

HOTEL DEVELOPMENT OPPORTUNITY

BELFAST BT9, NORTHERN IRELAND



KINGS HALL HEALTH AND WELLBEING PARK

BELFAST

BASED IN SOUTH BELFAST, THE KINGS HALL
HEALTH AND WELLBEING PARK WILL BECOME
THE MOST INNOVATIVE HEALTH AND
WELLBEING HUB IN THE UK



IT WILL SERVE AS
AN EXAMPLE OF THE
BENEFITS OF CO-LOCATED
HEALTHCARE SERVICES IN
A UNIQUE RETIREMENT
LIVING COMMUNITY



A £100M PROJECT, THE KINGS HALL HEALTH AND WELLBEING PARK IS A JOINT VENTURE BETWEEN BELFAST DEVELOPER BENMORE GROUP AND UK HEALTHCARE AND PROPERTY INVESTOR OCTOPUS HEALTHCARE



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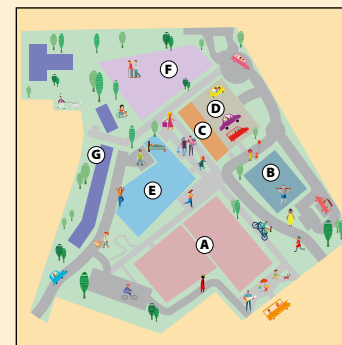
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A CULTURAL AND CREATIVE HERITAGE

THE KINGS HALL REMAINS AN ICONIC VENUE WHICH HAS HOSTED HIGH CALIBRE STARS IN THE ENTERTAINMENT AND BOXING WORLD



The Kings Hall at the Balmoral Showgrounds was constructed in 1933-34 as a permanent exhibition hall for the Royal Ulster Agricultural Society and was officially opened on 29th May 1934 by H.R.H. the Duke of Gloucester, being renamed the 'King's Hall' by the permission of King George V.

The Royal Ulster Agricultural Society immediately put the Kings Hall to use for a variety of purposes. In 1936 alone the hall was utilised for a number of exhibitions, evangelical meetings, boxing and wrestling contests and a circus that was held at Christmas. Staples of the annual schedule at the Kings Hall included the Ideal Home Show, motor shows and wedding exhibitions. In later decades the hall would also be used for music concerts; the Beatles famously performed at the Kings Hall on 2nd November 1964. The Kings Hall was put to a very different use during the Second World War when the exhibition

hall was requisitioned for the duration of the conflict. The premises at Balmoral were occupied until a few months after the end of hostilities in 1945. The Air Ministry (Ministry of Supply) acquired the site in 1940 and converted the Kings Hall into an aircraft factory for Short Bros. & Harland in order to construct fuselages for Stirling Bombers.

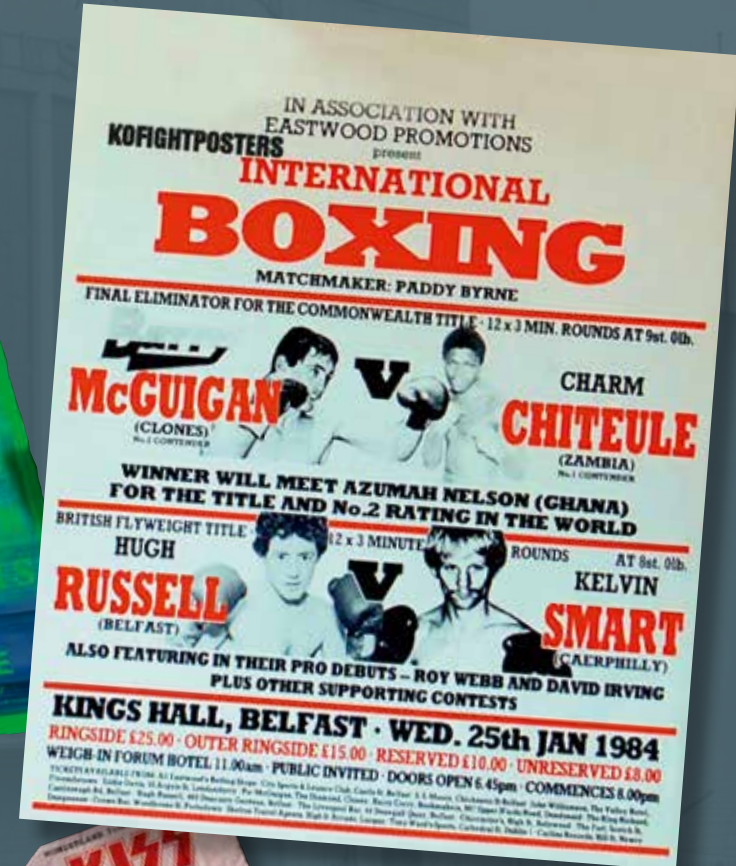
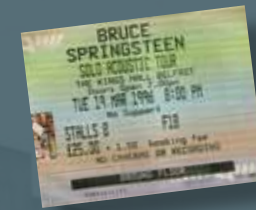
The Kings Hall remains an iconic venue which has hosted high calibre stars in the entertainment and boxing worlds, with the most successful concerts including Cliff Richard, Diana Ross, David Bowie, Nirvana, Bruce Springsteen, Boyzone, and U2 supported by Lou Reed.

Northern Ireland and national boxing hero Barry McGuigan also made history at the venue when he won the title of World Champion at The Kings Hall in 1985.



Top: Stirling bombers under construction in 1944.
Middle: The Beatles performed in 1964.
Bottom: Ice skating in 1972.

Right Top: Re-roofing post 1982.
Right Middle: Ulster Motor Show in 1986.
Right Bottom: David Bowie played in 1995.



THE VISION

THE KINGS HALL HEALTH AND WELLBEING PARK WILL BE A BENCHMARK FOR THE FUTURE OF HEALTHCARE BY DELIVERING A RANGE OF INTEGRATED AND ONSITE HEALTH, COMMUNITY AND LEISURE FACILITIES INCLUDING CARE FOR THOSE IN LATER LIFE, GYM, RESTAURANTS AND A 160 BEDROOM HOTEL

A landmark in the city, the iconic building at the centre of the site will be sensitively transformed into quality accommodation for a range of primary healthcare services to include GP, pharmacy, optician and much more.

In addition, the site will have residential and nursing care located close to an established community, as well as assisted living spaces providing quality transitional and specialist care for those in later life.

It will boast a thriving location for all ages to enjoy with the addition of eateries, gym, retail and leisure facilities all located along a picturesque plaza.

The full service hotel will have 160 bedrooms and Conference & Banqueting facilities, with a 750 space multi-storey car park beside the hotel as part of the development.





THE DEVELOPMENT PLAN

OUR AMBITION IS TO DELIVER HEALTHCARE LED
REGENERATION THAT PROVIDES A NEW LANDMARK FOR
NORTHERN IRELAND'S HEALTHCARE

A: Kings Hall Primary Care Complex



Integrated primary care services, offices, headquarters and training facilities.

C: Retail Space



Opportunities for health club, retail, café, restaurants available to offer a mix of leisure, lifestyle, healthcare for village residents and visitors.

E: Associated Medical Facilities



Independent healthcare services.

B: Hotel



Catering for business and leisure visitors with 160 bedrooms.

D: Multi-Storey Car Park



A 750 space multi-storey car park.

F & G: Accommodation for those in Later Life



Residential and nursing care, assisted living spaces providing quality transitional and specialist care.



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A THRIVING LOCATION WITH A SOCIAL HEART

THIS AMBITIOUS VISION WILL ENHANCE THE AREA'S
RENOWNED REPUTATION FOR HIGH QUALITY
RESTAURANTS NESTLED WITHIN GREEN SPACES



Located 3.5 miles from Belfast City Centre in South Belfast on the former Kings Hall site located within the heart of South Belfast, a few minutes' walk from Lisburn Road. The immediate area is mixed in character and includes high quality residential and retail/restaurants located close by on the Lisburn Road.

Northern Ireland has one of Europe's youngest and fastest growing workforces, and has an enviable education system which is among the best performing in Europe.



UPMARKET
RESTAURANTS
AND BARS

PLENTY OF
GREEN SPACES

GREAT CHOICE OF
SHOPPING

EXCELLENT LEISURE
AND SPORTS FACILITIES

THRIVING SOCIAL
COMMUNITY

AMBIANT AND
PROGRESSIVE
LOCATION



TRANSPORT, INFRASTRUCTURE AND CONNECTIVITY

WITH CONVENIENT RAIL, ROAD AND
AIRPORT LINKS, IT'S EASY TO MAKE LOCAL
AND INTERNATIONAL CONNECTIONS

Belfast is the capital of Northern Ireland, with one of Europe's youngest and fastest growing populations of 617,000. The City is located approximately 103 miles north of Dublin and 75 miles south east of Londonderry.

Belfast has an excellent infrastructure network. The M2 motorway provides access to the north

towards Antrim/Derry and the M1 motorway provides access to the south and the rest of the province towards Lisburn and Dublin. The City benefits from four railway stations and two airports – George Best City and Belfast International providing access to all major UK cities and a large number of international destinations.



TRANSPORT AND CONNECTIONS

- **First rate road network:** Located on a main arterial route, connecting to the motorway network. Travel to Dublin in under 2 hours.
- **Two main airports:** George Best Belfast City and Belfast International. Almost 30 daily flights to London and daily flight to New York. One hour from London by air.
- **Balmoral train station:** 5 minute walk from the Kings Hall. Trains between Balmoral and Great Victoria Street run every 20-30 minutes and to and from Central every 30 minutes. Free bus from Central to Belfast City Hall. Two hours from Dublin by rail.
- **Buses:** 9a & 9b stop directly outside the Kings Hall every 5-10 minutes directly to Wellington Place in the city centre. Return buses are from Great Northern Mall dropping off directly outside the Kings Hall Complex.

CONNECTIONS

BELFAST CITY CENTRE

10 MINS BY CAR OR TAXI

10 MINS BY TRAIN

15 MINS BY BUS



BELFAST CITY AIRPORT

20 MINS BY CAR OR TAXI

20 MINS BY TRAIN

25 MINS BY BUS



BELFAST INTERNATIONAL AIRPORT

35 MINS BY CAR OR TAXI

30 MINS BY BUS FROM CITY CENTRE

30 MINS BY TRAIN FROM BELFAST CENTRAL



DUBLIN CITY CENTRE

2 HOURS BY CAR OR TAXI

2 HOURS BY TRAIN FROM BELFAST CENTRAL

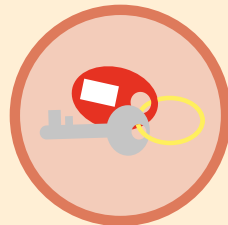
LOCAL HOTEL MARKET

A PERFECT TIME AND OPPORTUNITY TO CONTRIBUTE TO BELFAST'S HOTEL PROVISION

Current shortage of hotel provision

Increased year on year tourist activity

A thriving European destination



The Kings Hall site will take advantage of a current shortage of hotel provision within the local area. Tourist activity has increased year on year in Northern Ireland. Average room rates and Rev Par figures for Belfast highlight year on year improvements.

Current Stats*:

- 5000 hotel rooms
- 80% occupancy
- 72% of overnight trips made by visitors outside NI
- 1.5m overnight trips to Belfast
- 77 Conferences generating almost 95,000 bed night
- Average Daily Rate: £70.42
- RevPar: £61.28
- £334m tourism spend
- £122m economic benefit

* Source: STR Global & Visit Belfast

HOTEL OPERATOR OPPORTUNITIES

OPPORTUNITIES EXIST FOR
HOTEL OPERATORS

Full service hotel

160 bedrooms

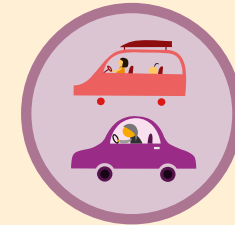
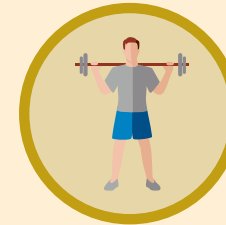
F&B and Conference & Banqueting facilities

Multi-Storey Car Park beside Hotel
(as part of the development)

We invite you to submit your proposal for Kings Hall hotel.
Please submit two electronic copies of your proposal to CBRE Hotels.

Our client will entertain proposals under a number of scenarios:

- Management Contract
- Franchise Agreement
- Lease



CONTACT INFORMATION

ALL INTERESTED PARTIES
PLEASE CONTACT:



Robert Ditty – Tel: +44 (0) 2890 436917 robert.ditty@cbre.com
CBRE, 7th Floor, The Linenhall, 32-38 Linenhall Street, Belfast, Northern Ireland BT2 8BG.

Ian Duddy – Tel: +44 (0) 7730 502 897 ian.duddy@colliers.com
Colliers International, 25 Talbot Street, Belfast, Northern Ireland BT1 2LD.

David Burrows – Tel: +44 (0) 7545 153424 david@benmoregroup.com
Benmore Group, 46 Cadogan Park, Belfast, Northern Ireland BT9 6HH.

Ashley Heath – Tel: +44 (0) 7917 802368 ashley.heath@octopushealthcare.com
Octopus Healthcare, 33 Holborn, London EC1N 2HT.

www.kings-hall.com





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