



Princes Dock. *Hotel Opportunity.*

MAKE YOUR LANDMARK
ON LIVERPOOL'S ICONIC
WATERFRONT AT **PRINCES DOCK**,
LIVERPOOL WATERS.





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LIVERPOOL WATERS VISION

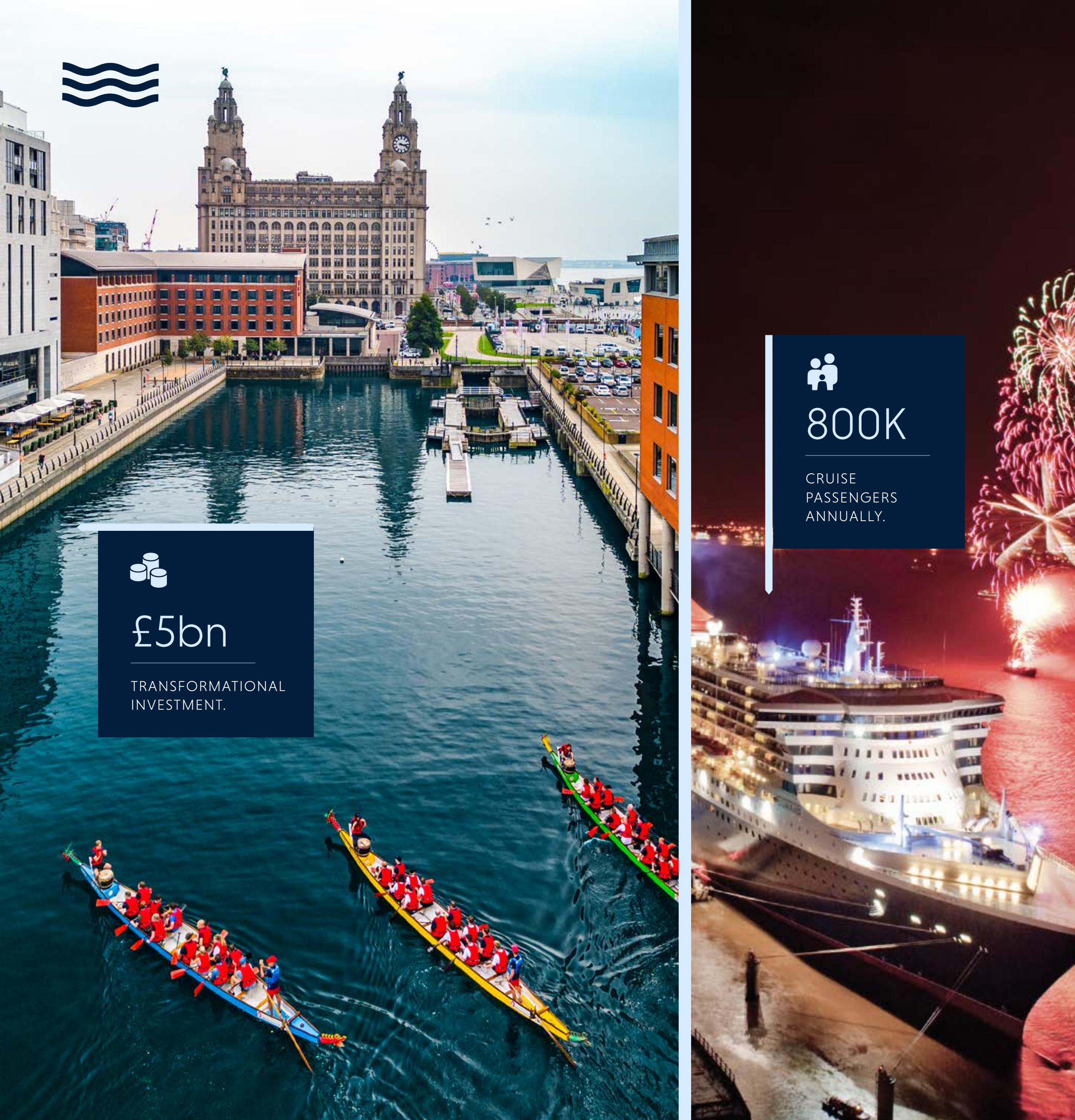
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ESG / COMMUNITY

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PARTNERING WITH PEEL WATERS





Executive Summary.

Peel Waters invites visionary developers and investors to shape a new chapter in Liverpool's hospitality landscape - with a rare opportunity to create a distinctive lifestyle hotel at Princes Dock, Liverpool Waters.

Set within a vibrant waterfront neighbourhood, this prime site is filled with possibility. It's where design meets culture, and where connectivity flows seamlessly into experience. Positioned between the new Isle of Man Ferry Terminal and the international Cruise Liner Terminal – both welcoming over **800,000 visitors** annually – the hotel site is perfectly placed to capture the energy of Liverpool's evolving waterfront.

With over **£5 billion** of investment transforming the northern docks, Liverpool Waters is redefining what it means to live, work, and stay in the city. From the nearby Everton Stadium to the legendary 'Three Graces', and the creative heartbeat of the city

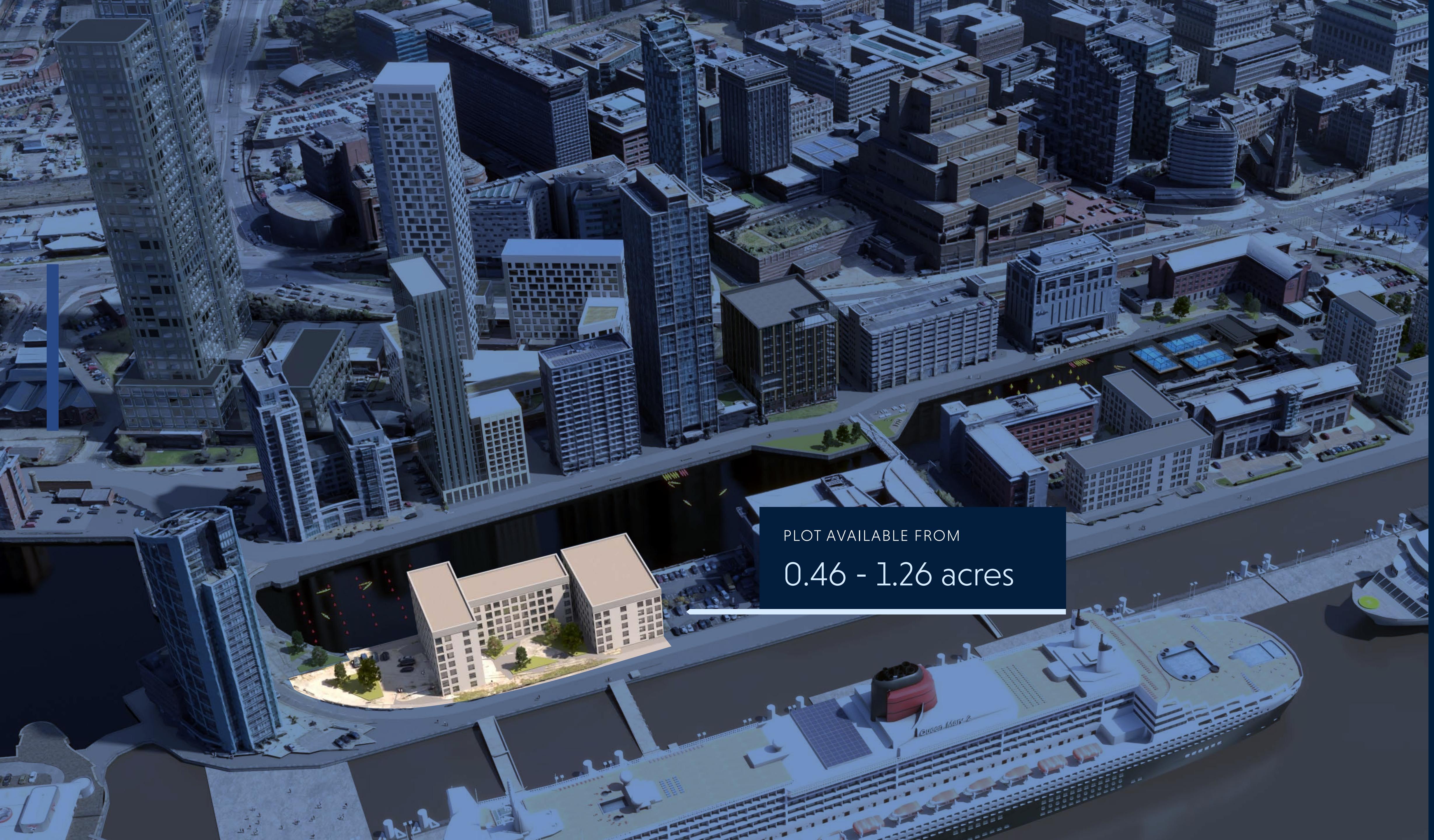
centre, this location offers guests a front-row seat to Liverpool's most iconic moments.

This is more than a development site – it's an invitation to create an immersive, design-led hospitality experience that reflects the spirit of the city. With flexible development options, strong market fundamentals, and a supportive planning environment, the stage is set for a hotel concept that moves with the rhythm of Liverpool's future.

Join us in delivering a hotel that doesn't just welcome guests – it connects them to the pulse of the waterfront, the culture of the city, and the stories waiting to be discovered.

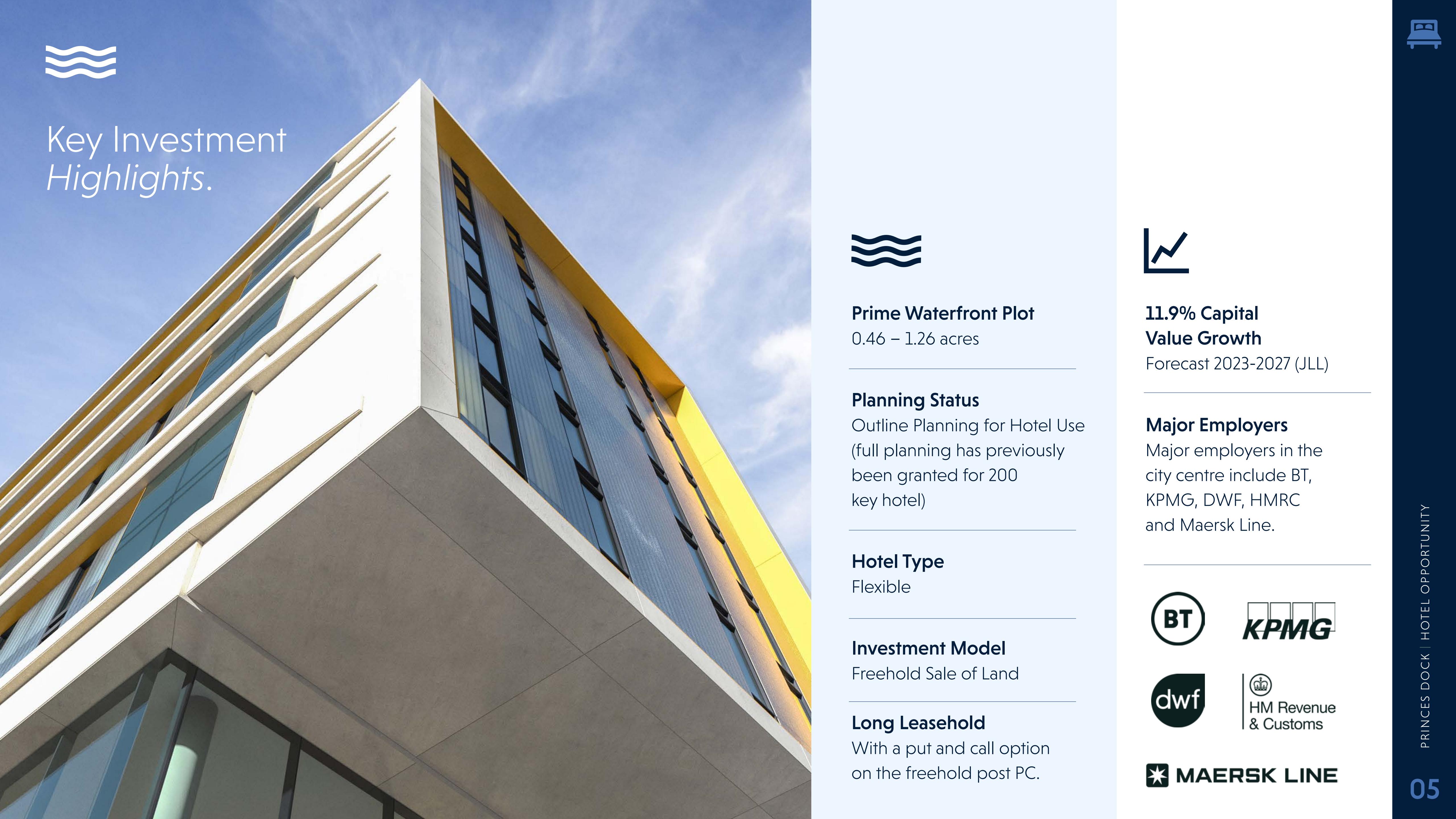
PRINCES DOCK | HOTEL OPPORTUNITY

03



PLOT AVAILABLE FROM

0.46 - 1.26 acres



Key Investment Highlights.



Prime Waterfront Plot

0.46 – 1.26 acres

Planning Status

Outline Planning for Hotel Use
(full planning has previously
been granted for 200
key hotel)

Hotel Type

Flexible

Investment Model

Freehold Sale of Land

Long Leasehold

With a put and call option
on the freehold post PC.



11.9% Capital Value Growth

Forecast 2023-2027 (JLL)

Major Employers

Major employers in the city centre include BT, KPMG, DWF, HMRC and Maersk Line.





Masterplan

Total Site

0.88 acres

A07 North

0.46 acres

A07 South

0.42 acres



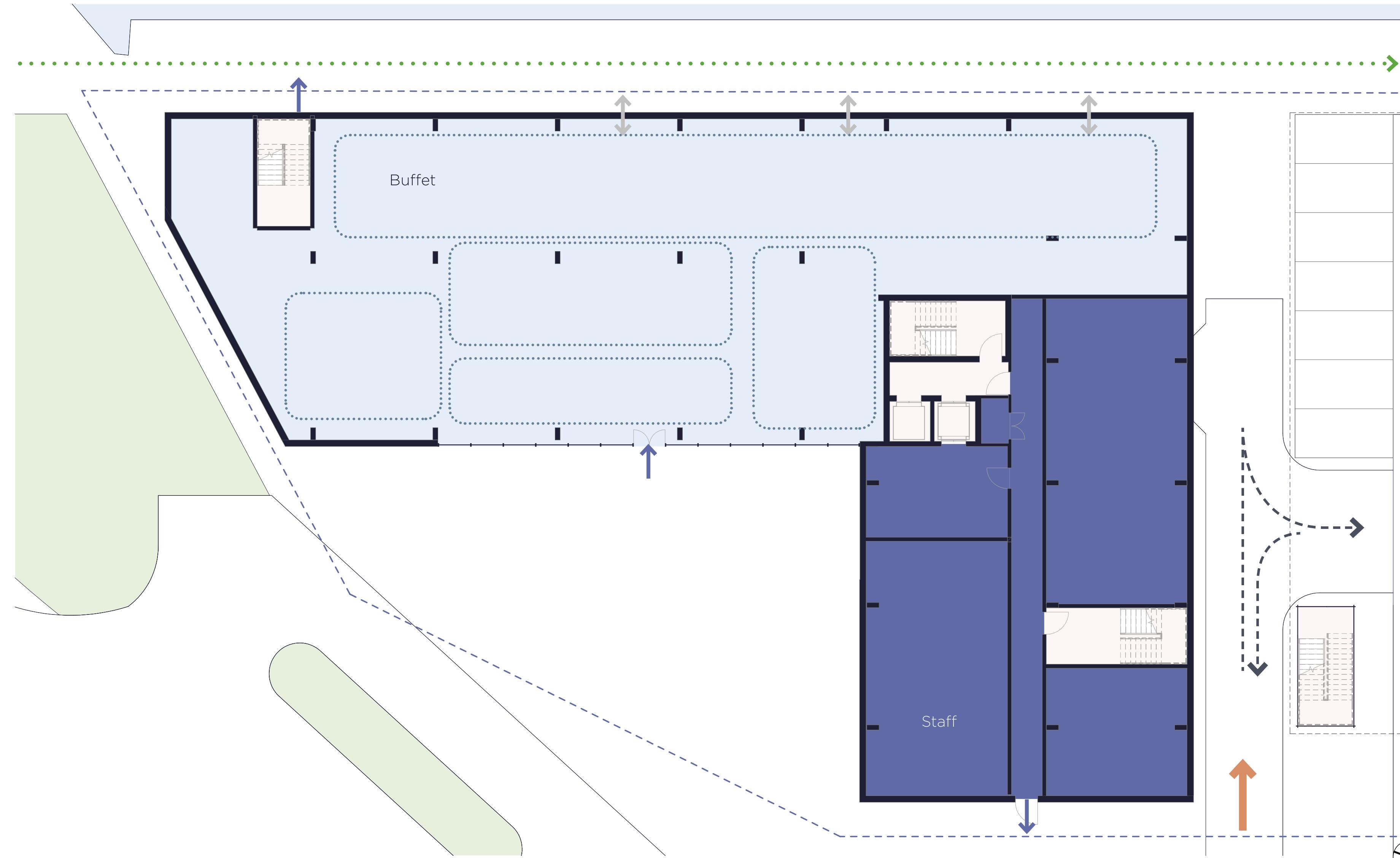


Indicative floor plans.

Ground Floor.

Key

- FOH Areas
- BOH Areas
- Circulation
- FOH Circulation
- Access & Escape Routes
- Vehicle Route





Typical Floor.

Option 1

7 Levels

252 Guest Rooms

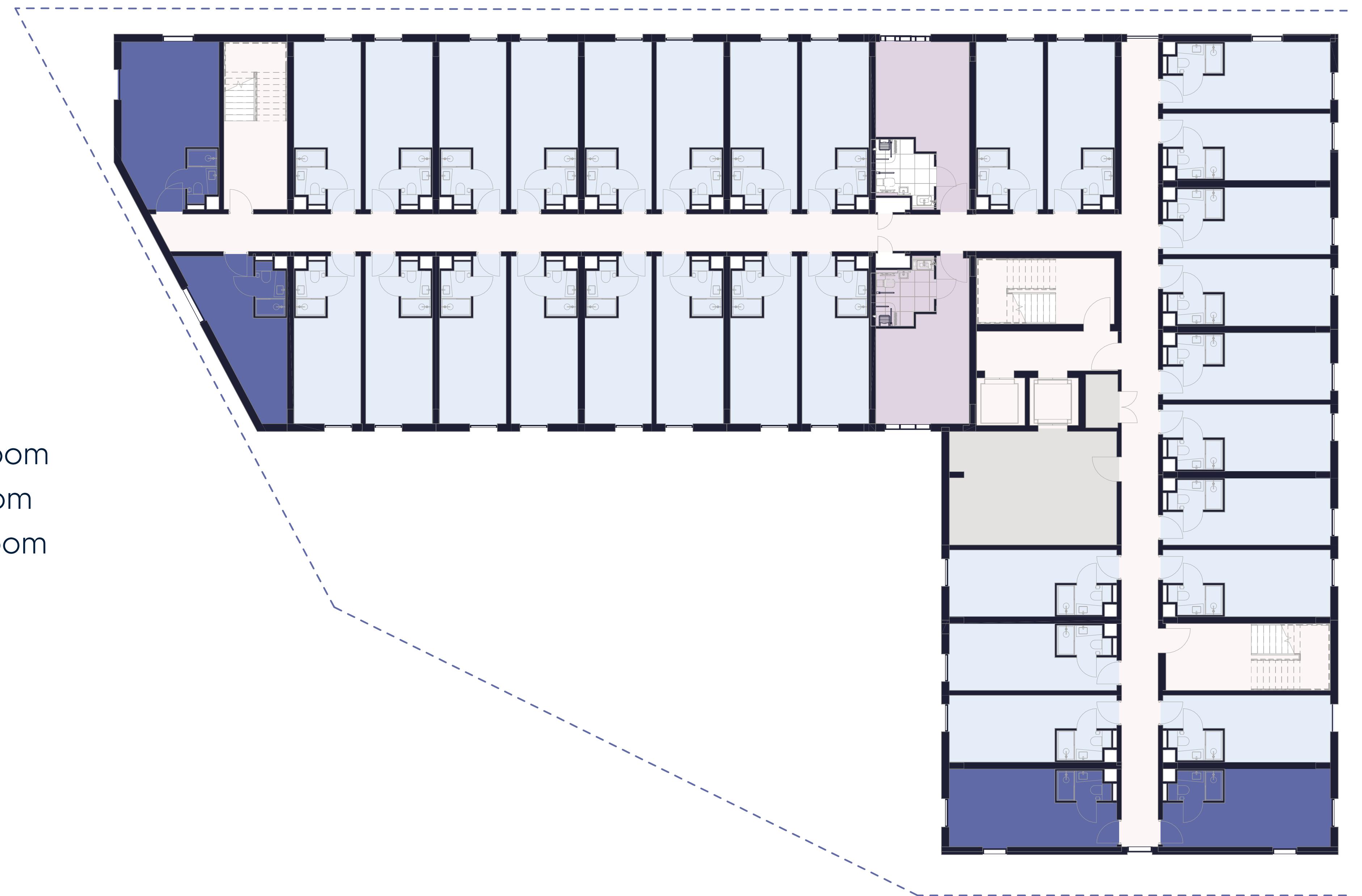
83% Standard GuestRoom

11% Superior Guestroom

6% Accessible Guestroom

Key

- Standard Room
- Superior Room
- Accessible Room
- Circulation
- BOH



Indicative floor plans.





Indicative floor plans.



Typical Floor.

Option 2

7 Levels

224 Guest Rooms

81% Standard GuestRoom

13% Superior Guestroom

6% Accessible Guestroom

Key

- Standard Room
- Superior Room
- Accessible Room
- Circulation
- BOH





Market Potential A City That Delivers.

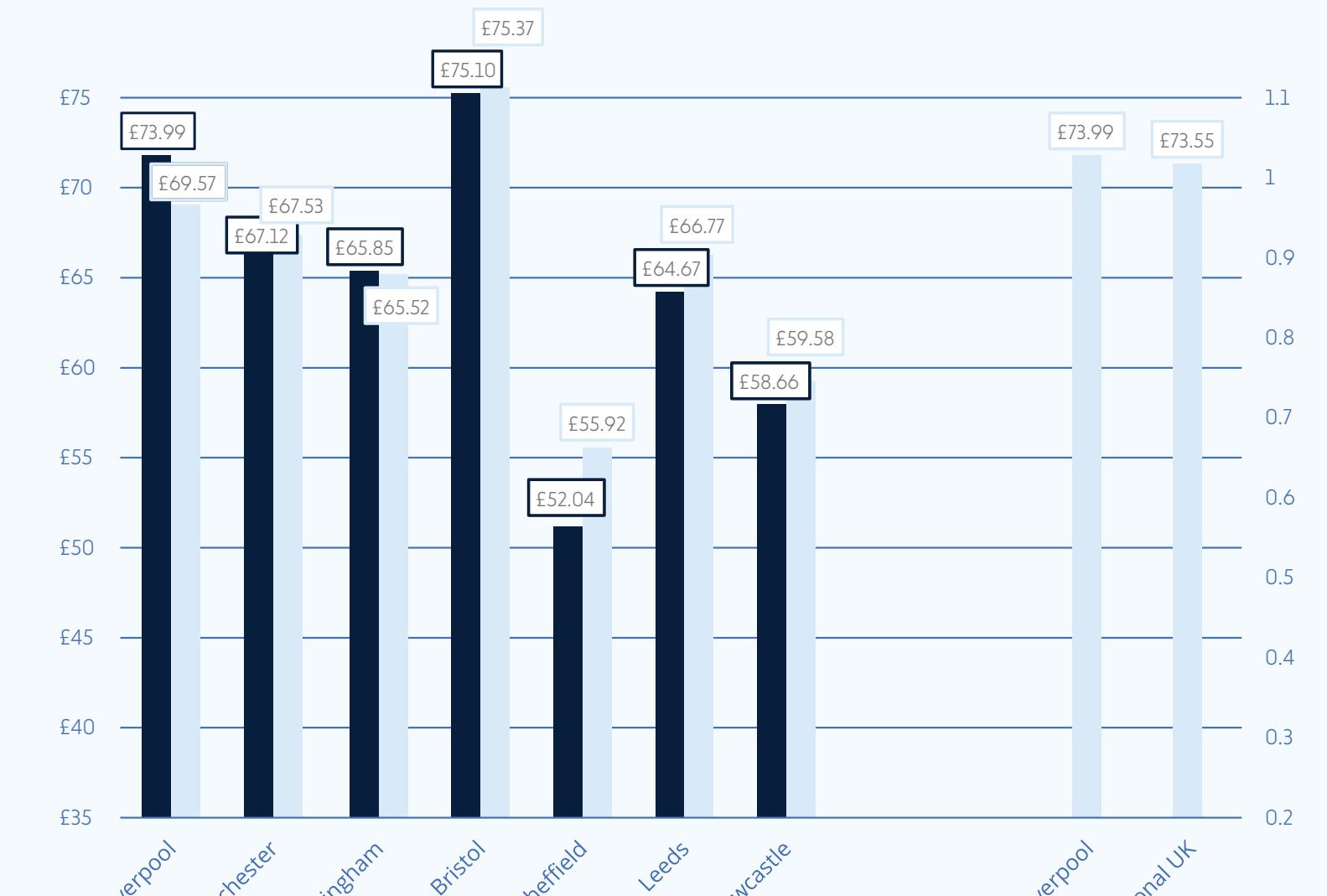
Liverpool's hotel market is not just resilient - it's outperforming. With a balanced mix of leisure, corporate, and event-driven demand, the city offers year-round stability and strong revenue potential for operators and investors.

Highest RevPAR among regional UK cities:

- One of the highest RevPar performances amongst UK regional cities
- £71.02 (June YTD 2025)
- Occupancy rates at **~76%** in 2024, reflecting consistent demand across seasons
- RevPAR up **17%** compared to pre-pandemic levels, showing robust recovery and rate growth
- ADR and RevPAR continue to climb, driven by Liverpool's expanding visitor economy and premium event calendar

Why It Matters for Investors

- A hotel market with year-round demand, not just seasonal spikes
- Strong performance metrics signal pricing power and operational confidence
- A city with a proven ability to attract high-value visitors, from cruise passengers to conference delegates and cultural tourists
- Liverpool's hotel sector is primed for growth, offering developers a rare chance to enter a market that combines stability, scalability, and standout returns.





Princes Docks: Experience the Neighbourhood.



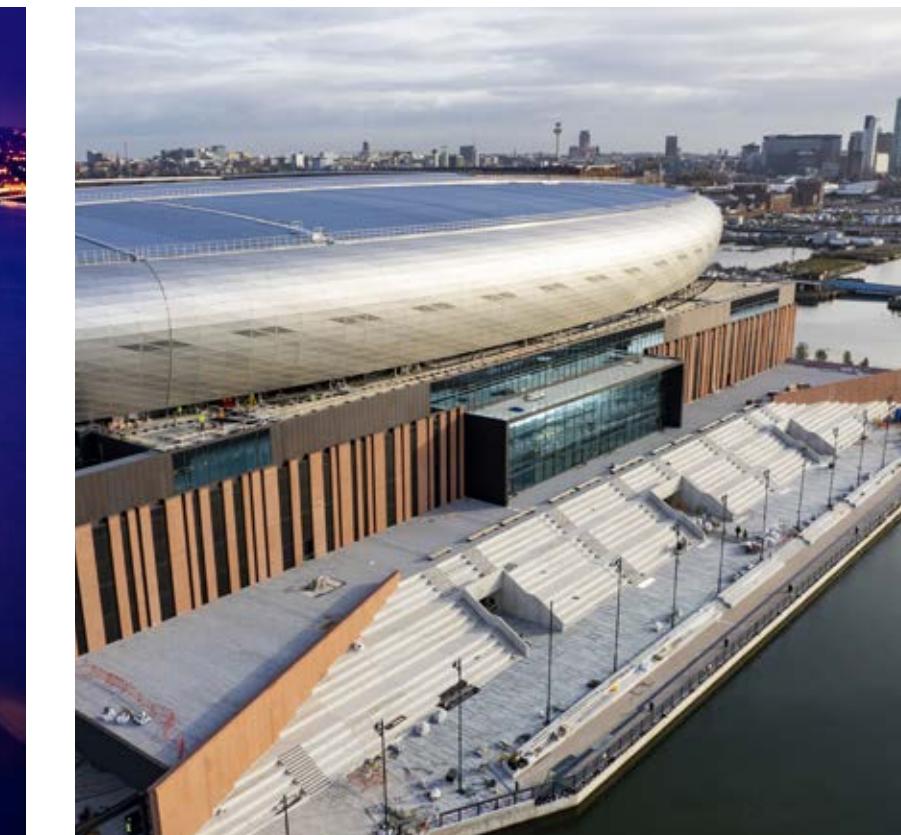
Hotel Opportunity



Princes Docks: Experience the Neighbourhood.



Liverpool Cruise Terminal



Hill Dickinson Stadium



Liverpool ONE

Unrivalled Waterfront Views

With panoramic views across the River Mersey and Liverpool's world-famous "Three Graces", it's a setting that inspires design-led hospitality and unforgettable guest experiences.

Cruise Tourism on the Doorstep

Directly adjacent to the Liverpool Cruise Terminal, welcoming over **117 cruise ships** and **200,000+ passengers** annually. With an economic impact of **£15–20 million**, it's the perfect spot for pre- and post-cruise stays.

Gateway to the Isle of Man

Just steps away, the new **£70 million** Isle of Man Ferry Terminal brings **600,000 passengers** a year – an untapped market for overnight stays, short breaks, and leisure-led experiences.

Steps from Liverpool ONE

One of the UK's leading open-air retail destinations, Liverpool ONE attracts over **22 million visitors annually**. With flagship stores, restaurants, cinemas, and cultural events, it's ideal for lifestyle-driven guests.

A City That Lives for Music & Events

From The Beatles to waterfront festivals, Liverpool's cultural heartbeat draws millions. It's a city built for immersive experiences – a perfect match for hotels that blend hospitality with culture.

Walkable Urban Connectivity

Adjacent to Liverpool's Commercial District, offering seamless access to shopping, dining, nightlife, and cultural landmarks – all within easy reach.



Isle of Man Ferry Terminal

Wyld Sauna

Plugged into the Region

With direct rail links to London and Manchester, and two international airports within a 45-minute drive, the site is perfectly placed for both business and leisure travellers.

Next to a Premier League Powerhouse

One of the closest hotels and a short walk from Everton's new **52,888-capacity stadium**, bringing year-round footfall from fans, events, and international visitors. With an estimated 1.4 million visitors per year.

Built on a Thriving Ecosystem

Supported by strong infrastructure, a growing visitor economy, and Liverpool's global reputation for music, sport, and culture – this is a location where lifestyle brands can thrive.

PRINCES DOCK | HOTEL OPPORTUNITY

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Liverpool: A City That Works.



£6.25bn

ANNUAL VISITOR
ECONOMY



Liverpool is a bold, youthful, and globally connected city; where culture, commerce, and creativity converge. It's a place that doesn't just attract visitors, it inspires them to stay, invest, and return.

A Tourism Powerhouse

- £6.25 billion annual visitor economy - up 21% year-on-year¹
- 60.3 million visitors in 2023, including 6 million overnight stays - the highest since 2017²
- £2.4 billion spend by staying visitors - up 17% from the previous year³
- Eurovision 2023 alone generated £65.9 million and continues to drive repeat visits and global recognition⁴
- Forecasted capital growth of 11.9% and rental growth of 15.9% (2023–2027)



A Magnet for Talent & Growth

- 60,000+ students across major universities, fuelling innovation and hospitality talent
- Ranked #1 UK large city break destination
- Home to major employers: KPMG, HMRC, DWF, Princes, Maersk Line and Sony

A City of Culture & Events

- UNESCO City of Music, home of The Beatles and a thriving live music scene
- Hosts world-class events: Eurovision, The Open, Grand National, Radio 1's Big Weekend, and more
- Liverpool ONE retail and leisure destination has welcomed 390 million visitors since opening, contributing £4.1 billion GVA⁵

A City on the Rise

- Forecasted capital growth of 11.9% and rental growth of 15.9% (2023–2027)

^{1,2,3} Tourism generates over £6bn for Liverpool City Region economy

⁴ One Year On: Liverpool's Eurovision Legacy Delivers £11.1m Boost and Reinforces City Region's Global Standing

⁵ IN NUMBERS | The impact of 15 years of Liverpool ONE - Place North West





Liverpool Waters: Future-Proofing Your Investment.



Liverpool Waters is a **30-year, 150-acre regeneration project** transforming historic docklands into a thriving, mixed-use waterfront district. Stretching along Liverpool's iconic and internationally recognised waterfront, it connects the city's commercial business district with the city centre - making it one of the most sought-after locations in the UK.

For hotel operators, this means being part of a place that's not only moving forward - but built to last.

- Five neighbourhoods planned, with over **2,000** homes delivered and **600** more underway.
- Office and hotel spaces already occupied, with active communities driving ongoing demand.
- A dynamic business network - over **2,000** people work within Princes Dock.

Princes Dock

Princes Dock is more than a location; it's a neighbourhood alive with new ideas and everyday moments. From the UK's first public floating sauna to sweeping waterfront views, it's a place that invites people to wander, stay, and belong.

As part of Liverpool Waters, it offers seamless access to the city's commercial pulse and the calm of the waterfront - creating a unique setting for next-level living and hospitality.



406
RESIDENTIAL
UNITS WITHIN
CENTRAL SEVEN.

2350
NEW HOMES IN
CENTRAL DOCKS.

10%
OF THE AREA
DEDICATED TO
GREEN SPACE.

5 acre
PARK

Central Docks Overview.

Central Docks is now underway - a major new 26-acre neighbourhood just north of Princes Dock. This vibrant destination will bring 2,350 homes, alongside workspaces, leisure, and a 5-acre Central Park. With green public spaces and a mix of amenities, it's designed to welcome both residents and visitors into a new rhythm of city life.

Set within a dynamic waterfront neighbourhood, Central Docks is the residential and leisure core of Liverpool Waters - a place where people, purpose and potential converge. With over **10% of the area dedicated to green space**, the neighbourhood offers a compelling blend of **urban energy and natural serenity**.



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Northern Docks Overview.

Northern Docks, including the new £500m Everton FC Stadium at Bramley Moore Dock, will be a truly unique neighbourhood.

As the most northern part of Liverpool Waters, the stadium marks the end of the site with a truly world class facility.

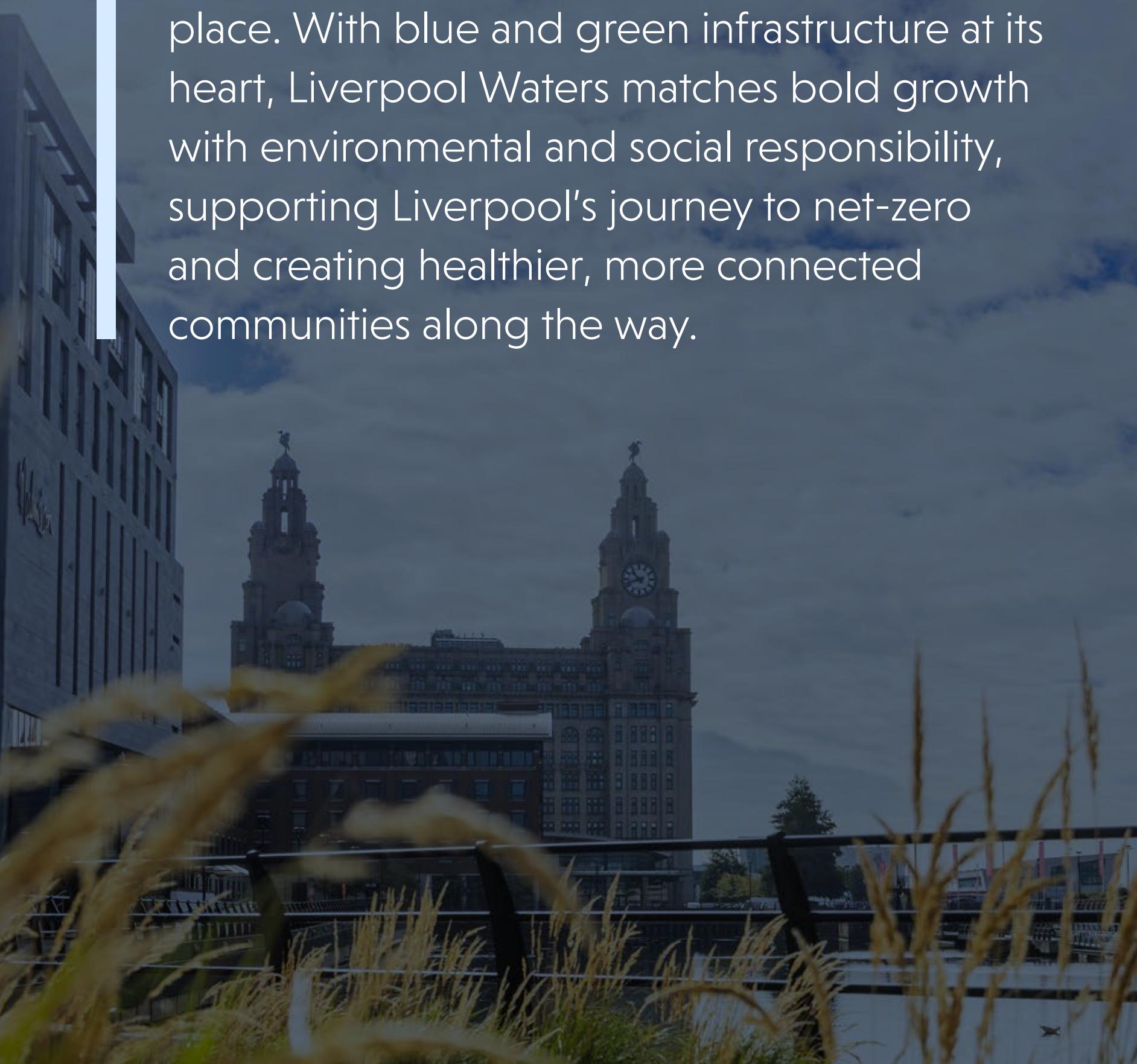
The largest single-site private sector development in the UK will contribute an estimated **£1.3bn** to the UK economy, create more than **15,000 jobs** and attract **1.4m** visitors to the Liverpool City Region, annually.

Over **£250m** has been spent through the local supply chain, creating opportunities for local businesses, alongside **£32m** worth of income for local families working on the new stadium.



Part of Something Greater: Sustainability at the Core of Liverpool Waters.

At Liverpool Waters, sustainability is woven into every decision, every street, park, and place. With blue and green infrastructure at its heart, Liverpool Waters matches bold growth with environmental and social responsibility, supporting Liverpool's journey to net-zero and creating healthier, more connected communities along the way.



Our ambitions envision thoughtfully developed homes, public parks, commercial spaces, and walking routes spanning 150 acres, with climate action, wellbeing, and inclusive growth in mind, **aligning with the UN Sustainable Development Goals** and the national climate agenda.

A Climate-Ready Destination

Net Zero by 2040

Energy-efficient design and smart building technologies help reduce consumption and align with future climate goals - supporting long-term value for investors, developers and residents.

Low-Carbon Heating

The **District Heat Network** located within Liverpool Waters delivers reliable, low-carbon energy. It's future-proofed infrastructure that helps developers cut costs and meet sustainability targets.

Greener, Healthier Living

Blue & Green Infrastructure

A two acre park brings nature to the water's edge - boosting biodiversity, improving air quality, and offering guests a peaceful escape in the flow of city life.

Walkable & Cyclable

Interconnected walking and cycling routes encourage low-impact lifestyles and reduce car dependency - ideal for eco-conscious travellers.

Liverpool was ranked as the 12th most walkable city in the world [Insider Monkey].

Empowering Local Talent

The City of Liverpool College Construction Hub at Liverpool Waters is equipping local people with skills and access to apprenticeships - building a workforce that reflects the community it serves.



A Vision for Inclusive Growth

Spanning 150 acres, Liverpool Waters is designed to integrate homes, public parks, commercial spaces, and leisure destinations. This project supports many of the UN Sustainable Development Goals, the national climate agenda, and a future where development plays a meaningful role in shaping inclusive, sustainable cities.





Partnering with Peel Waters.

Peel Waters isn't just offering a site - it's offering a legacy of transformation.

Partner with Experience. Build with Vision.

With over 50 years of waterside regeneration expertise, including landmark destinations like MediaCityUK in Manchester and Liverpool Waters, Peel Waters brings unmatched credibility, vision, and delivery capability to every project.

Why Partner with Peel Waters?

Proven Track Record

From concept to completion, Peel Waters delivers. Our developments are known for their long-term success, operational excellence, and placemaking impact.

Sustainability at the Core

Every project is aligned with ESG principles, integrating climate-conscious design, low-carbon infrastructure, and community wellbeing - ensuring your hotel meets the expectations of tomorrow's guests.

Long-Term Value Creation

We don't just build places - we grow them. Peel Waters developments are designed for enduring value, with ongoing investment in neighbourhood vibrancy, infrastructure, and connectivity.

Partnership

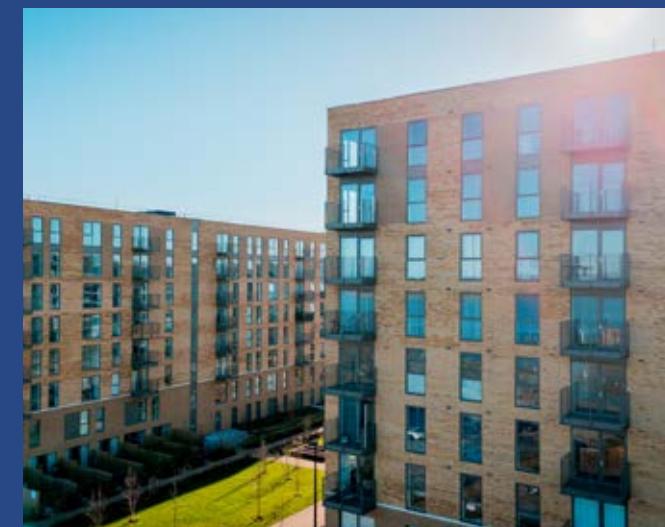
At Liverpool Waters, Princes Dock, you're not just investing in a plot - you're joining forces with a partner who understands what makes a hotel thrive. Together, we'll create a destination that's as commercially successful as it is culturally significant.



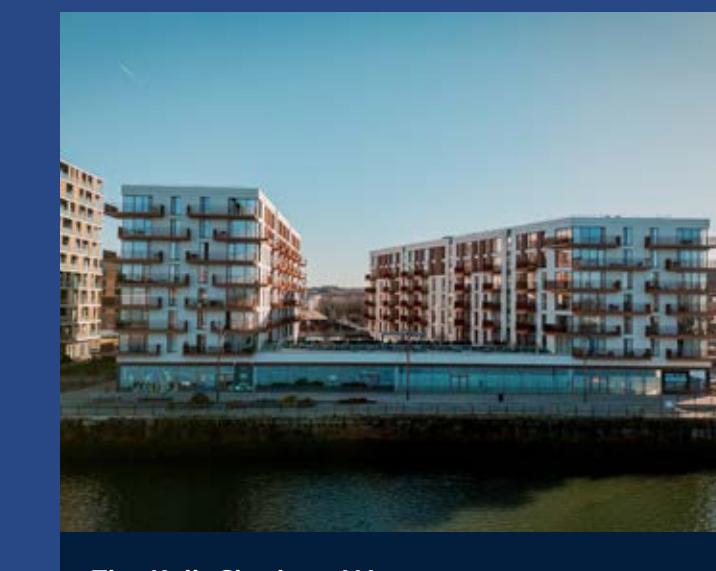
Millers Quay, Wirral Waters



Red Bridge Quay Phase 1, Wirral Waters



Cavalier Court, Chatham Waters



The Kell, Chatham Waters



Plaza 1821, Liverpool Waters



Trafford Waters



No.1, MediaCity



Glasgow Waters



Manchester Waters

In Collaboration With:

[Liverpool Waters](#) - Moda, Starlight, Redwing & X1 Developments

[Millers Quay](#) - John Graham Construction Ltd

[Red Bridge Quay](#) - Urban Splash (Modular)

[Cavalier Court, Chatham Waters](#) - O'Halloran and O'Brien

[The Kell](#) - Russells WBHO Construction and Long Harbour

[Plaza 1821](#) - Vermont Construction and The Regenda Group

[No.1, MediaCity](#) - Lend Lease

Discover our wider
UK portfolio or follow
the journey on:



Contact.

Chris Capes

Development Director
Liverpool Waters
CCapes@peel.co.uk
07918 664 897

Chris Foran

Senior Project Manager
Liverpool Waters
CForan@peel.co.uk
07443 187 245

Liza Marco

Senior Asset Manager
Liverpool Waters
LMarco@peel.co.uk
07824 322 331

Marc Finney

Head of Hotels & Resorts
Consulting Colliers
Marc.Finney@colliers.com
+44 20 7344 6601
+44 7825 602797



liverpoolwaters.co.uk