

TEST VALLEY HOTEL DEVELOPMENT OPPORTUNITIES

Hotel Solutions' analysis of current hotel performance and market demand in Test Valley, reported in the Test Valley Hotel Market Fact File shows the following market potential for hotel development in the borough:

- Scope for additional budget hotel provision at Andover, most likely in terms of the further expansion of the Premier Inn and/or the expansion of the Travelodge. There may also be scope for a third budget hotel, perhaps as part of a town centre regeneration scheme. This could be in terms of a second Premier Inn or Travelodge, depending on whether these two hotel companies would be interested in further expanding their presence in Andover. Other budget hotel brands that might work in Andover could be Holiday Inn Express or Ibis. Securing a new budget hotel in the town centre may require Borough Council investment, which could also provide an opportunity for the Council to generate an ongoing income stream. Discussions will be needed with potentially interested hotel companies.
- A clear case for the planned refurbishment of The White Hart in Andover.
- In Stockbridge, there is scope for the refurbishment and expansion of the existing inns, as is already happening with the additional bedrooms that are being built at The White Hart, and the planned refurbishment of the Grosvenor Hotel by its new tenants.
- In Southern Test Valley there is scope for additional budget hotel provision, most likely in terms of the expansion of existing budget hotels. The Days Inn Rownhams already has planning permission for an additional 40 bedrooms. The Holiday Inn Express Southampton West at Adanac Park may eventually look to expand if the business park develops. There could be scope for a budget hotel at Romsey: Travelodge has the town as a target location for a new hotel.
- Hotel development opportunities in the rural parts of Test Valley could be in terms of the upgrading and expansion of existing hotels e.g. Esseborne Manor; the development of a country house hotel if there is a suitable available property for conversion; the development of hotel bedrooms on golf courses.