Nº11

11 Brunswick Street, Edinburgh, EH7 5JB

Stylish Georgian Boutique Hotel in Central Edinburgh

Freehold of whole now available

CHRISTIE & CO

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Investment Highlights

- Close to St James Quarter and historic central Edinburgh
- #2 Best Hotel Market in UK
- 19 letting rooms of an excellent standard – well suited to high-end leisure segment. Expansion planned to 24 rooms.
- Application submitted for 5 additional rooms within existing building
- Strong profitable business with established team
- Freehold of whole now in place
- Retirement sale

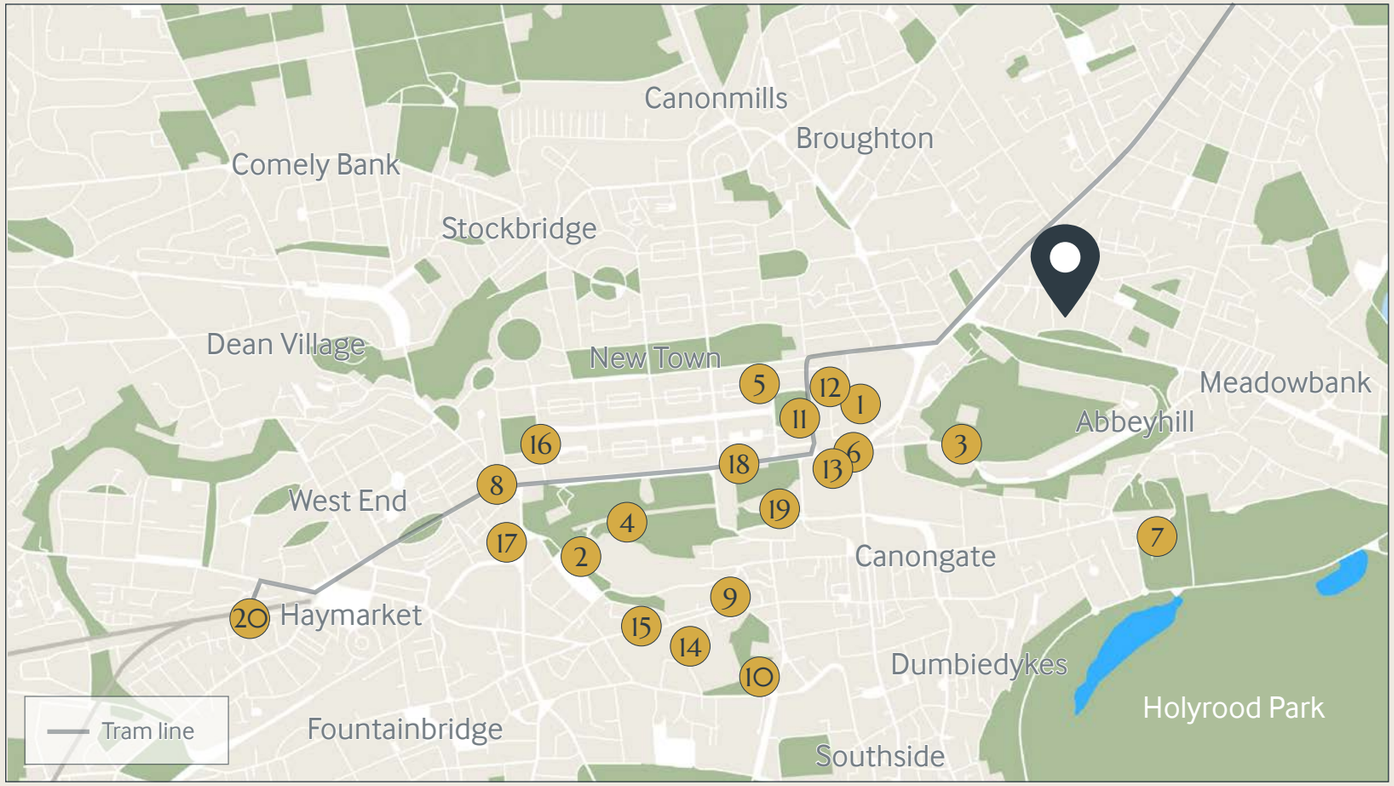
Location

Nestled in the heart of vibrant Edinburgh this boutique hotel offers an unparalleled location for both leisure and business travellers. Situated just a short walk away (or four minutes by taxi) from the iconic St James Quarter as well as Calton Hill, The Playhouse and Omni Centre.

In addition to the wealth of New Town attractions No11 is equally accessible for the Old Town with its historic Royal Mile and Edinburgh Castle. Guests can immerse themselves in the rich cultural tapestry of the city, with iconic landmarks such as Edinburgh Castle and Holyrood Palace within easy reach. The hotel is thus conveniently close to the city's premier luxury shopping districts, fine dining restaurants, and lively entertainment venues, ensuring that every stay is filled with memorable experiences encouraging return visits.

With excellent transport links, including proximity to Waverley Station, the Tram Network, Edinburgh Airport and major road routes, this property provides seamless connectivity to the rest of the UK and beyond.

Experience the perfect blend of historic charm and modern luxury in one of the world's most visited cities with its strong year-round appeal bolstered by the globally renowned Edinburgh Festival and Royal Military Tattoo as well as International Rugby at Murrayfield Stadium and two Scottish Premiership football clubs.



	No11	7	Holyrood Palace & Scottish Parliament	14	Virgin Hotel
1	St James Quarter	8	Johnnie Walker Experience	15	The Witchery
2	Edinburgh Castle	9	St Giles Cathedral	16	Kimpton, Charlotte Square
3	Calton Hill	10	National Museum of Scotland	17	The Caledonian
4	Princes Street Gardens	11	St Andrew Square	18	Jenners Development
5	National Portrait Gallery of Scotland	12	W Hotel	19	Edinburgh Waverley Station
6	Royal Mile	13	Balmoral Hotel	20	Haymarket Station



Key Statistics (City of Edinburgh)



4.98 million

total overnight trips by international and domestic visitors in 2023



20.35 million

total nights spent in accommodations by international and domestic visitors in 2023



£2,244 million

total spend by international and domestic visitors in 2023



£450

average overnight visitor spend in 2023

5.8

Average international visitor stay

5.8 nights versus 2.6 nights per domestic visitor

%

2023 international visits

now 8% above 2019 but with a 25% increase in expenditure

History

The current owners have operated No11 since 2012 and acquired the adjoining townhouse to expand the successful hotel operation, taking it to its current format of 19 bedrooms.



The additional townhouse was fully integrated with the existing operation with all 19 rooms coming on stream in 2023 having traded with 16 in 2021/2022. During the development the whole hotel benefitted from a recent refurbishment to suit the luxury leisure /business segment the hotel attracts.

Commissioned by the renowned Scottish architect William Playfair, No11 was completed in 1822. The building highlights some of the finest features of the Georgian era. Due to the soaring cost of stone and the quarries becoming exhausted, only six of these houses were built and they were to become the last of the Georgian New Town.

The first owner was Lady Francis Erskine, the eldest daughter of the Earl of Mar. Upon her death in 1836 the house changed hands with a succession of ministers of the Church of Scotland living on the premises. In 1930 it was turned into the Black Watch club for veterans of the oldest kilted regiment of the British Army, dating back to 1725. The extensive damage to the tiles in the entrance hall is believed to have been caused by the habit of soldiers rolling beer barrels in through the main entrance and into the bar. In 1991 after 60 years as a regimental club, the building was turned into a hotel.



Property Description



Letting Accommodation

No11 comprises two adjoining Georgian townhouses having their own stairwell with the ground floor providing:

- Entrance Hall and Staircase
- Brasserie Restaurant and Kitchen – trades with an excellent reputation albeit the business is now firmly accommodation focused
- Residents Lounge – a beautiful private space formed from the principal room of the second townhouse
- Private Garden - accessed from the lower ground floor





The en suite bedrooms are located on the remaining floors:

Lower Ground Floor

- 2 Minis Suites with garden /courtyard view
- 2 Executive Doubles
- 2 Doubles

Ground Floor

- 1 Executive Double
- 1 Double

First Floor

- 4 Georgian Suites
- 1 City Double

Second Floor

- 1 Georgian Suite
- 1 Mini Suite
- 2 Executive Doubles
- 1 Double
- 1 Small Double





Trading

The property previously traded successfully as a 10-bedroom hotel and this profitability has increased significantly with the addition of nine extra rooms.

A trading summary will be provided on completion of a Non-Disclosure Agreement (NDA) to suitably qualified parties which includes the requirement to show suitable funding availability.

The potential addition of 5 extra rooms would add significantly to the already very successful trading profitability within a very short timescale given the strength of the Edinburgh lodging market.





Tenure

Full freehold now available.



Additional Information

Staff

The hotel benefits from an existing stable team and further details of staffing structure can be provided on request.

Staff would transfer with the business in the usual way under TUPE legislation.

Services

All mains services are available.

Business Rates:

The Rateable Value as of 2026 is £120,000. Confirmation of actual rates payable can be obtained from the local Authority.

Energy Performance Certificate:

Current Rating G

A copy of the EPC is provided in the Data Room.

Transaction Structure

The sale will be an asset sale with the property and business sold as a going concern.



Contact

No direct approach may be made to the business. For an appointment to view, or for further information, please contact:



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CONDITIONS OF CHRISTIE & CO

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DUE DILIGENCE CHECKS

The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 came into force on 26 June 2017. This now requires us to conduct due diligence on property purchasers. Once an offer has been accepted, the prospective purchaser(s) will need to provide, as a minimum, proof of identity and residential address; if the purchaser is a company or other legal entity, then any person owning more than 25% must provide the same.

Please note, all images used in this Information Memorandum is for design intent only.

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