

WATERGATE BAY

HOTEL



OUR BUSINESS

ANOTHER PLACE



BEACH

RETREATS



A wide-angle photograph of a beach at low tide. The ocean is in the background with several waves breaking. In the foreground, five children are playing on the wet sand. The scene is captured in a cinematic style with soft lighting, possibly during the golden hour. The text 'OUR BRAND STORY' is centered over the middle of the image.

OUR BRAND STORY



A scenic beach scene with people on rocks and feet in the water. The image shows a clear blue sky, dark rocks on the left, and people standing on them. In the foreground, two pairs of feet are sticking out of the blue water. The sun is reflecting off the water, creating bright bokeh effects.

BEACH

RETREATS

Our vision: to be the leading provider of contemporary stays within walking distance of the best beaches across the UK coastline.

An exclusive collection of holiday lets within walking distance of a good beach.

Currently 250 properties with 2025 target of 500+.

Award-winning service with 53% repeat bookings and 99% direct bookings.

Investment in guest experiences and digital concierge delivering authentic local experiences.

Tech-driven guest comms, operations and marketing toolkit, backed by a human touch.

In-house property servicing and maintenance service with 24/7 guest support.

A couple is sitting on a balcony, looking out over a city and the ocean at sunset. The woman is wearing a yellow sweater and the man is wearing a blue sweater. They are both smiling and looking towards each other. The sky is filled with soft, pink and purple clouds. The city lights are visible in the distance, and the ocean is visible in the foreground. The balcony has a glass railing.

THE APARTHOTEL OPPORTUNITY



URBAN APARTHOTEL





NON-URBAN
THE GAP



OUR FIRST SITE





THE DEVELOPMENT





THE VISION

A new category within hospitality

A new lifestyle aparthotel concept, blending the best of hotel experiences with the flexibility and freedom of self catering.

Community



Health & fitness



The grounds



A sustainability blueprint based on our B Corp commitments

The audience

PRIMARY **LEISURE**

Families

Couples

Friends

Groups

SECONDARY **BUSINESS**

Transient

Small corporate
retreats

Meetings

TERTIARY **LONGER STAYS**

1-3 months

Work from anywhere

Relocation

Travelling/working

THE FUTURE

