

TRAVEL AND HOSPITALITY

Starwood Capital strikes multi-property deal with The Londoner's Edwardian Group

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Starwood Capital will continue its investment in Edwardian Group's portfolio in the future. Image credit: Radisson

By LUXURY DAILY NEWS SERVICE

Global investment group Starwood Capital Group is enhancing its hotel portfolio.

Announced Jan. 15, the private equity firm is acquiring multiple properties from U.K.-based luxury hospitality brand Edwardian Group the deal transfers ownership of select Radisson Blu Edwardian locations throughout London. The off-market deal, completed for an undisclosed sum, includes 10 total hotels and 2,053 rooms.

"We are delighted to have had the opportunity to acquire this one-of-a-kind portfolio of Central London freehold hotels," said Tim Abram, managing director at **Starwood Capital Group**, in a statement.

"London is one of the world's most sought-after hotel markets, and this portfolio enables to us gain exposure on a unique scale to London," Mr. Abram said. "We plan to invest significant capex during our ownership into further enhancing the hotels."

Regional expansion

Starwood Capital and Edwardian Group plan to continue their relationship in the future.

The firm plans to continue investing in the hospitality brand's portfolio. Edwardian Group will also operate the acquired facilities on a transitional basis.



Only one of the hotels purchased the Radisson Blu Edwardian Heathrow Hotel & Conference Centre is based outside of the London metropolitan

area. Image credit: Radisson

Together, Starwood Capital's purchase is comprised of one five-star option, the Radisson Blu Edwardian Hampshire Hotel. The remainder are four-star locations and include the Radisson Blu Edwardian Mercer Street Hotel; Radisson Blu Edwardian Bloomsbury Street Hotel; Radisson Blu Edwardian Berkshire Hotel; Radisson Blu Edwardian Kenilworth Hotel; Radisson Blu Edwardian Grafton Hotel; Radisson Blu Edwardian Vanderbilt Hotel; Radisson Blu Edwardian New Providence Wharf Hotel; Radisson Blu Edwardian Heathrow Hotel & Conference Centre and Radisson Blu Edwardian Sussex Hotel.

As a part of the agreement, the Edwardian Group will continue to own and operate The Londoner Hotel, The Edwardian Manchester and The May Fair Hotel, which is a Radisson collection member.

"Following the successful development of The Londoner and a period of strong trading across the portfolio, the sale represents an opportunity to refocus the group and position it for the next chapter of growth," said Inderneel Singh, CEO of Edwardian Group, in a statement.

"Our three landmark properties The Londoner, The May Fair Hotel, and The Edwardian Manchester each mark our continued commitment to invest in and deliver distinctive experiences for guests in high-end, purpose-built, city-centre hotels."

While Starwood Capital's eyes are set on the European market, others are following suit, with French hotel giant Accor set to debut a variety of projects across the continent this year ([see story](#)).

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