

# Purpose Built Prime Edinburgh Hotel

**FUNDING  
OPPORTUNITY**

## Ruby Hotel

**PLAY VIDEO**

RUBY HOTEL | 104-108 PRINCES STREET | EDINBURGH | EH2



*“A rare opportunity to acquire a **prime freehold hotel investment** in the heart of Edinburgh’s iconic Princes Street, **leased to the Ruby Group** on a **secure 35 year Full Repairing and Insuring (FRI) lease**. With unrivalled views of Edinburgh Castle and the UNESCO World Heritage Site of the Old Town, this **346 key lean luxury hotel** combines a prestigious location with a **robust tenancy**, offering investors **stable, long-term, inflation-linked returns** in the UK’s top-performing hotel market.”*





# Investment Summary



**PRIME LOCATION**

Situated on Edinburgh’s prestigious Princes Street with direct views of Edinburgh Castle, ensuring high visibility and strong demand from leisure and corporate guests.



**SECURE LONG-TERM INCOME**

35-year FRI lease to Ruby Hospitality UK Ltd, with no tenant break options, backed by a parent company guarantee from Ruby GmbH and a 12-month insurance-backed guarantee.



**ATTRACTIVE INCOME**

Contracted hotel rent of £6,158,800 per annum (£17,800 per key). The ERV on the vacant retail unit is £300,000 per annum.



**INFLATION-LINKED GROWTH**

Five-yearly upward-only rent reviews linked to CPI (0%–4% collar and cap), providing predictable, inflation-protected returns.



**MARKET LEADERSHIP**

Edinburgh ranks first in Colliers’ 2025 UK Hotel Market Index, with 84.2% occupancy, 10.3% ADR growth, and 12.6% RevPAR growth, underpinned by constrained supply.



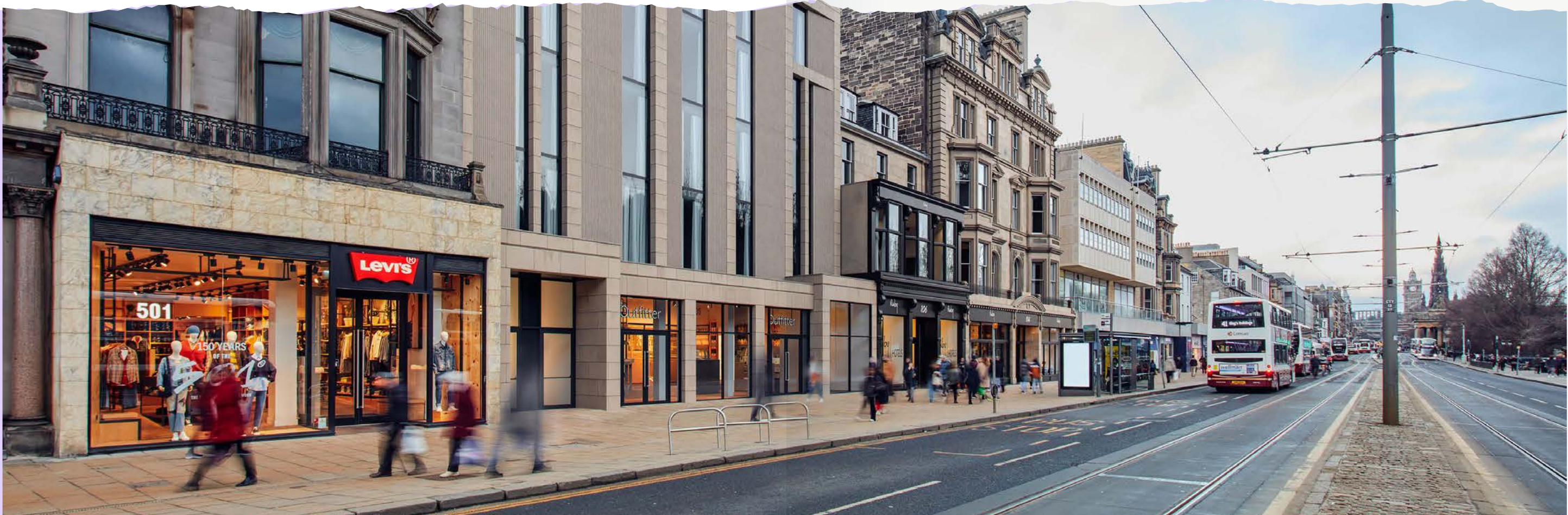
**SUSTAINABILITY FOCUS**

Adoption of the UK Net Zero Carbon Building Standard based on the reduction of the building’s energy demand through a fabric first approach (by facade retention), use of local renewable technologies to reduce demand on the grid and an electric only building.



**TRUSTED OPERATOR**

The Ruby Group operates 21 hotels across Europe and IHG recently acquired the brand rights for 110 million Euro.





# Strategic Location in Edinburgh

104-108 Princes Street is situated within the heart of Edinburgh’s city centre, in a prominent location on Princes Street. The building benefits from unrivalled views over Princes Street Gardens to Edinburgh’s iconic Castle and Old Town.

The subject property is surrounded by excellent facilities and amenities, including the prime retail pitches of Princes Street and George Street, together with a variety of bars, restaurants and hotels, all located within the immediate vicinity.



### PRIME POSITIONING

Located on Princes Street, offering proximity to the historic Old Town, Royal Mile, and Princes Street Gardens.



### UNPARALLELED CONNECTIVITY

5-minute walk from Edinburgh Waverley Station, with direct links to London (4.5 hours), Glasgow (45 minutes), and Edinburgh Airport via tram (30 minutes).



### THRIVING DESTINATION

Surrounded by world-class attractions, luxury retail and vibrant dining options, ensuring strong leisure and corporate demand.



## Communications

### ROAD

Edinburgh benefits from prime road connectivity, with direct access into the national motorway network. Edinburgh is served by the M8 from the west, the M9/M90 from the north and the A1 from the south. The addition of the Queensferry Crossing in 2017 improved Edinburgh’s accessibility, aiding its connection to Fife.

### RAIL

Located in the heart of Princes Street, 7 Castle Street benefits from equidistant short walking journeys to both Haymarket and Waverley train stations. Both stations provide direct rail services to all the major UK cities and regional centres including London (4 hours 20 minutes), Manchester (3 hours 4 minutes) and Glasgow (42 minutes).

### AIR

In 2021, Edinburgh Airport was Scotland’s busiest airport and the sixth busiest in the UK. The airport has benefited from significant refurbishment in recent years and flies to over 150 destinations worldwide. Located 8 miles west of Edinburgh city centre, the airport benefits from direct accessibility via bus and tram services.

### TRAM

Since opening in 2014, Edinburgh’s tram network has firmly established itself as a part of the city’s transport infrastructure. With the additions brought about by the current ongoing £203m expansion, the tram service links Newhaven, Leith and the city centre with west Edinburgh and the airport. The success of the network was recognised in 2017 when Edinburgh Trams won ‘Operator of the Year’ at the Global Light Railway Awards.



Ruby Princes Street Hotel



# New Freehold Hotel



## MODERN DESIGN

Anticipated opening Q4 2028, the Ruby Princes Street Hotel will feature 346 contemporary en-suite bedrooms, a vibrant restaurant, and a 24-hour bar, designed to Ruby's "lean luxury" philosophy.



## SUSTAINABILITY CREDENTIALS

Targeting an EPC rating of A, and energy-efficient systems.





# Prime Edinburgh

EDINBURGH'S PREMIER ADDRESS, PRINCES STREET, IS RENOWNED FOR:

## ICONIC VIEWS

Overlooking Edinburgh Castle and the Old Town, a UNESCO World Heritage Site.



## CULTURAL HUB

Close to the National Gallery of Scotland, Scottish National Portrait Gallery, and Edinburgh Festival Fringe venues.

## LUXURY RETAIL

Home to flagship stores like Jenners, Harvey Nichols, and Apple.



## DINING + LEISURE

Upscale restaurants and bars, including The Dome and The Witchery by the Castle.

## CORPORATE DEMAND

Near major offices, including Aberdeen & Scottish Government buildings.



### RETAIL

- 1 APPLE
- 2 M&S
- 3 UNIQLO
- 4 IWC PANERAI
- 5 WATERSTONES

### BARS/ RESTAURANTS

- 1 THE IVY
- 2 GORDON RAMSAY KITCHEN
- 3 DISHOOM
- 4 DUCK & WAFFLE
- 5 SUSHI SAMBA
- 6 HAPPY LAMB HOT POT

### HOTEL

- 1 THE BALMORAL
- 2 MERCURE
- 3 EDINBURGH GRAND
- 4 GLENEAGLES TOWNHOUSE
- 5 MOTEL ONE
- 6 W HOTEL
- 7 PREMIER INN
- 8 ROYAL OVERSEAS
- 9 IHG
- 10 RED CARNATION HOTEL

# Accommodation



BASEMENT PROPOSED PLAN



GROUND FLOOR PROPOSED PLAN

- KEY**
- BEDROOM
  - FOH CIRCULATION
  - FOH F&B + AMENITY
  - RETAIL
  - BOH SERVICES
  - BOH CIRCULATION
  - BOH HOTEL OPERATIONS
  - VERTICAL CIRCULATION



# Accommodation



LEVEL 01 PROPOSED PLAN



LEVEL 02 PROPOSED PLAN

- KEY**
- BEDROOM
  - FOH CIRCULATION
  - FOH F&B + AMENITY
  - RETAIL
  - BOH SERVICES
  - BOH CIRCULATION
  - BOH HOTEL OPERATIONS
  - VERTICAL CIRCULATION



# Accommodation



LEVEL 03 PROPOSED PLAN



LEVEL 04 PROPOSED PLAN

- KEY**
- BEDROOM
  - FOH CIRCULATION
  - FOH F&B + AMENITY
  - RETAIL
  - BOH SERVICES
  - BOH CIRCULATION
  - BOH HOTEL OPERATIONS
  - VERTICAL CIRCULATION



# Accommodation



LEVEL 05 PROPOSED PLAN

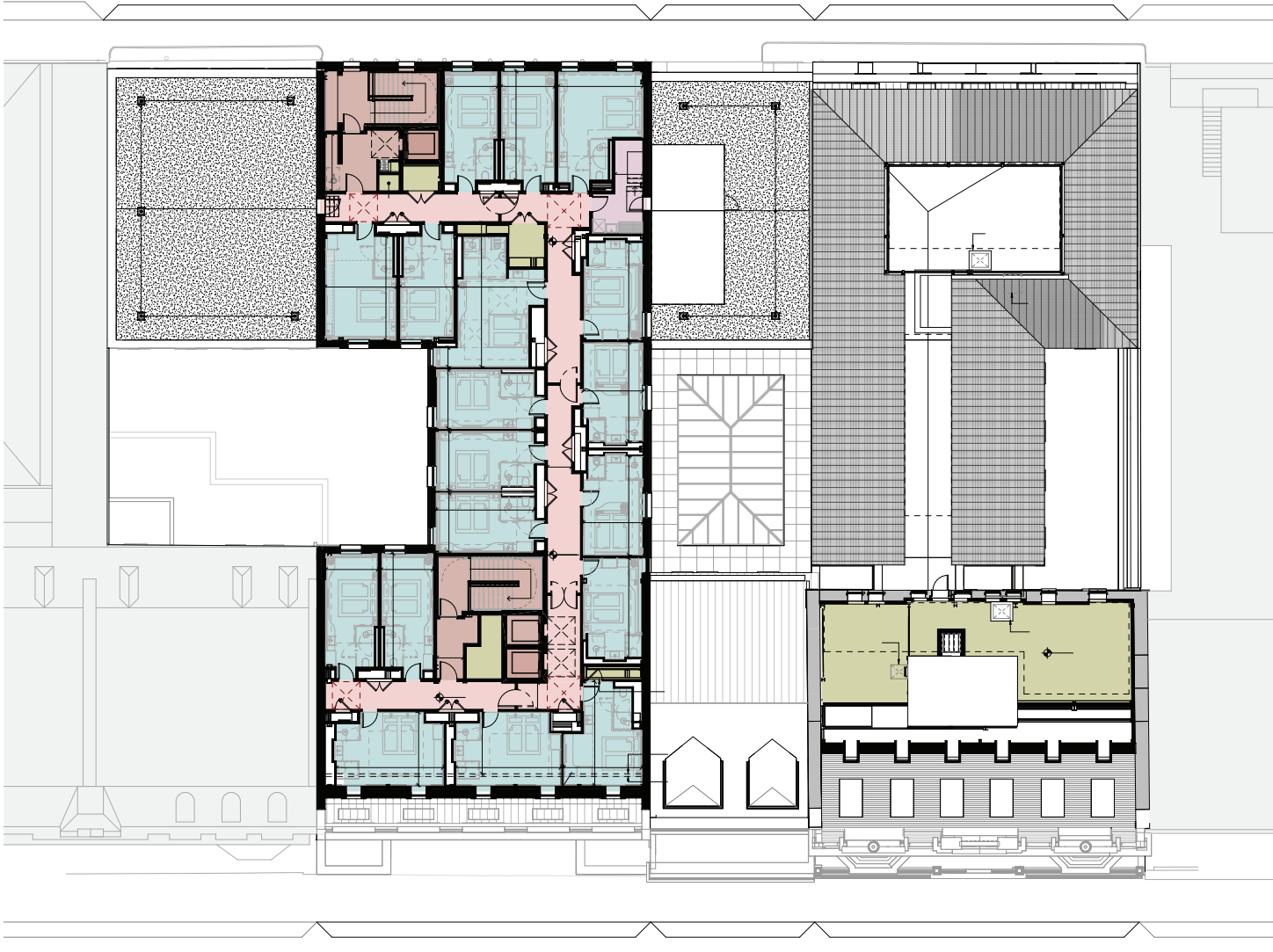


LEVEL 06 PROPOSED PLAN

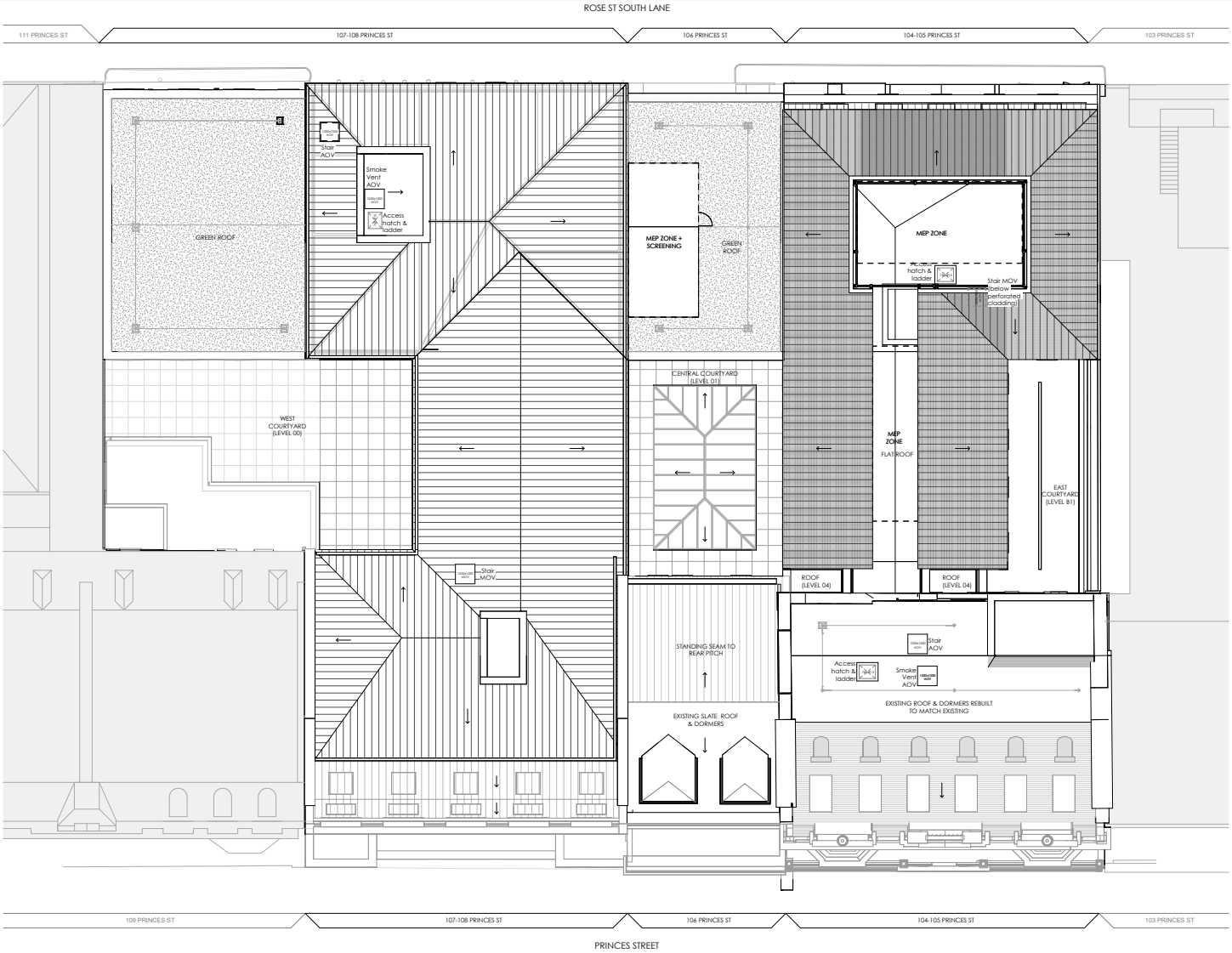
- KEY**
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# Accommodation



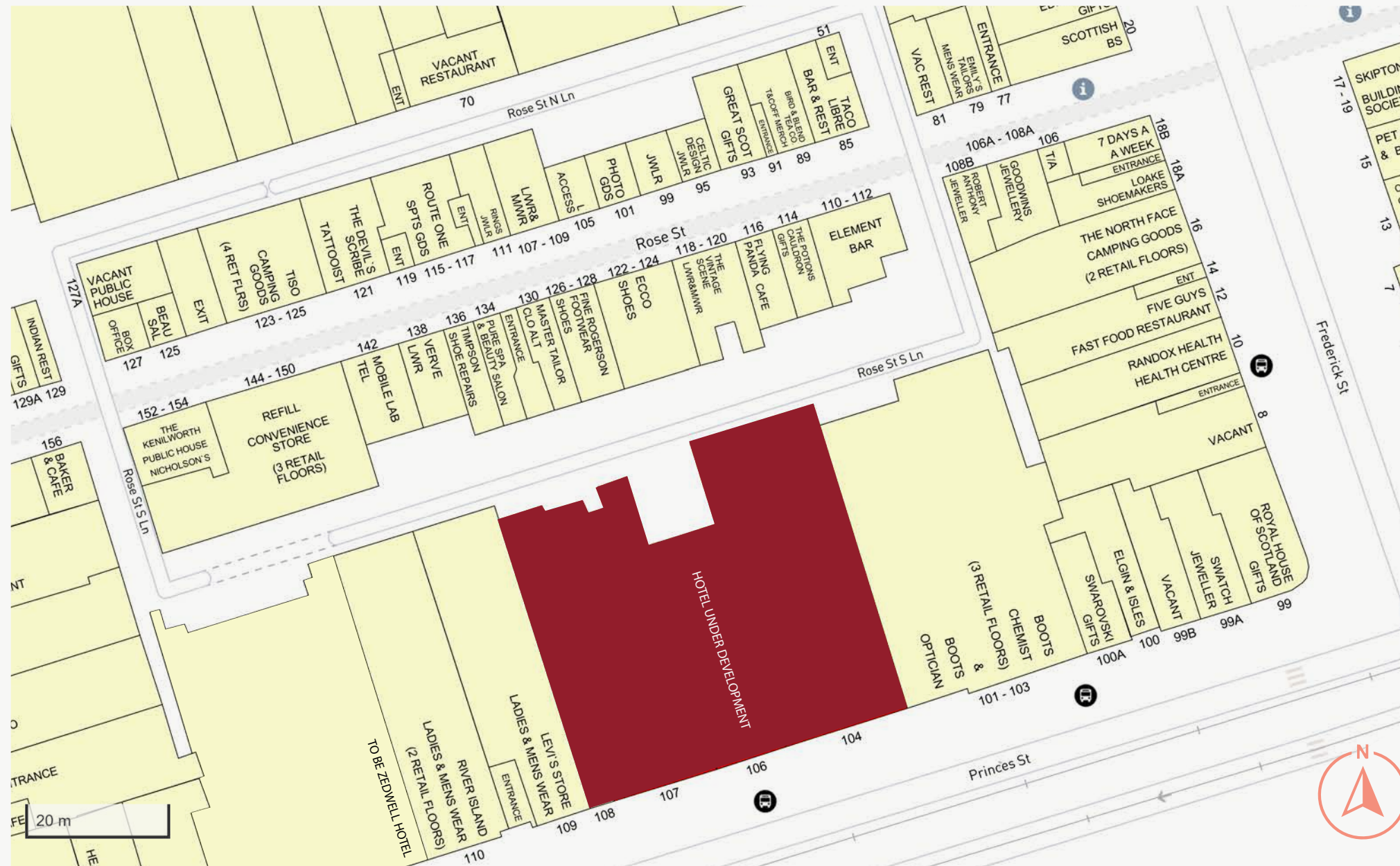
LEVEL 07 PROPOSED PLAN



ROOF PROPOSED PLAN

- KEY**
- BEDROOM
  - FOH CIRCULATION
  - FOH F&B + AMENITY
  - RETAIL
  - BOH SERVICES
  - BOH CIRCULATION
  - BOH HOTEL OPERATIONS
  - VERTICAL CIRCULATION





# Tenure

The property is held freehold under a single title, ensuring full ownership and control.





# Ruby Hotels

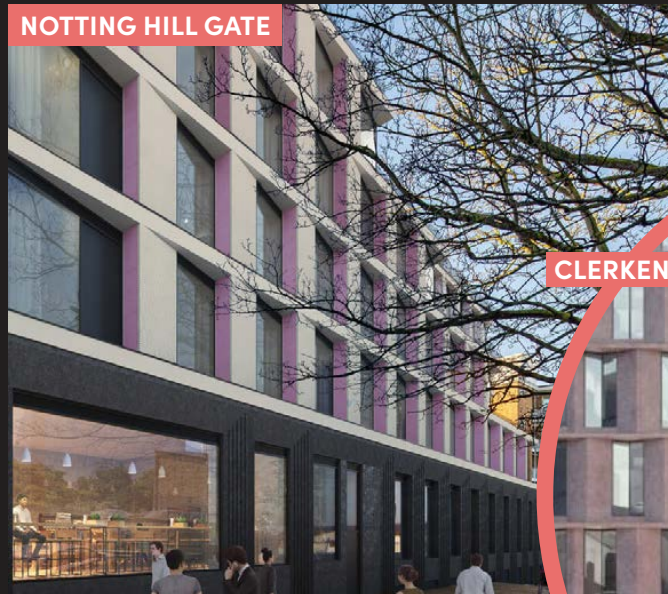
The Ruby Group under the leadership of founder and CEO Michael Struck is breaking new ground with its Lean Luxury philosophy. With a lean organisational structure and concentration on the essentials, Ruby succeeds in creating a contemporary, affordable form of luxury for modern, cost and style-conscious customers.

Founded in 2013, the group operates 21 Ruby hotels across Europe, with an additional 15 hotels currently under construction or in the planning phase. This includes three hotels in London at Waterloo, Notting Hill Gate and Clerkenwell. Ruby also offers Ruby Workspaces – perfectly equipped workplaces and a creative atmosphere with access to an inspiring office community.

Financially strong shareholders support Ruby's expansion: Cura, the family office of the German Otto family; the Austrian Soravia Group; Franger Investment, a German family office; Ocean Link, a private equity fund; the investor Michael Hehn; and Michael Struck jointly hold the company shares.

In February 2025, IHG Hotels & Resorts acquired the Ruby Hotels brand for €110.5 million. This strategic acquisition enhances Ruby Hotels' growth potential, with IHG planning to expand the brand globally while Ruby Group continues to operate the hotels and manage the development pipeline, including the Edinburgh project. This transaction underscores Ruby Hotels' market strength and appeal, further bolstering the credibility of this investment opportunity.

NOTTING HILL GATE



CLERKENWELL



WATERLOO



Ruby | HOTELS





# Project Team



## CONTRACTOR

Torsion Construction Limited is a UK-based private limited construction company, part of the broader Torsion Group, specialising in designing and building residential, living, student accommodation and care-sector projects.



## ARCHITECT

Oran Architecture is a Scotland-based commercial architecture practice specialising in master-planning, architecture and refurbishment for commercial clients.



## DEVELOPMENT MANAGER

Hunter REIM is an independent real estate investment management firm based in Edinburgh, specialising in retail and living assets across the UK and Europe.



## PLANNING

CBRE UK offers a comprehensive planning-service capability as part of their "Invest, Finance & Value" / "Property Development & Investment" practice. Their planning team is embedded across the UK and supports clients at all stages of the development lifecycle.



## BUILDING/ QS

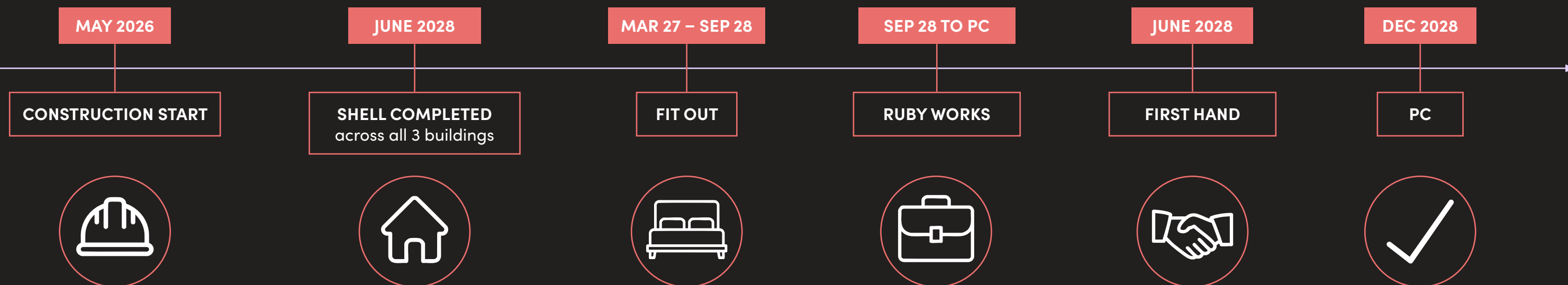
QS & PM - PMP plc is a UK-based property consultancy specialising in three core service areas: Building Surveying, Project Management, and Cost Management. They operate across the UK with offices in London, Manchester, Bristol, Edinburgh and Glasgow.



## M+E

Wallace Whittle is an independent UK-based environmental building services consultancy specialising in MEP (mechanical, electrical & public health engineering) and sustainability & ESG (environmental, social, governance) services.

# Timeline





# Edinburgh Hotel Market

Edinburgh leads the UK hotel market, ranking first in Colliers’ 2024 UK Hotel Market Index. With 84.2% occupancy, 10.3% ADR growth, and 12.6% RevPAR growth, the market is thriving. A constrained development pipeline enhances the Ruby Princes Street Hotel’s ability to capture significant market share.



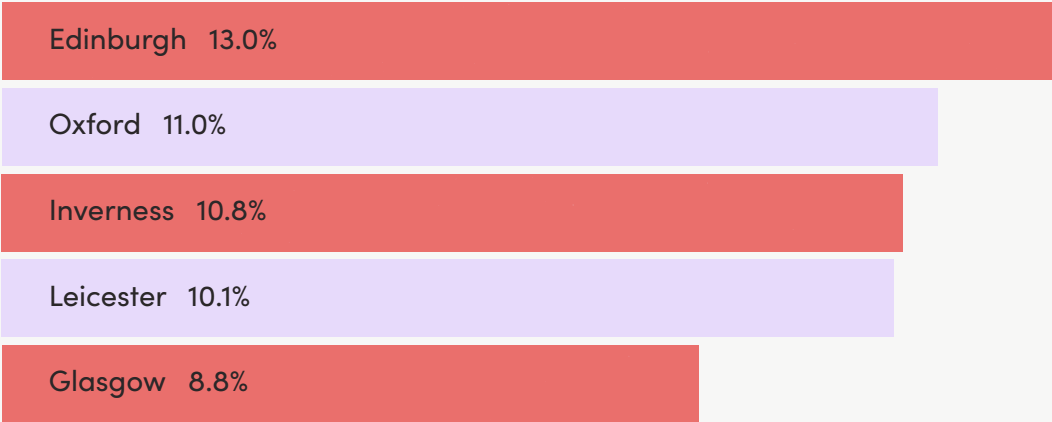
## DEVELOPMENT/REVPAR INDEX

The Development/RevPAR Index is a combination of the land cost, build cost, 2024 occupancy and 2024 ADR. This index ranks the best markets with regards to hotel performance in relation to the cost of development.



## TOP 5 REVPAR GROWTH (GROWTH FROM 2023 TO 2024)

Top 5 markets that have shown the most significant growth in terms of RevPAR between 2023 and 2024.



## TOP 5 ADR (£)

Top 5 markets that recorded the highest Average Daily Rates in 2024.

Rank	City	2023 ADR (£)	2024 ADR (£)	% Change
1	London	188	188	-0.37%
2	Edinburgh	145	159	+10.23%
3	Oxford	115	126	+9.27%
4	Bath	120	120	+0.18%
5	Belfast	106	112	+6.42%

## COLLIERS UK INDEX 2025 – TOP 10 CITIES

Rank	City	Colliers UK Index 2025	2024 Index	2024 Ranking	Change in Position
1	Edinburgh	4.51	4.48	1	0
2	Oxford	4.07	3.82	5	+3
3	Inverness	4.07	3.90	3	+1
4	Glasgow	4.01	3.67	8	+4
5	York	3.81	3.83	4	-1
6	Bath	3.75	3.41	10	+4
7	London	3.71	3.68	7	0
8	Belfast	3.66	3.96	2	-6
9	Birmingham	3.63	3.06	20	+11



# Further Information

## DATA ROOM

Access to detailed project information, including financial projections and architectural renderings, is available via a secure data room, subject to a confidentiality agreement.

## PROPOSAL

Offers are invited for the opportunity to fund this exciting and unique prime hotel project in one of Edinburgh's most iconic locations

## VAT

The property is elected for VAT, with the sale structured as a Transfer of a Going Concern (TOGC).

## AML REQUIREMENTS

Successful bidders must provide information to satisfy Anti-Money Laundering requirements upon agreement of Heads of Terms.





## FURTHER INFORMATION

Please contact the sole  
selling agents:

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