



VILLAGE HOTELS¹ **HALF YEAR UPDATE FOR THE PERIOD ENDED 30TH JUNE 2023**

Overall, the Business has enjoyed a fantastic performance in the first half of the year and is anticipating this strong trading to continue throughout the remainder of 2023, in spite of the headwinds faced by the industry and the wider economy.

Lee Gaskell, Village Hotels' Group Financial Controller, commented:

“As at June 2023 the Business has surpassed all of its comparable metrics (2019, 2022 and Budget) and is looking forward to a strong performance throughout the remainder of 2023. The strategic decisions made during the pandemic, particularly in terms of cost rationalisation and zero base cost forecasting continue to enhance the profitability of the Business.

A robust Rooms performance continued with the strengthening of corporate and group bookings. Average Daily Rates, effectively the average room price per night, across the market remained buoyant despite fluctuations in market demand, as the industry as a whole sought to counteract rising costs. The Business continued to outperform the market.

The performance of Meetings and Events, a service which ranges from hosting corporate meetings to weddings, proved to be buoyant in the first half of the year, with the upside driven by B2B (Business to Business) meetings and sporting groups. Meeting lead times still remain short but attendee numbers are increasing as the year progresses. The Business also has a high number of consumer event bookings across the half year.

Village Hotels' Health & Wellbeing Clubs reported a group-wide membership count of circa 123,000 as at the mid-year, an increase of approximately 11,000 against the prior year. This has translated to a strong performance at a financial level, ahead of all comparable metrics.”

Outlook

The outlook for the remainder of the year looks very positive with the Business expected to exceed its performance in 2019, 2022 and Budget both in terms of Revenue and EBITDA. The Business is continuing to leverage its use of first-class technology to drive efficiencies, insights, customer experience and growth. Village Hotels is an ambitious business focussed on accelerating its growth, which it will look to achieve through expanding its portfolio, strengthening its platform capabilities, improving its profitability and enhancing overall shareholder value.

¹ Village Hotels is the trading name of VUR Village Holdings (UK) Limited (Company no. 09281964)