



## **VILLAGE HOTELS<sup>1</sup>**

### **HALF YEAR UPDATE FOR THE PERIOD ENDED 30TH JUNE 2025**

Village Hotels continue to perform well with strong outperformance against the market, with overall revenue increasing significantly compared to the prior year despite challenging conditions in the first half of the year. This performance reflects the strength of our multi-faceted business model, which combines Accommodation, Health & Fitness, Pub & Grill (Restaurant and Bar Concept), Starbucks, and VWorks our flexible working spaces. Our experiential-led offer provides customers with a broad range of facilities, driving loyalty to the brand.

#### **Comment section**

##### **Matt Ward, Village Hotels' Chief Financial Officer, commented:**

"Village delivered a solid performance across all areas in the first half, with customers continuing to see real value in our broad proposition.

Accommodation gained further market share, with both Occupancy and ADR increasing year-on-year. Our ambitious investment programme included a series of refurbishments and the launch of our hotel extension strategy with the first to 48 Bedroom extension set to open early in 2026.

Our Health & Fitness Clubs continued to perform strongly, reporting double-digit growth and membership rising to 138,000. Investment in expanded gyms, new equipment, Reformer Pilates studios, and cold recovery facilities is delivering state-of-the-art facilities and great value for members. Food & Beverage (Pub & Grill / Starbucks) also delivered growth, supported by the rising membership base and strong accommodation performance.

While economic pressures and cost headwinds remain, our experiential-led 'everything under one roof' proposition is clearly resonating with customers, as reflected in our strong revenue performance."

#### **Outlook**

The acquisition of Village Hotels by funds managed by Blackstone Real Estate ("Blackstone") in June 2024 has been highly successful, with a clear focus on building scale and strengthening the brand. The first new hotel under Blackstone's ownership, Village Hotel Reading, will open in late 2025, followed by Village Hotel Sheffield in summer 2026. Further strategic investments are underway across the portfolio, including hotel extensions, health and wellbeing innovations such as Padel Courts and Reformer Pilates studios, and new F&B experiences such as interactive darts.

Alongside this, the business continues to harness best-in-class technology to drive efficiency, insights, and customer experience, with a market-leading CRM and customer engagement platform due to go live by the end of 2025.

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<sup>1</sup> Village Hotels is the trading name of Relay Bidco Limited (Company no. 15768601)

