

PROJECT **HENDRICK**

For Sale by Private Treaty

The Hendrick Smithfield Dublin 7 Ireland

projecthendrick.ie



Introduction

On behalf of Dublin Loft Company, JLL has been appointed as selling agents for the newly constructed, high quality and modern 147 key guestroom Hendrick Smithfield, Ireland's first LEED Gold hotel.

- > Located right next to the LUAS line, just off Smithfield Square on Hendrick Street in trendy Dublin 7.
- > The hotel is run under a short term management agreement by Tifco Hotel Group and so can be directly operated and rebranded, if desired.
- > Purpose built and opened in May 2019, the Hendrick boasts ESG credentials such as rainwater harvesting, extensive PV Solar roof panels, LED lighting and the latest in energy efficient and climate conscious design.





ST. ENDRUP

Investment highlights

Brand new & purpose built in 2019, The Hendrick Smithfield is Ireland's first LEED Gold hotel

- > Located close to numerous leisure and business demand drivers, including Heuston Station, Ireland's largest train station, which links Dublin to the rest of provincial Ireland.
- > The hotel boasts 147 fully air-conditioned and modern guestrooms, comprising 82 doubles, 27 twins, 30 doubles with a bunk and 8 accessible rooms.
- > The hotel includes a generous open lobby layout at ground floor level, including the trendy Hendrick Bar, featuring bangin' cocktails and a popular outdoor terrace.
- > The business caters for strong leisure demand supported by the nearby Jameson Distillery and Guinness Storehouse, as well as strong corporate demand, including from the legal sector and Ireland's Four Courts Complex.



Key highlights

Highly accessible location, just off Smithfield Square



Brand new & purpose built hotel, opened in May 2019



147 modern keys which are expertly fitted out



Available with Freehold Title and comprising Ireland's only "Street Art" hotel



Stylish & popular open lobby concept including the trendy Hendrick Bar



Ranked #26 of 176 Dublin hotels¹



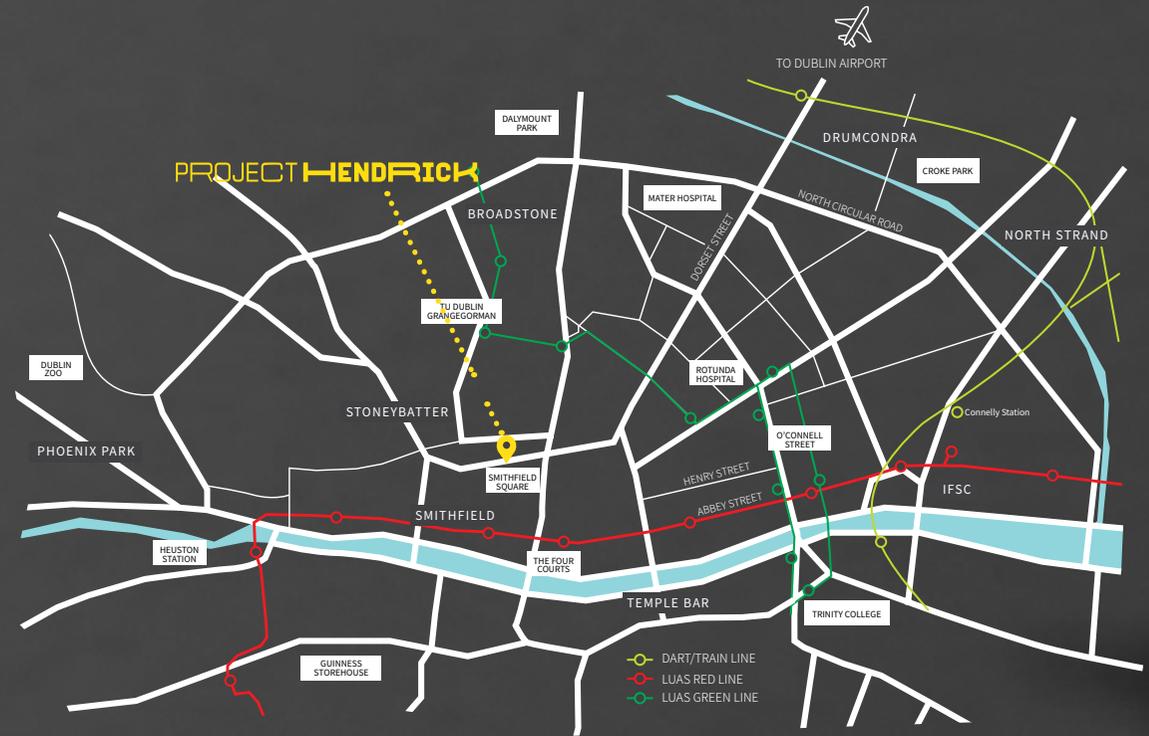
¹ According to TripAdvisor January 2022

➤ The Hendrick Smithfield is located just off Smithfield Square on Hendrick Street in trendy Dublin 7, from where it draws its name.

➤ This cobblestoned quarter of Dublin is a city centre neighbourhood renowned for Arts, Film, Entertainment and Theatre, as well as being home to the world-famous Jameson Distillery.

➤ There is significant redevelopment ongoing beside the hotel, with the Irish Distillers building and Haymarket House developments alone, delivering 300,000 sq.ft. of new Grade A office.

TO	DISTANCE FROM HOTEL
Smithfield Square	150m
Smithfield Luas Stop	200m
Jameson Distillery	225m
Four Courts Complex	500m
Temple Bar	1 km



Located in Smithfield, One of Dublin’s Coolest “Hoods”



A highly accessible location



St. Stephens Green

St. Patrick's Cathedral

Newmarket Square

Dublin Castle

Temple Bar

Christ Church Cathedral

Vicar Street Theatre

St Audoen's Church

The Four Courts

The Brazen Head

Fruit Markets

Digital Hub

LIV Student

Local Government House

Circuit Family Court

Bar Council of Ireland

The Kings Building

The Distillers Building

Haymarket House

Jameson Distillery

The Hendrick Smithfield

Smithfield Square

Lighthouse Cinema

Token

Luas Red Line

Cobblestone Pub



- > The Hendrick Smithfield comprises Ireland's only "street art" hotel, housing a unique and bespoke collection of over 250 pieces of street and contemporary art.
- > The hotel has been operational since May 2019 and is run under a short-term management agreement by Tifco Hotel Group.



A newly built high quality hotel



147 Stylish & Fully Air- Conditioned Guestrooms

> The hotel boasts 147 fully air-conditioned guestrooms, comprising 82 doubles, 27 twins, 30 doubles with a bunk and 8 accessible rooms. The business caters for strong leisure demand supported by the nearby Jameson Distillery and Guinness Storehouse, as well as strong corporate demand from Ireland's Four Courts Complex, home to the Supreme Court.

ROOM TYPE	# KEY	AVERAGE AREA (SQ M)
Double Room	82	12.6
Twin Room	27	12.8
Bunk Room	30	13.5
Accessible Room	8	13.2
Total	147	12.8



Popular open lobby layout at ground floor



- > The hotel includes a popular open lobby layout at ground floor level, including the trendy Hendrick Bar, featuring bangin' cocktails and a popular outdoor terrace.
- > Currently the F&B menu is limited, however with over 400,000 residents in the local neighbourhood, there is an opportunity to refocus on F&B spend and maximise internal and external F&B areas.



**Trendy
Hendrick
Bar, featuring
bangin'
cocktails**





Dublin City Centre reported an 84% Occupancy in 2019



- > Dublin is a highly attractive hotel investment location, supported by solid trading performance fundamentals.
- > Tourism demand was buoyed by record passenger traffic at Dublin Airport, which catered for a total of 32.9 million passengers during 2019, setting a new record.
- > The hotel market benefited from consistent and growing visitor numbers with a well-balanced mix of leisure and corporate demand, boosted by increased airport passenger arrivals, which grew +78% since between 2010–2019.
- > Hotel demand is further supported by numerous high-profile new entrants and expansions in Dublin's corporate occupier market, particularly amongst Tech and Pharma sectors. This has resulted in strong office and, consequently, corporate hotel demand.
- > Dublin has also recently experienced significant new infrastructure projects including Luas Cross City, a runway extension at Dublin Airport, and a planned underground Metro line connecting the airport and the city centre.

Dublin is a highly attractive hotel market



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