the-art office accommodation, residential apartments, the new Belfast Metropolitan College and the Public Records Office of Northern Ireland. Planning permission has been granted for the second phase which will comprise some 3.3 million square feet of mixed-use development including residential, commercial, retail and leisure facilities. Key features of this phase will be the iconic Titanic

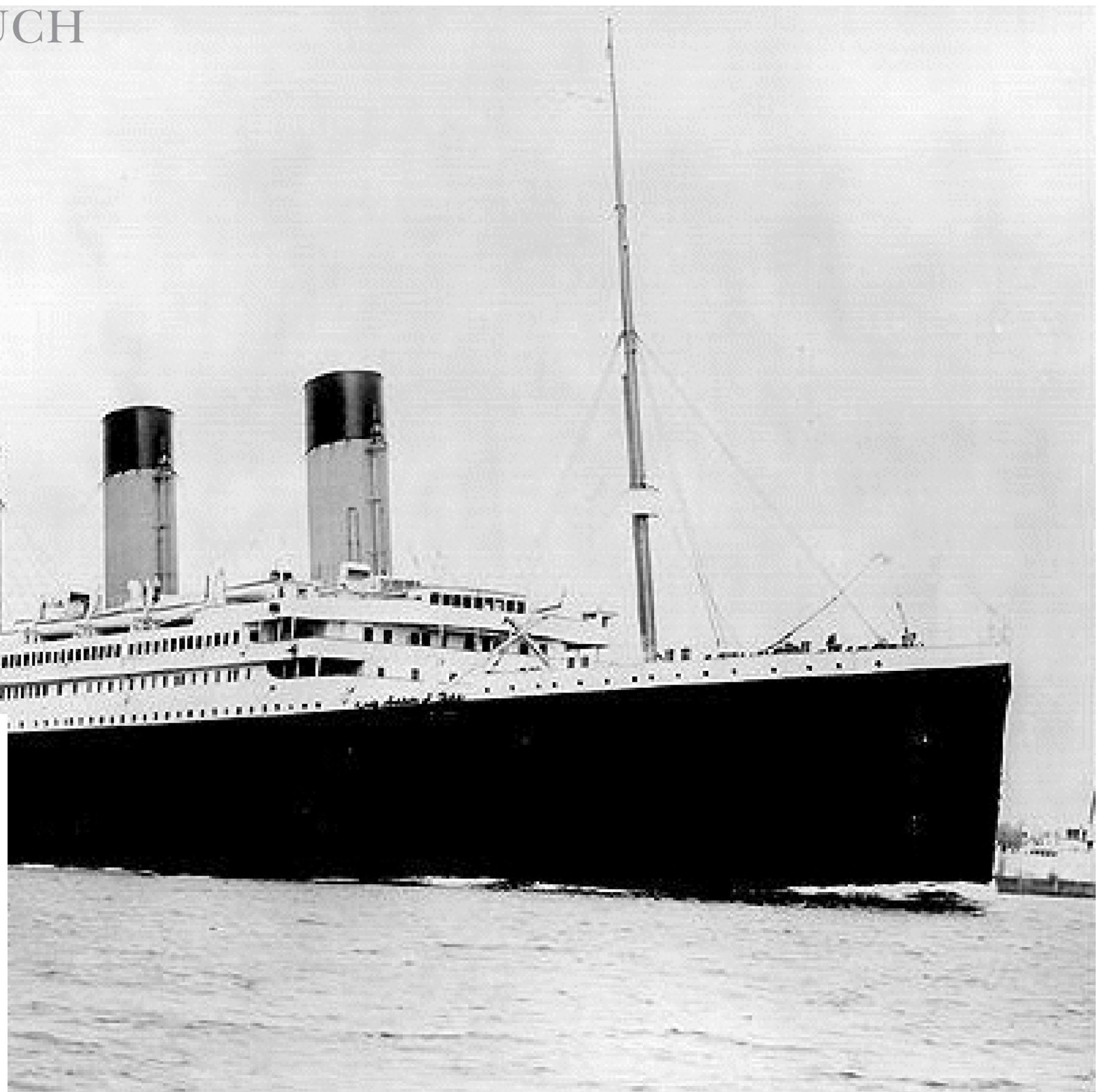
Signature Project and the former Harland & Wolff Headquarters Building where the plans for the Titanic were drawn. The second phase also includes three significant hotel developments which offer unique opportunities for leading operators to acquire a tailor-made property adjacent to Belfast City Centre and in the heart of a thriving new urban quarter.

This document sets out a profile of the proposed hotels and the significant locational advantages that they will enjoy. It also summarises recent and current trends in Belfast's tourism and hotel sector which highlight the market potential for these properties.



# BELFAST IS VERY MUCH A CREATION OF THE MODERN ERA.

*Unlike most cities, there is no ancient abbey, cathedral or university as its raison d'être; rather it was the strategic river crossing that led to its earliest settlement. Founded by charter in 1613, and developed primarily as the mercantile centre of north-east of Ireland, by the early twentieth century, Belfast's harbour – constructed atop reclaimed mud flats – was one of the great centres of world shipbuilding & home of the most famous passenger liner ever constructed, the White Star Line's RMS Titanic.*





Titanic Quarter's master plan creates a new era of waterfront development for Belfast; the first era created purely functional strips of reclaimed land, but the second era proposes more lyrical shapes and landforms divided into higher value, higher density plots – each enjoying either a park or water frontage.

A grand fountain pool forms the Ceremonial Gateway to the new Quarter at Sydenham Rd. Aligned with the Samson & Goliath cranes, this is the prestigious address to the Quarter at the heart of a new business district. From here spring radial and concentric streets, creating a grid and a figure that connects village gateways, extant maritime heritage sites, parklands and waterways. The neighbourhood streets of the infill blocks run together to form urban villages, each with a civic square at its centre, inspired by the great Georgian Squares of Edinburgh & London.

The final touches to the plan are the grand crescent & ribbon park components. These are the memorable icons of the Titanic Quarter masterplan which unify all the villages of Titanic Quarter. Providing grand easements for movement and the breathing edges for communities, they form the prime recreational & leisure places of the Quarter.

An armature of sea and landscape. Together the large Ribbon Park and the Grand Crescent connect the City to the Cultural Centres, Heritage

Docks and the Science Park for Belfast. Residents at Titanic Quarter either have a water view, a boulevard prospect or fronts the parklands. Each Village has its own small green or square and the connections between these Village Squares create a residential path through the entire development separate from the tourist and office ant-tracks. The Retail Centre extends from the gateway at the Building Dock Marina and ends at the Drawing Office in an open plaza. All the office accommodation is pushed closer toward Sydenham Road Gateway to the entire development. The Titanic Experience and Conference Facilities are placed at the head of the slipways where the actual ship was built and launched. Finally, the alignment of Titanic Avenue is preserved as the eccentric grid between the river

alignment and the dry-dock geometry.

Taking the local architecture of residential and maritime industrial Belfast as inspiration, the scheme for Titanic Quarter creates an elegant form with numerous neighbourhood squares, floating courtyards, and public parks that enrich the vitality and hospitality of Belfast's newest quarter.

The edge of the River Lagan is brought back to life by a combination of premium shops, waterfront dining, grand hotel accommodation and rejuvenated civic spaces. The world-class village will be a rich mix of leisure, retail, cultural, and proudly revered civic spaces to bring urban city living to a new level, and make this new community a destination in its own right to complement the thriving city centre of Belfast.



*Public Records Office Northern Ireland*

## BELFAST'S NEW COMMERCIAL QUARTER

*PRONI contributes to cultural capital by acquiring, preserving, promoting and making available the archival heritage of Northern Ireland for the information, education and enjoyment of all.*

**Public Records Office Northern Ireland** is a division within the Department of Culture, Arts and Leisure with its main objective being the reception and preservation of public records. Having outgrown its present headquarters at Balmoral Avenue, Belfast, the decision was made to relocate to Titanic Quarter.

This relocation will see PRONI occupy and brand new £30 million development beside the Gateway office building. With construction underway this state of the art project will open its doors to the public before the end of 2010.



*The Gateway Offices*

**The Gateway Offices** form the portal to the Titanic Quarter regeneration scheme and incorporate the construction of 3 linked elements focused around a fully landscaped courtyard. Glazed feature link atriums at the main junctions flood the building with natural light and the category A specification offers 120,000 sq ft of state of the art accommodation to the occupier.

The Gateway Office project has been secured by Citigroup who will form the cornerstone of TQ's new financial services centre.

Alongside TQ's inspirational setting, other recently agreed tenants will also benefit from advances in office building design and construction.

Titanic Quarter will comprise of some of Belfast's most modern office accommodation with over 25,000 professionals working in what will soon become Belfast's new commercial centre.



*The Financial Services Campus*

**Connected Health** is a term used to describe a model for healthcare delivery that uses technology to provide healthcare remotely. Connected health aims to maximize healthcare resources and provide increased, flexible opportunities for consumers to engage with clinicians and better self-manage their care. It uses technology – often leveraging readily available consumer technologies – to deliver patient care outside of the hospital or doctor's office.

Titanic Quarter has been selected as the new 'European Centre for Connected Health'. This new Centre will take forward the introduction of new technologies to offer a better quality of life to people with long-term conditions

such as diabetes or respiratory diseases. This move puts Belfast centre-stage in the healthcare challenges faced by governments and societies around the world.

**The infrastructure** design for the Titanic Quarter development includes an advanced fibre network. This 'Open Access' network provides all occupants and visitors with the freedom to choose their own Telecoms or other Service Providers.

For businesses and residential occupants the three primary advantages are:

- **Service Provider Choice** - because the local access network is not owned by any single Telco or Service Provider the fibre that serves your premises can be used to get access to any or several suppliers at the same time. Residents may choose different providers for TV, Voice Telephony, Internet, Business Networking, Security, Connected Health or other community services.
- **More and Better Services** - because fibre has massive capacity, innovative service providers are not now constrained by the limitations of old-fashioned legacy networks. By making the Access network part of the infrastructure (a fourth utility) we have opened up the possibilities for all occupants to use advanced networks in ways that have previously been unthinkable or unaffordable. We have the opportunity here in Titanic Quarter to facilitate the availability of new local services to meet local needs.
- **Quality** - fibre networks are inherently more reliable and require less maintenance. Because the network is managed independently of other Providers residents will not see different teams digging roads or negotiating duct space. All Service Providers connected to the core nodes will have full 'carrier class' support to deal efficiently with any reported faults or service disruptions.

As an occupant of Titanic Quarter you will be able to maintain your own direct relationship with your preferred Providers. These Providers will route their services to your locations via our network. Our relationship with the providers is entirely on a wholesale basis and does not impact on their invoicing or account management processes.

In any large-scale regeneration scheme the design must address the challenges of creating new communities in which people and visitors are able to live, work and play. We believe that the fourth utility, future-proofed network access, is an essential contributor to community cohesion and will over time transform our perception of how new communities can develop environments for quality living and economic sustainability.

BELFAST  
METROPOLITAN  
COLLEGE





*Belfast Metropolitan College*

*Belfast Metropolitan College is the largest provider of further and higher education training in Northern Ireland. It provides a complete programme of high quality learning and training opportunities for the people of Belfast and its wider community.*

Through a wide range of provision from entry level to degree and professional qualifications, the college plays a major role in supplying highly skilled and educated people for the Northern Ireland workforce. Each year approximately 50,000 people join courses at the college and of these 1,500 take full time higher education courses. Courses are nationally accredited and delivered by a committed and highly qualified team of lecturers.

The college plays an important role in generating wealth for the city of Belfast. It has a turnover of 50 million and employs 1,700 people in both academic and support roles across the 6 main campuses and 100 community learning venues.

The college is currently entering a new and exciting phase of development. It has a programme of capital development which includes a £67 million project which will provide a modern and up to date campus at Titanic Quarter. Scheduled to open in 2011 this new campus will make Belfast Metropolitan College one of the most modern and highly equipped professional and technical education institutions in the UK. The Titanic Quarter campus will be the learning base for approximately 16,000 students.

Belfast Metropolitan College is recognised as a quality organisation with a clear commitment to continuous improvement. As it moves into the 21st Century the college is strategically committed to develop and enhance its services to help build the economic development and social coherence of Northern Ireland.



## A BURGEONING HUB OF RETAIL IN A COSMOPOLITAN COMMUNITY



*Nestled within a community of apartment homes, learning institutions and state of the art offices, Titanic Quarter will comprise of a cosmopolitan development of convenience retail units and service providers.*



Convenience retail amenities will include an array of cafes, restaurants, and takeaway food facilities to cater for both the working and residential population of the area. The first village community is situated along the waters edge of the Abercorn Basin. With superb public realm areas this meeting place will become a focal point for residents and colleagues, friends and family, or even for those just visiting our city, to socialise over a coffee or a meal.

With waterfront views and promenade walks the Abercorn basin boasts one of the finest locations within the quarter.

There is nothing more essential for the quality of civic life than the ability to relax or indeed play with our friends in a bustling environment that maintains a still sense of security.



A NEW COMMUNITY OF VILLAGE  
RESIDENTS. A DYNAMIC SETTING, A PLACE  
TO WORK, PLAY, LEARN AND RELAX.  
EXPERIENCE THE BEST CITY LIVING AND  
ALL BELFAST HAS TO OFFER.



*The ARC residential complex*

Each apartment home has been specially designed to create an atmosphere of warmth, security and intimacy. They have been constructed to a very high standard and include a host of elegant appliances.

The homes employ the latest in technology including a full ventilation system with inbuilt heat recovery unit that precludes the need to open windows. A state of the art sound system with ceiling speakers wired throughout adds to the assumption that the apartments have been built for entertaining with plenty of space for cooking, dining and relaxing in comfort.

Residents of Titanic Quarter find everything they could possibly want for a buzzing cosmopolitan lifestyle just a few steps from the privacy of their apartment home.

Throughout Titanic Quarter dedicated public spaces with water features and striking pieces of sculpture offer a world of entertainment to be enjoyed and explored by those who visit.

*The Arc experience has focused on style and quality right down to the finest details. With generous ceiling heights, occupiers will experience a sumptuous sense of space and light whilst enjoying great views from living rooms and balconies.*



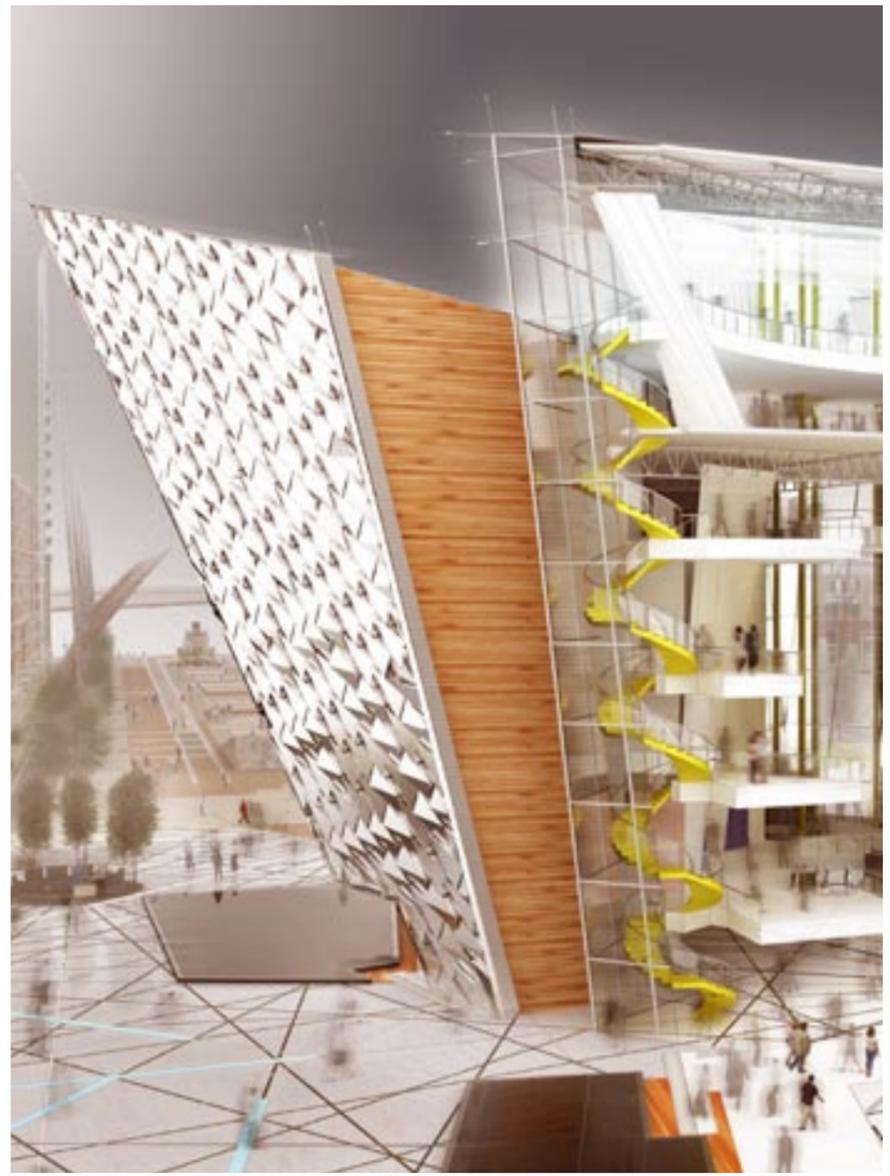
*The Signature Project*

THE TITANIC SIGNATURE PROJECT IS THE MOST IMPORTANT DEVELOPMENT FOR BELFAST AND ALL OF NORTHERN IRELAND.

*Truly iconic, both in architectural design and content, it will be the landmark centrepiece of Titanic Quarter. The Signature Project will become a compelling 'must-see' destination for the people of Belfast, Northern Ireland and the Republic of Ireland, as well as for all visitors to the island of Ireland.*



Section of Signature Project at night



The Titanic is a worldwide brand of great resonance. The Titanic Signature Project (TSP) involves the creation of a world class visitor attraction which brings the story of the Titanic home to Belfast. At the heart of the city's cultural and tourism strategy, the project will unlock the potential of the Titanic story to communicate with the city's people and its visitors. The TSP will be housed in an inspirational and iconic building in the centre of a large plaza at the head of the Titanic Slipways. The gross floor area of this building is approximately 131,000 square feet and it will house:

- The Titanic Experience - a dramatic and interactive exhibition on the Titanic covering its origins, construction, launch and fatal voyage.
- Community arts and education facilities.

- A Flying Theatre (panoramic simulator) in which visitors will be either 'flown over' Belfast and Northern Ireland, or taken on a dive to the Titanic wreck, using the latest in simulation and cinematic projection technology.
  - A large gallery for temporary exhibitions, performances and meetings.
  - A Titanic-themed banqueting suite with a capacity for 750 diners.
  - A selection of cafés, restaurants and shops.
- Detailed and extensively researched projections show that more than 400,000 people will visit the TSP exhibition every year. In addition to the exhibition, the building will also

attract substantial numbers of people to its conference and banqueting suite, community and education facilities, restaurants and the Flying Theatre. In total, it is estimated that the annual footfall within the building will exceed 1,000,000 people.

The TSP will be the anchor for a wider Titanic destination. The Titanic Slipways, the former Harland & Wolff Headquarters with its remarkable Drawing Offices, Hamilton Dock and Thompson Dock will all combine to create a compelling destination. The plaza around the TSP will be the core of this destination. The hotels, shops, cafés, restaurants and bars around the plaza will draw more visitors to the area, and it will become the centre of tourist activity in Belfast.

# HOTELS AT TITANIC QUARTER.

*Titanic Quarter provides an excellent location for new hotels. It lies within walking distance of Belfast City Centre, and will be connected to the City by dedicated bus services and a high-capacity rapid transport system. Cycle routes and new pedestrian walkways are also being created.*

*Key advantages of Titanic Quarter as a location for hotels include the following:*



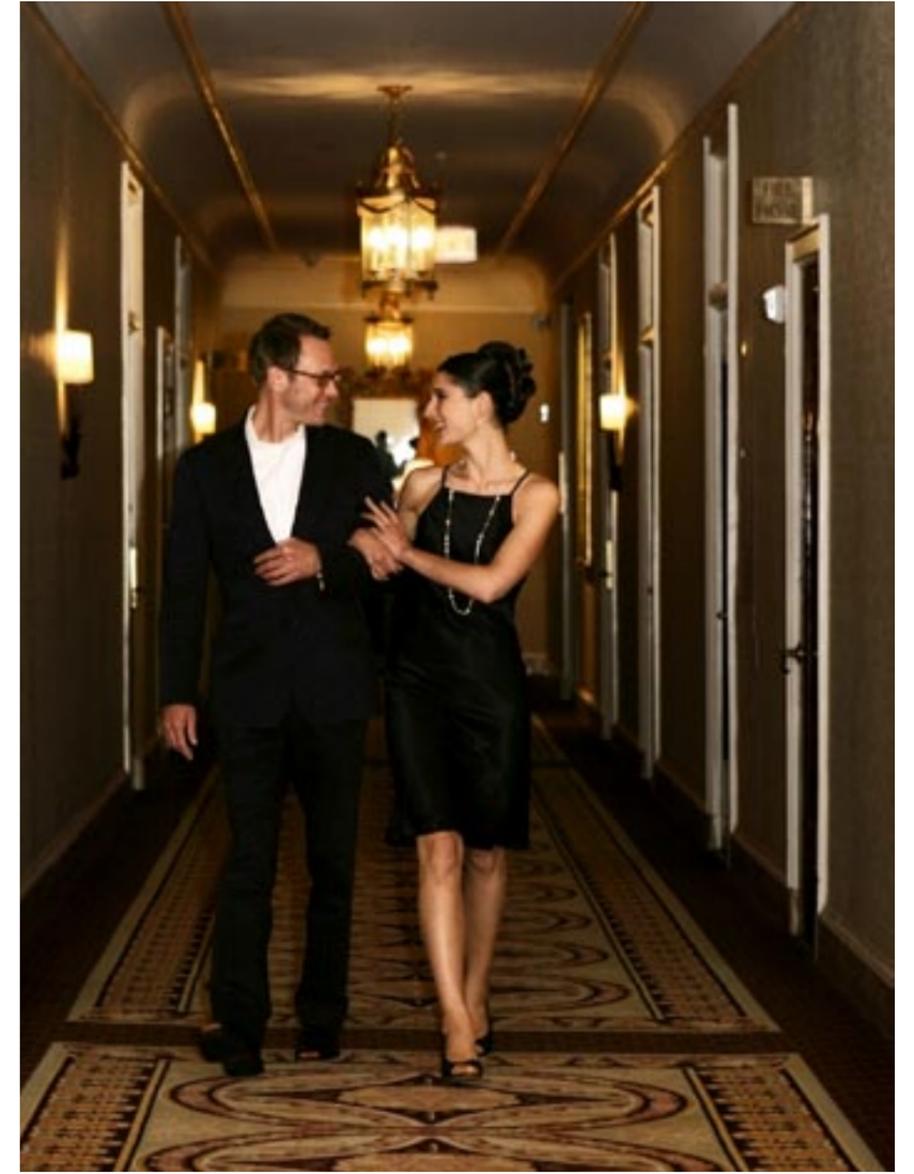
- Development plans for the Quarter envisage 7,500 dwellings and a resident population of over 20,000 people.
- There will be 900,000m<sup>2</sup> of office, commercial, education, and research and development floor space, and a working population of at least 25,000 people by 2025.
- At the heart of the Quarter's commercial district will be Northern Ireland's first and only dedicated Financial Services Centre - special measures to attract financial services companies have already been instituted. Since the arrival of global finance giant Citigroup—who occupy the Gateway Offices—negotiations with other major international operators have been well advanced.
- The iconic Titanic Signature Project - the biggest visitor attraction currently in development in Britain and Ireland - will complete in 2012. It is expected to attract over 400,000 visitors a year, and it includes a banqueting suite with capacity for up to 750 diners. The Signature Project will be linked with other historic Titanic-related sites in Titanic Quarter - including the former Harland & Wolff Drawing Offices, the Titanic Slipway, on which the ship was built, and Thompson Dock in which she was fitted out - to create a compelling international visitor destination.
- A number of major public institutions have already selected Titanic Quarter for their new premises, including the Public Records Office of Northern Ireland and the Belfast Metropolitan College.
- Titanic Quarter is adjoined on its southern boundary by the Odyssey Complex which receives one million visitors a year to its attractions; these include a 10,000 capacity indoor arena / concert hall, a multiplex cinema, ten-pin bowling, the popular W5 Science Museum and a selection of restaurants and bars.
- On the northern boundary of Titanic Quarter lies the Northern Ireland Science Park which is currently home to high-tech firms employing 1,600 people, a figure which is expected to grow to 3,000 on completion.
- The Quarter also includes Channel Commercial Park which currently houses 25 diverse businesses employing 500 people in over 48,000m<sup>2</sup> of space.

### *Access to Titanic Quarter is excellent:*

- › it is within 1 mile of Belfast City Centre
- › it is less than 1 mile from Belfast Central Railway Station
- › it is less than 3 miles from the George Best Belfast City Airport, with its expanding network of international passenger services
- › it is served by direct links to the M3 and Northern Ireland's motorway network

The considerable advantages of Titanic Quarter as a location for hotels are highlighted in the above summary. The lengthy list underlines the value of the opportunity now available to leading hotel operators seeking high growth, high yield locations for new properties.

Titanic Quarter Ltd. are now making available three complementary hotels in the second phase of the development of Titanic Quarter. At this stage, the hotels have only been specified in general terms, with the detailed design and specification to be determined by the operators. A brief profile is provided overleaf.



## SOUTH YARD HOTEL

*This hotel will be built on a site located on the west side of the plaza surrounding the Titanic Signature Project. The plaza will be the dynamic heart of Titanic Quarter, and the focal point for retail and leisure activity. It is envisaged that this will be a three-star, tourist class hotel, some 6 storeys in height. It's primary market will be mid-market tourists (individuals and groups), business travellers, and people visiting the Titanic Signature Project and attending events in the Odyssey.*



This scheme is one of two 'paired' buildings which sit facing the Titanic Signature Building and form part of the backdrop to the Public Square at the heart of Phase 2 of the Titanic Quarter Master Plan. A colonnaded front façade forms part of a covered walkway which wraps around the perimeter of this grand public space.

This graciously proportioned 6 storey building is crafted from an elegant palette of materials including zinc, white pre-cast concrete panels and glass. Generous floor to ceiling glazing on the ground and first floor allows uninterrupted views across the Signature Building and Public Plaza. First floor restaurant and dining facilities command a stunning view across the Public Plaza towards the Titanic Signature Project. The staggered window pattern, projecting window 'boxes', clean lines and honest use of materials all insure a robust and modern aesthetic befitting of such an important waterfront development as Titanic Quarter.



The indicative profile of the hotel is as follows:

**Ground floor plan**

- Bar/lounge - 154 m<sup>2</sup>
- Lobby/reception/coffee bar – 246 m<sup>2</sup>
- WCs – 43 m<sup>2</sup>
- Back of house (inc circulation) - 392 m<sup>2</sup>
- Circulation cores - 52 m<sup>2</sup>

**First floor plan**

- Restaurant - 155 m<sup>2</sup>
- Kitchen - 95 m<sup>2</sup>
- Office - 55 m<sup>2</sup>
- WCs – 39 m<sup>2</sup>
- Meeting rooms - 328 m<sup>2</sup>
- Meeting room & Circulation - 199 m<sup>2</sup>
- Circulation cores - 63 m<sup>2</sup>

**Second floor plan**

- 1,185m<sup>2</sup> inc 39 bedrooms

**Third floor plan**

- 1,185m<sup>2</sup> inc 39 bedrooms

**Fourth floor plan**

- 1,185m<sup>2</sup> inc 39 bedrooms

**Fifth floor plan**

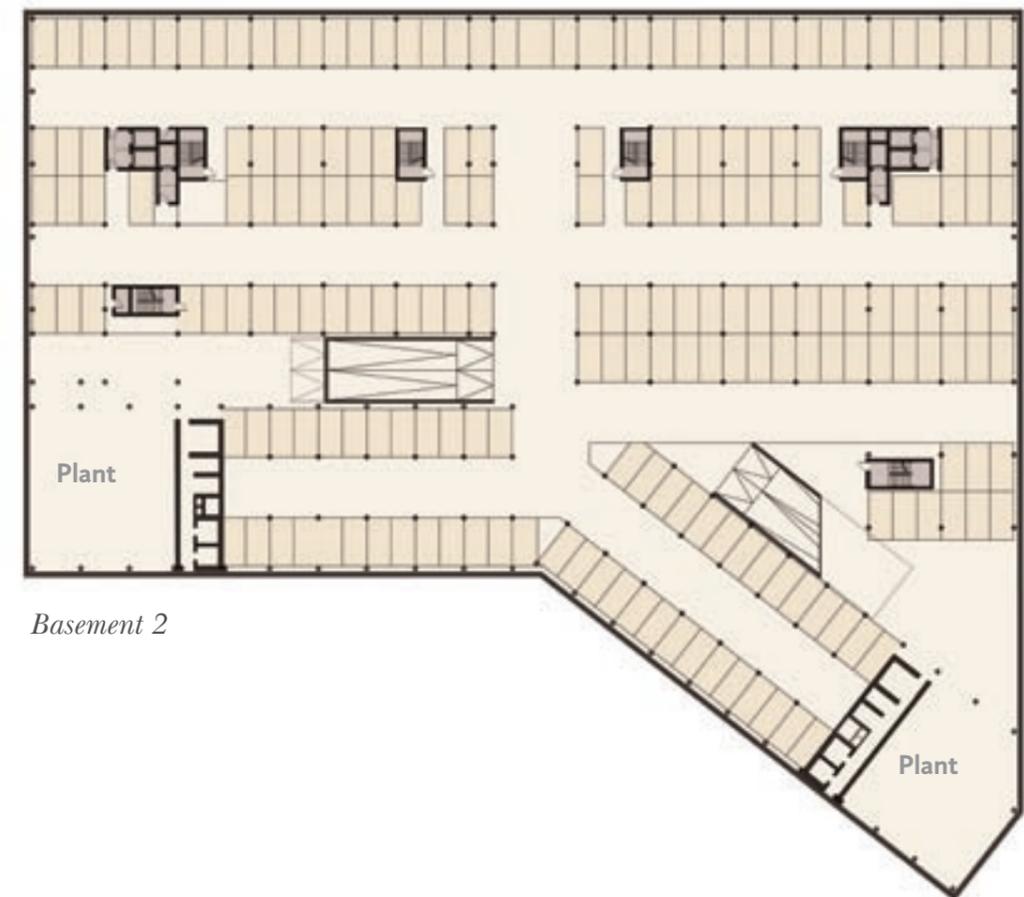
- 1,185m<sup>2</sup> inc 38 bedrooms

**Total Bedroom Quantum**

- 155 Bedrooms



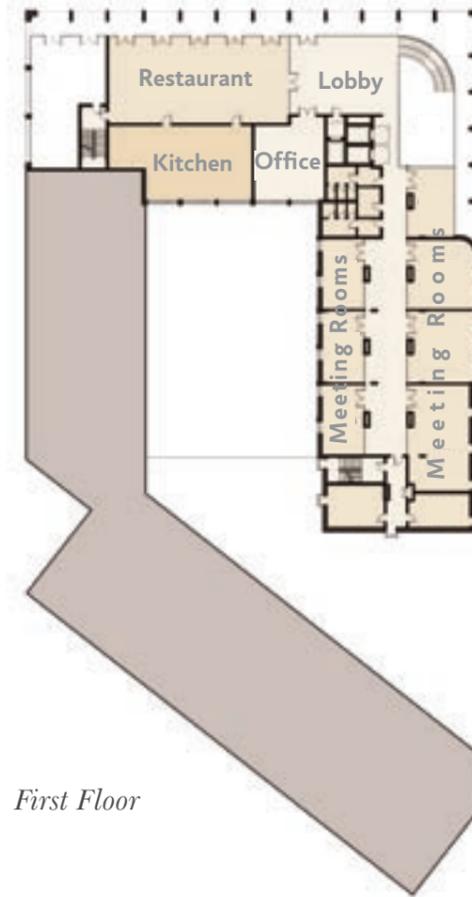
*Basement 1*



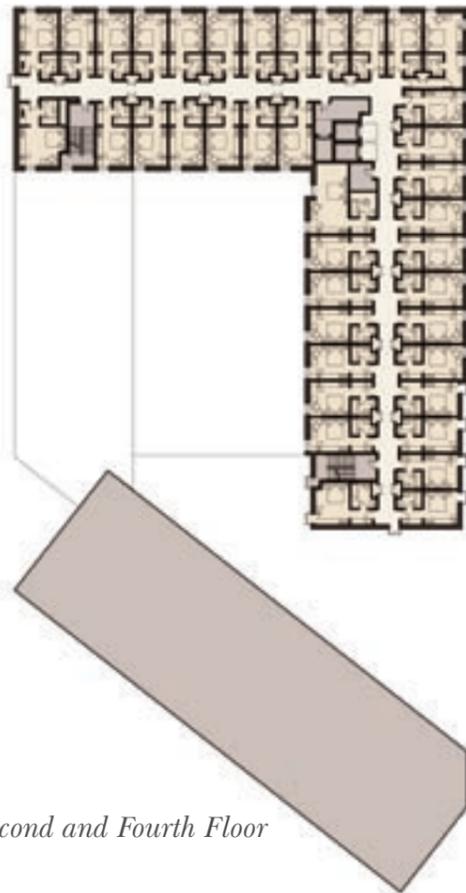
*Basement 2*



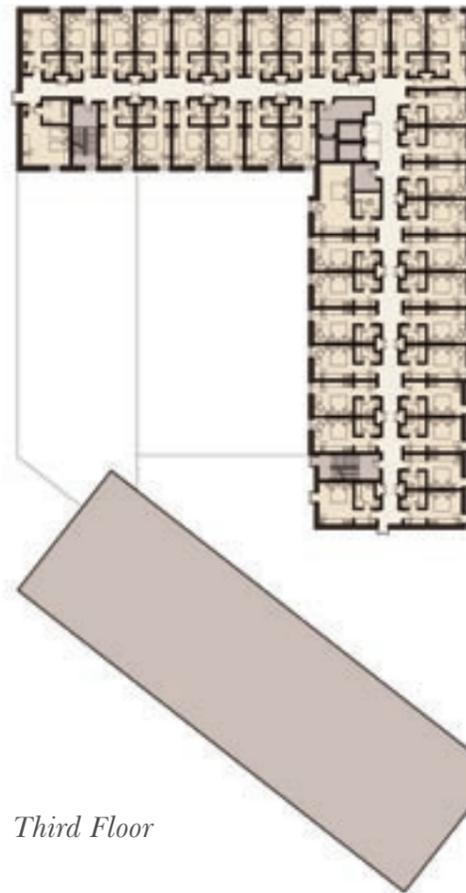
Ground Floor



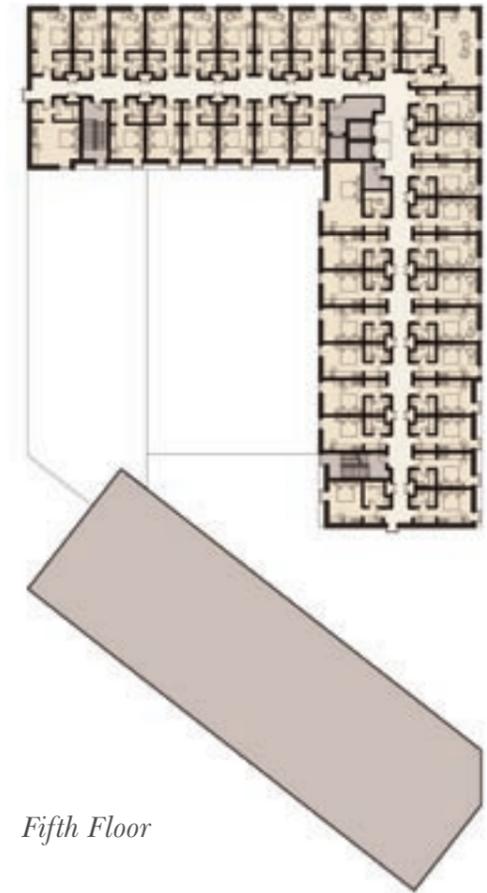
First Floor



Second and Fourth Floor



Third Floor



Fifth Floor



## HAMILTON DOCK HOTEL

*A substantial four star hotel is planned for development on a prime site located on the south side of the plaza surrounding the Titanic Signature Project.*



This 6 storey scheme sits on an important site within Phase 2 of the Titanic Quarter Master Plan and addresses both the Titanic Signature project and the listed 'Hamilton Dry Dock'. Colonnaded façades form part of a covered walkway which wraps around the perimeter of the grand public square and Titanic Signature Project.

Generous floor to ceiling glazing on the ground and first floor allows uninterrupted views across the proposed Signature Building and historic Hamilton Dock. Ground and first floor restaurant and dining facilities command stunning views across the Titanic Signature Project

and Historic Hamilton Dock. This scheme is characterised by elegant proportions and a refined palette of materials.

It is envisaged that this property will include a large meeting and function suite. Its primary markets will be business travellers (including the conference and incentive segments), up-market leisure travellers, both individuals and groups, and functions, conferences, exhibitions and events.



The indicative profile of the hotel is as follows:

**Ground floor plan**

- Foyer/reception (inc circulation) – 500m<sup>2</sup> approx
- Coffee bar – 100m<sup>2</sup> approx
- Bar/club lounge – 355m<sup>2</sup> approx
- Kitchens and back of house offices etc – 705m<sup>2</sup> approx
- Meeting room facilities (inc. Reception, WC's and breakout) – 1,345m<sup>2</sup> approx

**First Floor plan**

- Restaurant – 425 m<sup>2</sup> approx
- Back of house (kitchens, offices etc.) – 700m<sup>2</sup> approx
- Meeting room/function room and breakout (inc. main function room) at 895m<sup>2</sup> – 1,880m<sup>2</sup> approx

**Second Floor plan**

- Meeting rooms/breakout space and WCs – 795m<sup>2</sup> approx inc 55 bedrooms

**Third floor plan**

- 2,895 m<sup>2</sup> inc 71 bedrooms

**Fourth floor plan**

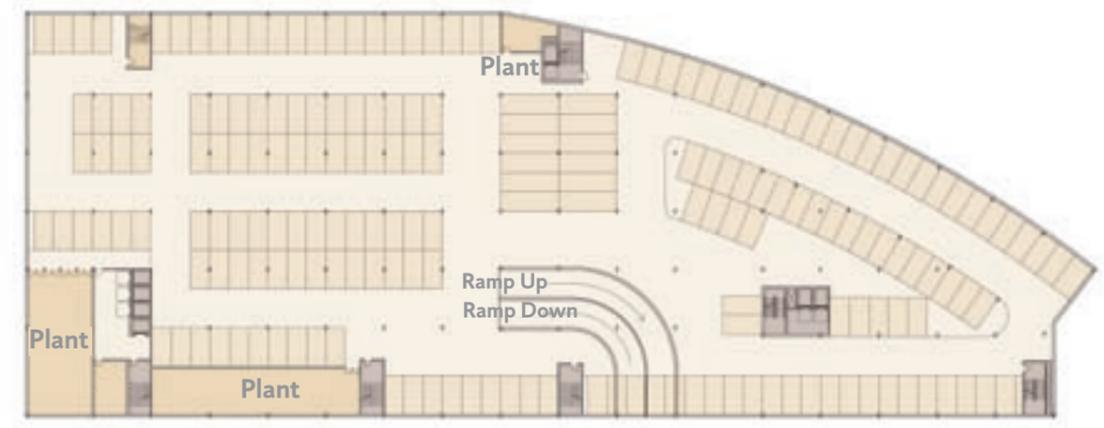
- 2,895m<sup>2</sup> inc 71 bedrooms

**Fifth floor plan**

- Gym facilities – 720m<sup>2</sup> approx inc 50 bedrooms

**Total Bedroom Quantum**

- 247Bedrooms



*Basement*



*Ground Floor*



First Floor



Fourth Floor



Second Floor



Fifth Floor



Third Floor



Sixth Floor (plant level)



## HARLAND & WOLFF HEADQUARTERS BUILDING

*This will be a unique hotel occupying part of the historic Harland & Wolff Headquarters Building, with an adjoining modern block designed to complement the original building.  
The hotel will be located on the east side of the plaza surrounding the iconic Titanic Signature Project.*



This scheme is an architecturally sensitive restoration and extension of the Historic former Harland and Wolff Headquarters Building which sits at the heart of Titanic Quarter. This historically significant landmark is one of the last remaining buildings of the former Ship Yard and as such, has been treated with the respect and importance it deserves.

The existing 3 storey Head Quarters Building will be sensitively refurbished and extended using sympathetic materials. In conjunction with these works the Historic Drawing Offices will be fully refurbished and brought back to their former glory while providing stand alone conference and function facilities.

An additional floor will be added to the existing Head Quarters Building in the form of a traditional zinc 'mansard' roof extension. A new wing will also be created to provide additional bedrooms and will be delicately connected back into the old building by lightweight glass walkways.

Crafted from red sandstone, this modern and minimalist addition will respect its historic surroundings and will blend harmoniously into the existing headquarters building. Framed views across the public plaza towards the Titanic Signature Project are allowed with the use of projecting window boxes to the inner courtyard façade.

This hotel will offer a very high standard of accommodation with large bedrooms and excellent services. Its primary markets will be the high-end business, leisure and personal travel markets, and the conference and incentive market



The indicative profile of the hotel is as follows:

**Basement plan**

- Gym/Health Spa facilities – 945m<sup>2</sup> approx
- Kitchens, Service Yard and back of house – 730m<sup>2</sup> approx
- Plant 140 m<sup>2</sup>

**Ground floor plan**

- Foyer/reception (inc lobby bar and circulation) – 380m<sup>2</sup> approx
- Restaurant – 210m<sup>2</sup> approx
- Kitchen, back of house and offices – 455m<sup>2</sup> approx
- Business Suite facilities – 680m<sup>2</sup> approx

**First floor plan**

- 1,985m<sup>2</sup> inc 36 bedrooms

**Second Floor plan**

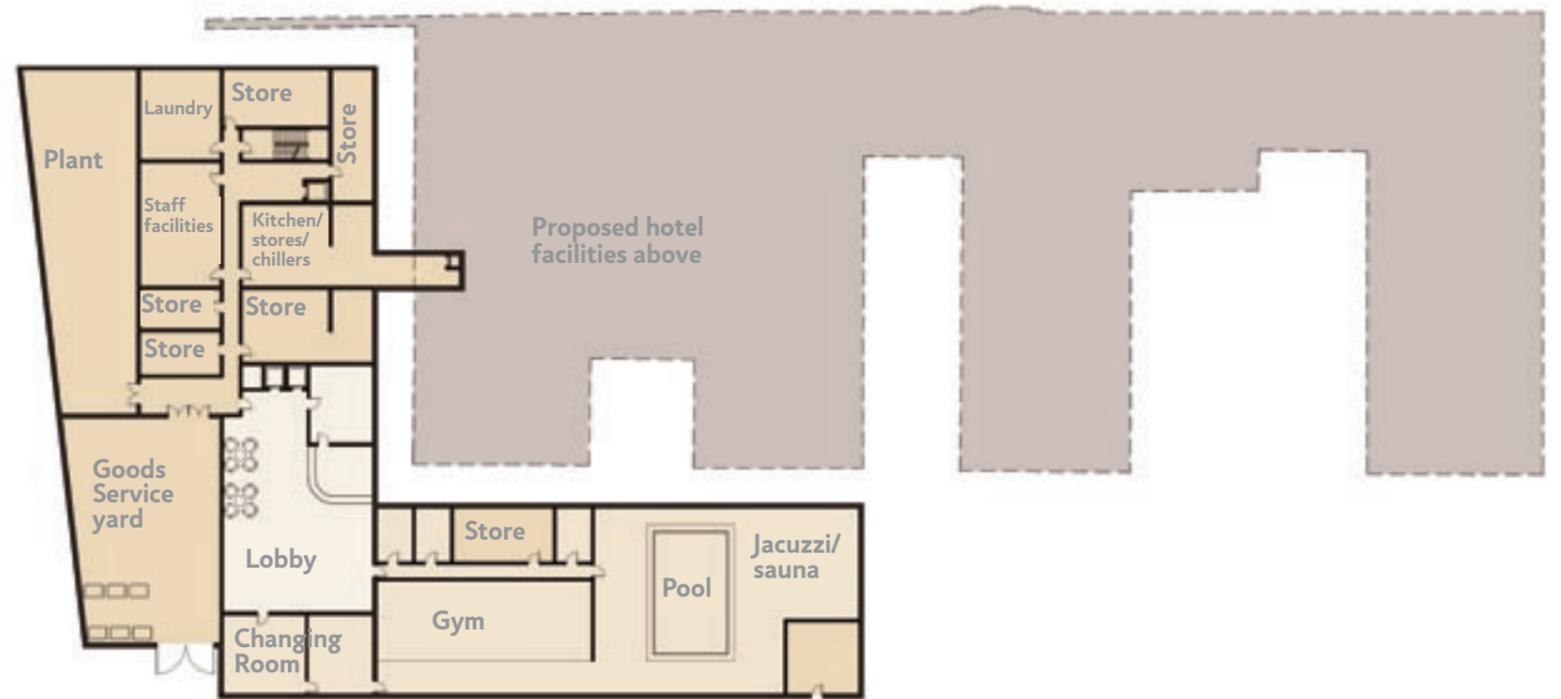
- 1,890 m<sup>2</sup> inc 40 bedrooms

**Third floor plan**

- 1,790m<sup>2</sup> inc 35 bedrooms

**Total Bedroom Quantum**

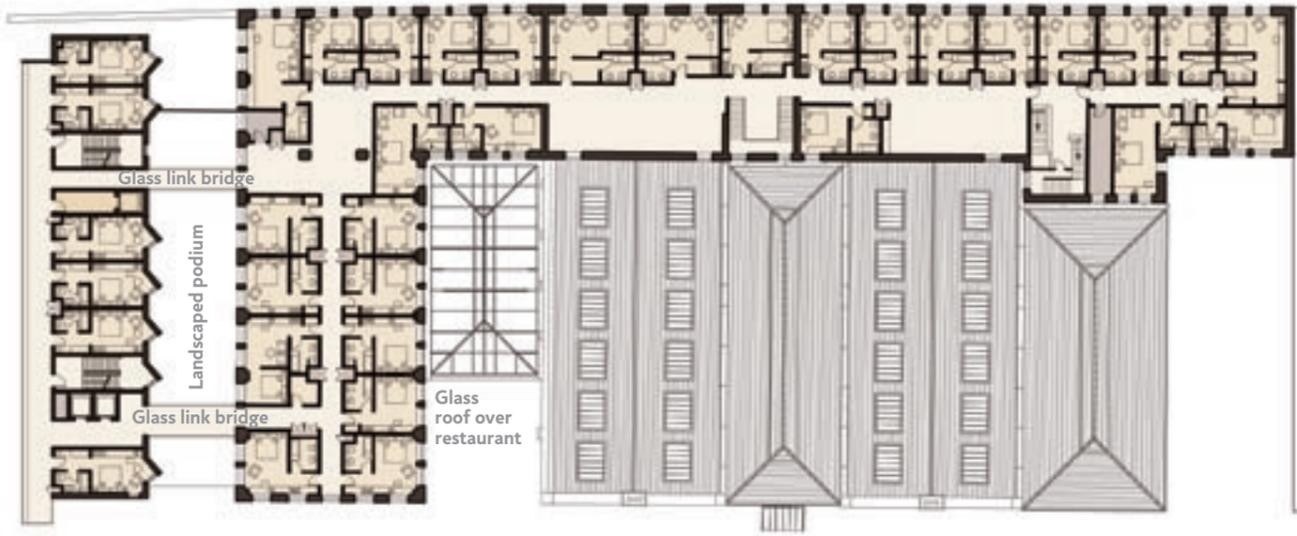
- 111 bedrooms



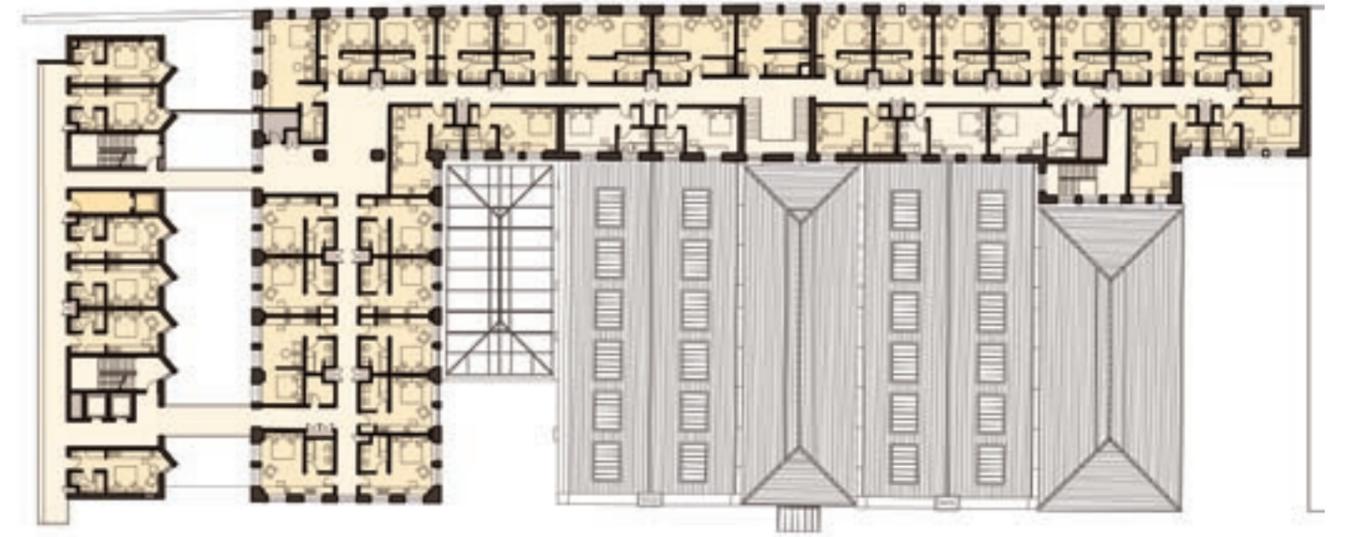
*Basement*



*Ground Floor*



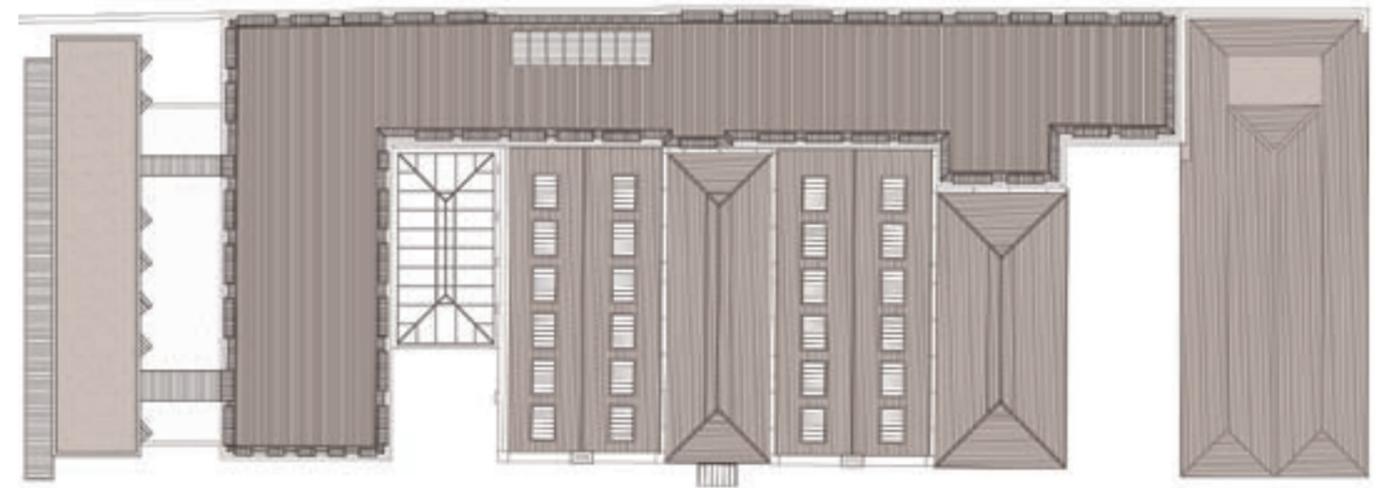
First Floor



Second Floor



Third Floor



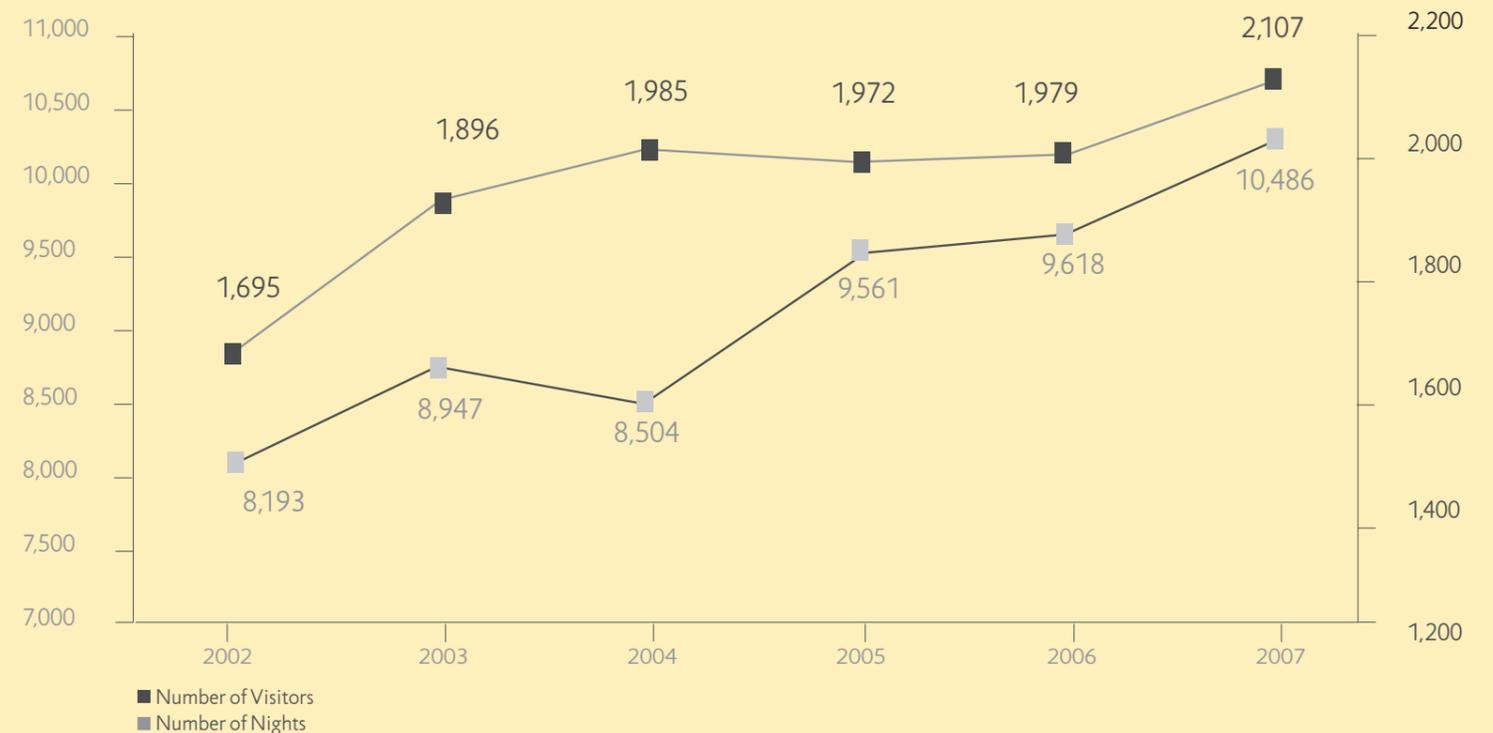
Roof Plan

# THE HOTEL MARKET IN BELFAST

*The hotel sector in Belfast has enjoyed very strong growth in demand over the past ten years. This growth has significantly exceeded the increase in capacity in the sector with the result that both occupancy rates and revenue per available room have risen to high levels. In 2007, Belfast rose to 15th place among 165 cities outside North America in the hotel room occupancy Global Ranking Index published by Deloitte. In the first 9 months of 2008, Belfast hotels achieved the third highest revenue per available room (Revpar) among British cities after London and Edinburgh in an analysis also published by Deloitte. Meanwhile, the Hotel Price Index published by Hotels.com shows that hotel room rates in Belfast were the 6th highest among British cities in 2007.*

The number of visitors to Northern Ireland who stayed at least one night reached a new peak of 2.1 million in 2007, some 30% above the 1.6 million recorded in 2002 - see Table 5.1. The number of nights spent by visitors rose to 10.5 million in 2007. The number of visitors from out-of-State was complemented by 1.15 million domestic trips and 2.8 million nights spent away from home by domestic tourists.

Figure 5.1:  
Number of Visitors and Nights Spent  
in Northern Ireland 2002-2007



# TOURISM IN NORTHERN IRELAND

It is likely that the number of tourists fell slightly in 2008, and it is anticipated that 2009 will prove to be a tough year for international tourism. However, the weakening of Sterling against the Euro will mitigate the downturn, especially in the Republic of Ireland market. The outlook for tourism to Northern Ireland in the medium to long term is very good. Tourism Ireland, which markets the island of Ireland as a destination in international markets, has indicated that Northern Ireland has the potential to increase its visitor numbers substantially, especially in view of the fact that the Republic of Ireland received 7.7 million overseas tourists in 2007 (expected to have fallen slightly to 7.5 million in 2008). To achieve its potential, Northern Ireland needs to invest in product

development (including increased accommodation capacity), marketing, infrastructure and access capacity. The main source tourist markets for Northern Ireland are shown in Figure 5.2. Great Britain is by far the largest source market, accounting for just over 60% of all visitors in 2007. The Republic of Ireland delivered a further 15% of out-of-State tourists in 2007, followed by Continental Europe and North America at 12% and 8% respectively.

A significant proportion of visitors - 45% in 2007 - travel to Northern Ireland to meet friends and family. Business visitors and holiday-makers accounted for a further 26% and 24% respectively - see Figure 5.3.

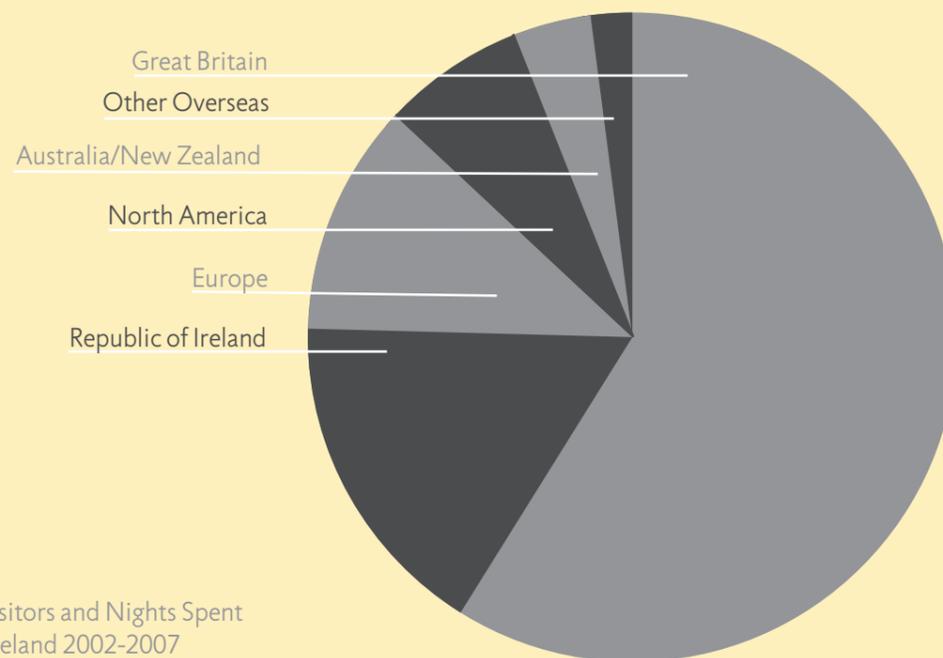


Figure 5.2: Number of Visitors and Nights Spent in Northern Ireland 2002-2007

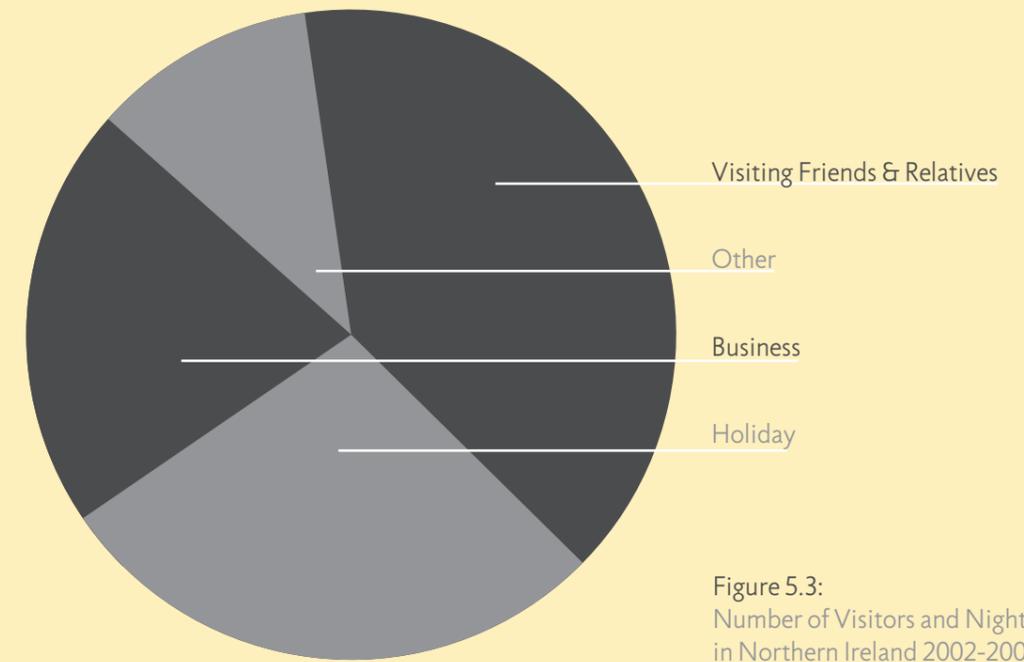


Figure 5.3: Number of Visitors and Nights Spent in Northern Ireland 2002-2007

# TOURISM IN BELFAST

*Belfast City is central to the Northern Ireland tourism industry. Research conducted by the Northern Ireland Tourist Board shows that between 50% and 65% of all visitors to Northern Ireland go to Belfast as their first and/or only destination in Northern Ireland.*

In 2006, Belfast attracted a total of 1.3 million overnight visitors, over a million of whom came from out-of-State. More than half (55%) of the out-of-State visitors stayed in hotels. The city also attracted 5.5 million day-trippers, of whom 243,000 came from out-of-State.

Belfast's popularity as a short-break destination has grown strongly in recent years. International travel guides such as Lonely Planet and the on-line Trip Advisor enthuse about Northern Ireland and Belfast - indeed, Lonely Planet nominated Belfast as a 'must-see' destination in 2007. The city is also building a presence on the international conference market, with conferences bringing 49,000 delegates in 2006.

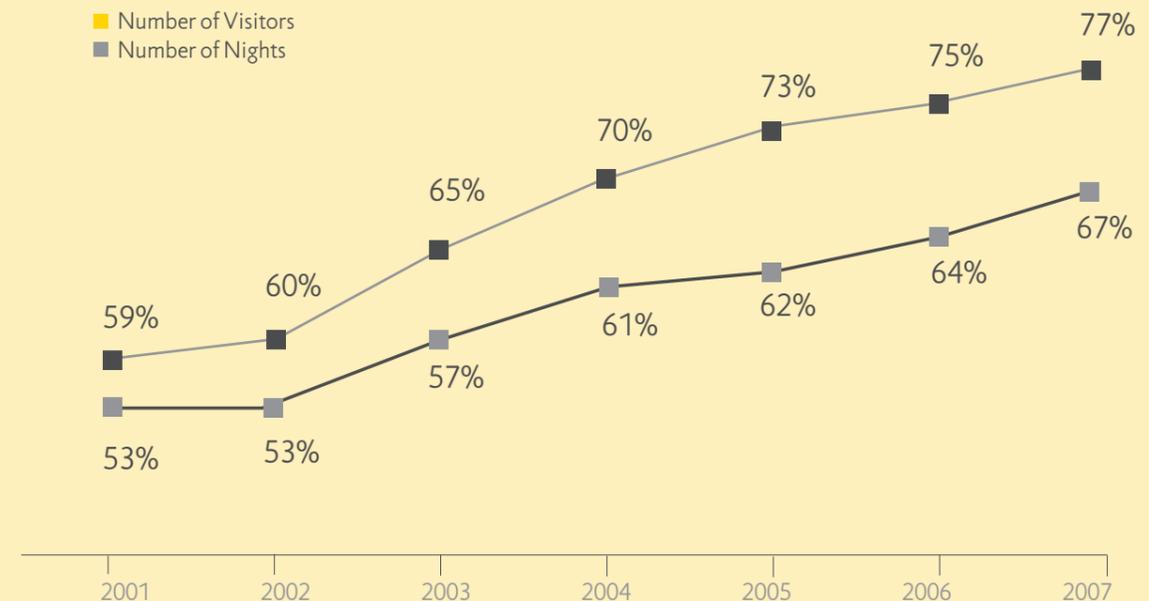
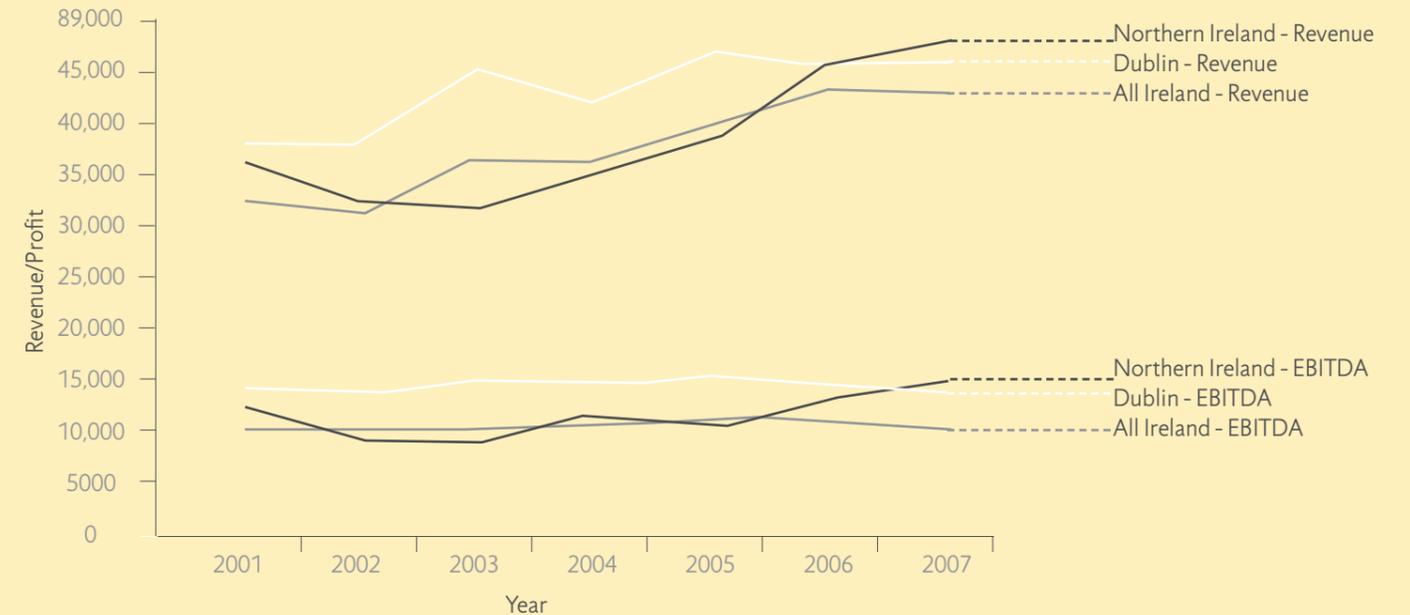
# HOTEL SECTOR PERFORMANCE

As indicated at the start of Section 5, Belfast's hotels have enjoyed strong growth in demand over the past 10 years. In fact, as shown in Figure 5.4, the hotel sector in Northern Ireland has outperformed that in the Republic of Ireland over the period since 2001. The chart in Figure 4.4, which was published in ASM Horwath's Hotel Industry Review 2007, shows that steady growth has pushed both revenue and EBITDA per room in Northern Ireland significantly above the levels achieved by hotels in the Republic.

Figure 5.4:  
Number of Visitors and Nights Spent in Northern Ireland 2002-2007

Although the number of rooms in Belfast increased from 2,029 in 2001 to 2,554 in 2007, this expansion has lagged behind the growth in demand. As a result, hotel room occupancy in Belfast rose from 59% in 2001 to 77% in 2007. The growth trends in hotel room occupancy rates in Belfast and Northern Ireland are illustrated in Figure 5.5.

Figure 5.5:  
Belfast and N. Ireland Hotel Room Occupancy Trends, 2001-2007



The limited hotel capacity available in Belfast City produces both high occupancy rates and relatively high prices. At busy times, when there are events on at the Odyssey Arena or the Waterfront Hall (also within a short walk of Titanic Quarter), or if a conference is being held in the city, all city centre hotels are booked out at rack rate prices. As noted earlier, the revenue per available room in Belfast was the third highest among British cities. Belfast was behind London and Edinburgh but ahead of such cities as Liverpool, Manchester, Cardiff and Birmingham. According to Hotels.com Hotel Price Index, the average room rate in Belfast during the third quarter of 2008 was £92, which was below London, Edinburgh and Cardiff, but above Newcastle, Liverpool, Glasgow, Manchester and Birmingham – see Figure 5.6.

The numbers of hotels in Belfast City and the Greater Belfast Region in January 2009 are summarised in Figure 5.7. In total, there are 28 hotels offering a total of 2,684 rooms in Belfast City. This is a modest level of accommodation, compared with other cities on the island of Ireland. For example, Dublin has more than 18,000 hotel rooms, while Galway City, whose population is one-eighth that of Belfast, has over 3,200.

There is one new hotel due to open in Belfast in 2009 and a further one in 2010. Another existing property is currently closed for refurbishment but due to reopen in 2009. Between them, these 3 hotels will bring a further 318 rooms to the market, taking capacity in Belfast City up to 3,002 rooms.

Figure 5.6:  
Average Hotel Room Rates (in £s)  
in Selected UK Cities, Q.3 2008

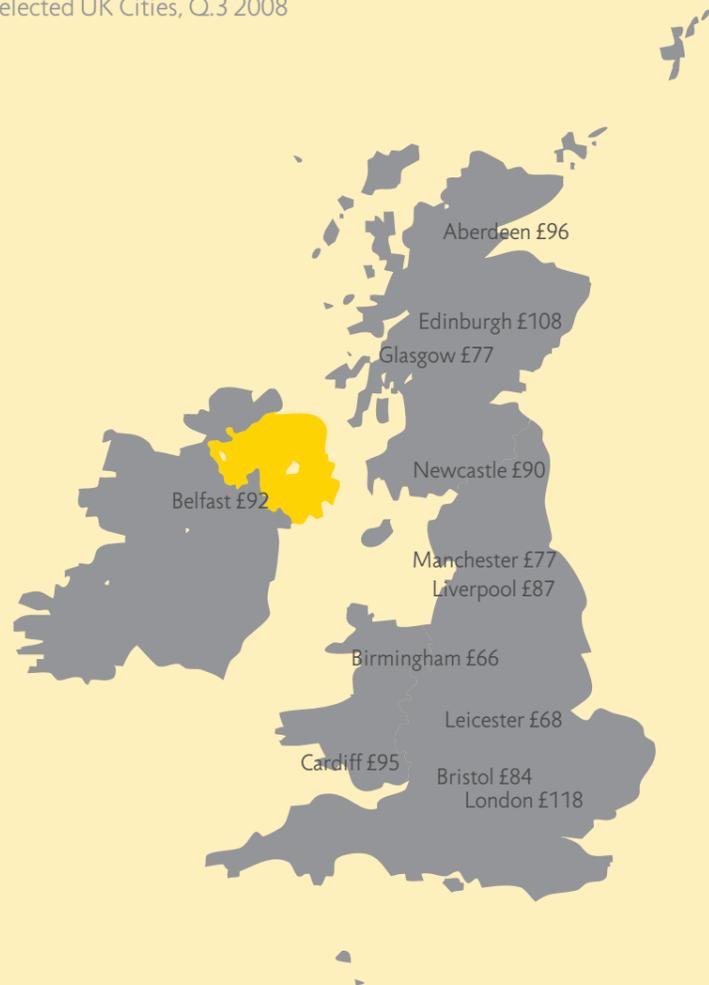


Figure 5.7:  
Hotel Stock in Belfast City, 2008

Grade	No. of Hotels	No. of Rooms
5 ★★★★★	3	328
4 ★★★★★	9	973
3 ★★★★★	10	904
2 ★★	3	150
1 ★	-	-
Ungraded	3	331
Total	28	2684

*A high proportion of Belfast’s hotels are operated by internationally branded groups. Of the 28 hotels open for business in January 2009, 13 are branded properties containing a total of 1,846 rooms, which is 69% of the total capacity in Belfast.*

Figure 5.8:  
Hotel Brands Belfast City, 2008  
The share of international brands in the Belfast market is significantly above the average for the UK and approaches the U.S. level.

## Hotel Brands in Belfast

- *Best Western*
- *Days Hotels*
- *Hilton*
- *Ramada*
- *Holiday Inn*
- *Holiday Inn Express*
- *Jurys Inns*
- *Malmaison*
- *Premier Inns (2 properties)*
- *Park Inn (Rezidor)*
- *Radisson SAS (Rezidor)*
- *Travelodge*
- *The Fitzwilliam Hotel*
- *A Marriott Courtyard is due to open in 2010.*

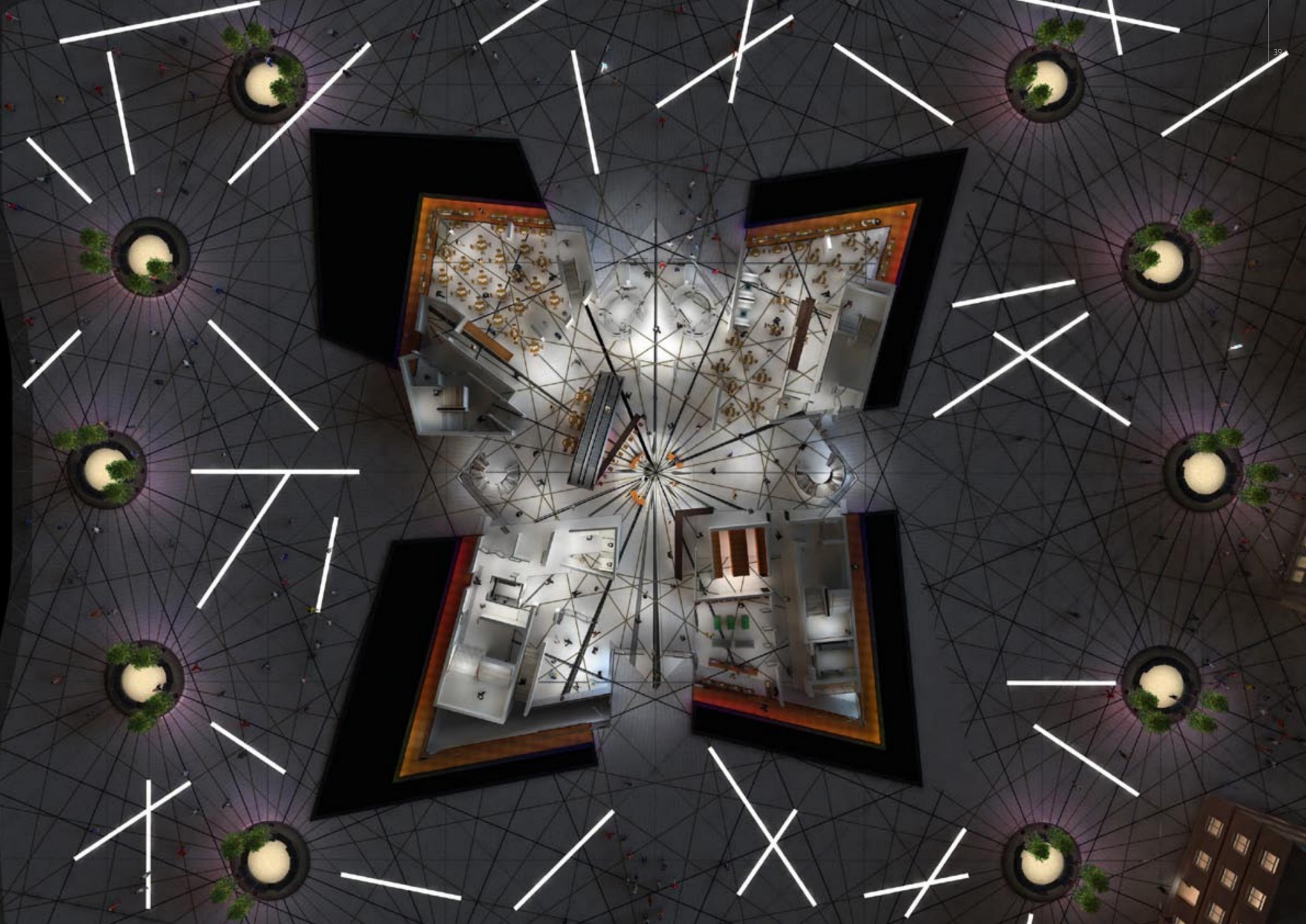
# CONCLUSIONS

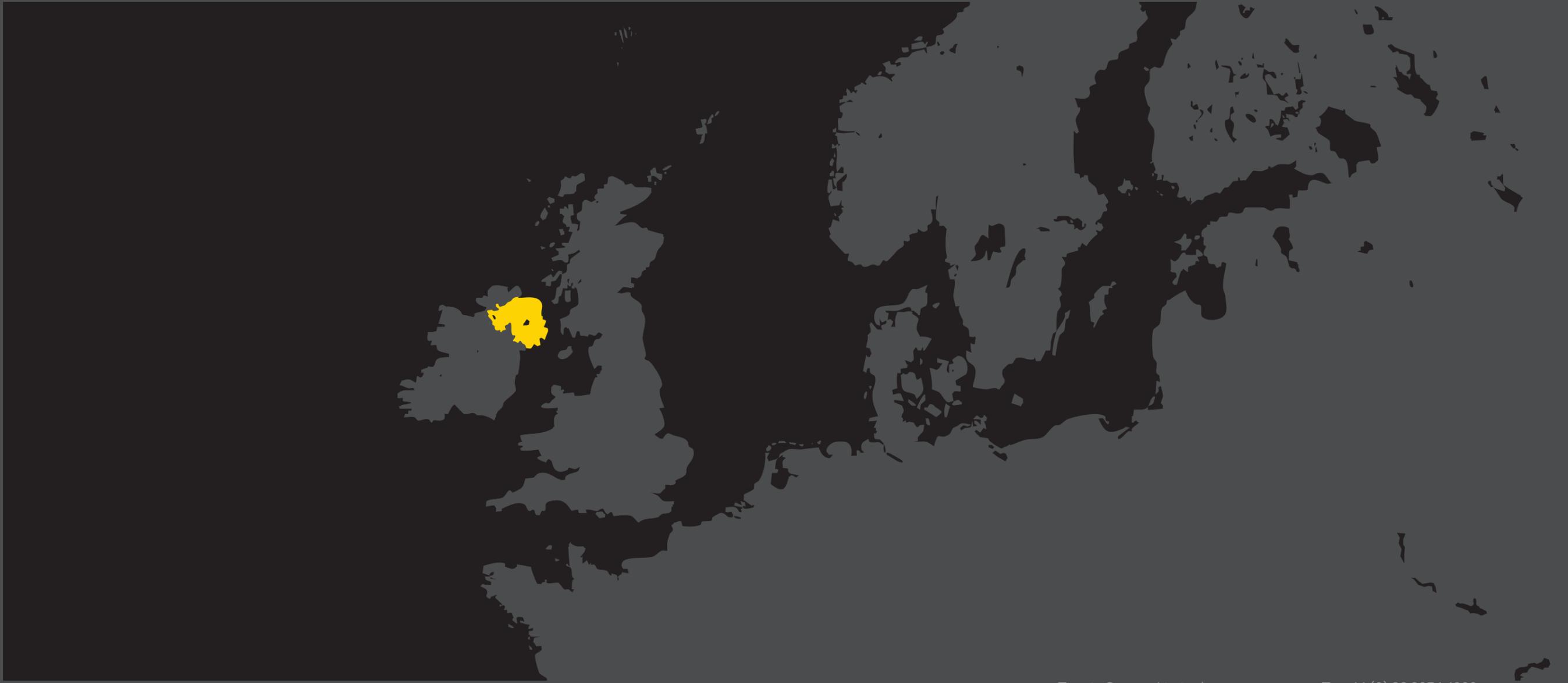
*This document demonstrates the high potential for the planned hotels in Titanic Quarter.*

*The key points are that:*



- The hotels will be very accessible because of their proximity to Belfast City Centre, Belfast City Airport, Belfast Central Railway Station and the Northern Ireland motorway network.
- Titanic Quarter offers significant advantages due to its development as a dynamic city quarter with a large working and residential population; it is also the location for major public buildings and institutions including the Odyssey Arena, the Titanic Signature Project, the Belfast Institute of Further and Higher Education, the Belfast International Financial Services Centre and the Northern Ireland Science Park.
- Tourism to Belfast has grown strongly in recent years and is expected to continue to grow in the future notwithstanding a downturn in the short term due to the global recession.
- Belfast's hotel industry has not expanded at the same pace as demand, with the result that high average occupancy rates and revenue per available room are being achieved; hotel capacity in the city remains low in comparison to other leading British and Irish cities.
- The Titanic Signature Project will be the iconic centrepiece of Titanic Quarter, attracting up to 400,000 visitors every year, and the plaza surrounding the Project, where the planned hotels will be located, will become the focus of tourist activity in Belfast.
- In conclusion, the planned hotels represent a unique opportunity for leading hotel operators seeking high growth, high yield locations.





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