

PROJECT

# ATRIUM

HILTON PRAGUE

ONE OF EUROPE'S LEADING  
CONFERENCE & EVENTS HOTELS



**CBRE**



# THE OPPORTUNITY

CBRE is honoured to represent ownership, on an exclusive basis, on Project Atrium - the prospective sale of Hilton Prague, one of Europe's leading conference hotels.

The hotel occupies a privileged riverside position close to the very centre of Prague, the capital of the Czech Republic, the region's economic powerhouse, and a strategic location in the heart of Europe that makes it one of the continent's most desirable events destinations.

With nearly 800 refurbished guestrooms, approximately 5,000 sqm of conference space, six food and beverage outlets and extensive leisure facilities, few assets are as well-equipped to meet the needs of the contemporary events market.

While the property is in excellent condition, having benefited from over €50m in capital expenditure since 2018, Project Atrium nevertheless offers an incoming investor significant asset-management optionality. Among the several levers is the right to build a new conference centre of a further 5,000 sqm that would be connected to the existing building, providing significant revenue-growth potential.

Project Atrium is for investors that truly appreciate the opportunities arising from Europe being a key global market for conferences and events.





# INVESTMENT HIGHLIGHTS



## STRONG IN-PLACE CASH FLOW

With projected total revenue of over €59m in 2024 and an NOI margin of over 34% (projected EBITDA less Replacement Reserve of over €20m), under Hilton's management, even without growing its revenue potential further, the asset has proven itself a financial powerhouse.



## FACILITIES EXPANSION

The hotel has full planning permission to develop a new 5,000-sqm conference centre on the site of the carpark, which would double the size of the events facilities and allow the hotel to capture significant revenue opportunities it has traditionally had to forego. Estimates prepared for ownership suggest the new facility would deliver approximately €7m of additional revenue and approximately €4m of additional GOP.



## EXCELLENT CONDITION

No requirement for major CapEx to secure that existing income. The hotel has benefited from over €50m being invested between 2018 and 2023, including the refurbishment of all 791 bedrooms, enhancements to the F&B outlets, and modernisation of most of the meeting spaces.



## BRANDING FLEXIBILITY

The upcoming expiration of the Hilton management agreement at the end of 2025 offers the new owner an opportunity to consider its options with respect to management and branding moving forward.



## FAVOURABLE MACRO ENVIRONMENT

Prague is not only the economic, historic and cultural centre of the Czech Republic, but also the fourth-richest region in the EU, ahead of Paris, Brussels and Berlin.\* Aside from the strong local economy, for a range of reasons, Prague is a highly desirable *international* events destination. In 2023, nearly half of all events business in Prague was international,\*\* while the U.S. ranked as the No. 1 source market for events.

\*Source: Eurostat 2024, based on GDP per capita

\*\*Source: Meeting Statistics Prague 2023 - Prague Convention Bureau

# EXECUTIVE SUMMARY

## OPENING YEAR

1991

## POSITIONING

UPPER UPSCALE,  
FULL-SERVICE

OWNERSHIP INTEREST  
FREEHOLD

NUMBER OF BEDROOMS  
791

BRAND/  
OPERATOR  
HILTON

GROSS FLOOR AREA  
81,243 SQM

F&B  
3 RESTAURANTS  
3 BARS

## MICE FACILITIES

38 MEETING ROOMS  
4,784 SQM OF MEETING SPACE

## EXPANSION PLAN

ADDITIONAL 5,000 SQM CONFERENCE FACILITY  
FULLY PERMITTED

## LEISURE

2,000 SQM OF FITNESS AND RELAXATION FACILITIES

## PARKING

366 CAR SPACES  
8 BUS SPACES

## CAPEX

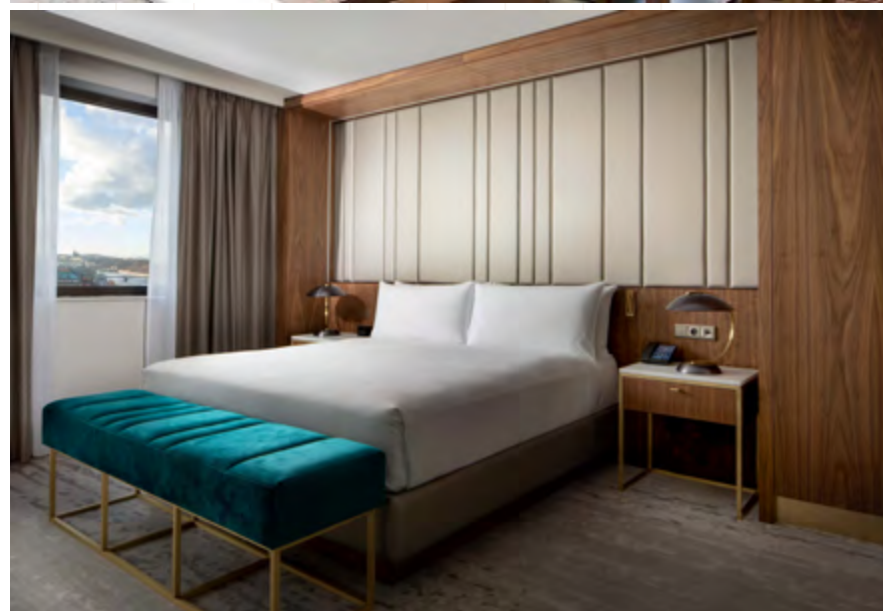
OVER €50M SINCE 2018

## RENTAL INCOME

€1.5M PER ANNUM

## 2024F

ADR: €161.7  
OCCUPANCY: 70.0%  
TOTAL REVENUE: €59.1M  
GOP: €24.7M  
EBITDA: €20.3M

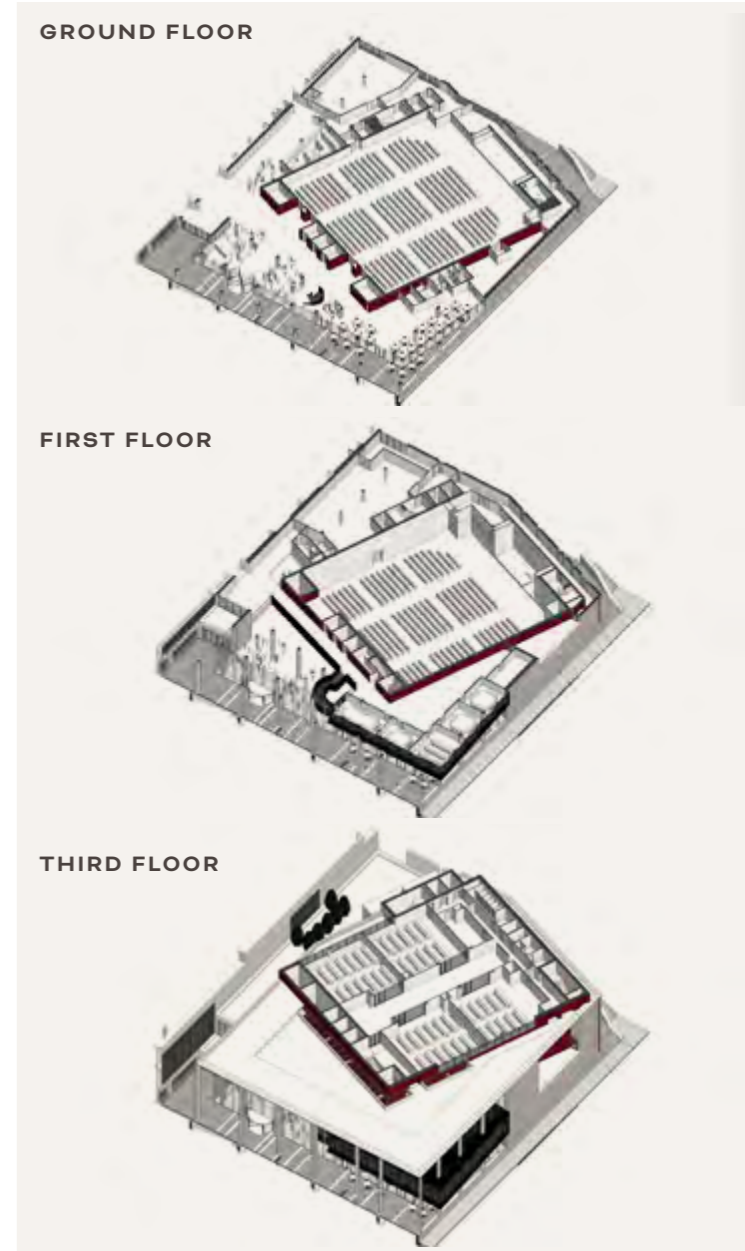


# CONFERENCE CENTRE EXTENSION

Despite being one of the largest convention hotels in Europe, the hotel continually misses revenue opportunities for lack of facilities. To address this issue, a building permit has been obtained for the addition of a new conference centre to be situated on the area currently used for outdoor parking.

The state-of-the-art conference centre expansion would provide an additional 5,200 sqm of floor area, enlarging the hotel's conference space by nearly 1,600 sqm.

Hotel management anticipates that the expansion of the conferencing space would result in significant trading upside.



# LOCATION



## STRATEGIC BUSINESS LOCATION IN THE HEART OF EUROPE

Prague, Czech Republic's capital, is located in the centre of the continent and at the heart of Central Europe - Europe's most dynamic engine of economic growth. With an area of 496 sq km, the city accounts for less than 1% of the total area of the Czech Republic, while its population of 1.3 million represents 12% of the national total.



Prague is the country's centre of politics, international relations, education, culture, and business. It hosts all the Czech Republic's governmental institutions and serves as the national or regional headquarters of several global firms, including General Electric, Skoda, Vodafone and McKinsey & Company.

The combined turnover of the 77 Czech firms that made the list was over €210bn. Dominating the Czech Republic's industrial landscape is the automotive and transport sector, with the top companies accounting for more than €38bn in turnover. Škoda Auto, as a leading player, generated 40% of the total automotive industry turnover.

In the Coface CEE Top 500 ranking of the biggest businesses in Central and Eastern Europe published in November 2023, the Czech Republic was positioned 2nd (behind Poland, a country with nearly four times the population).

With its long history and rich culture, Prague is also an extremely popular tourism destination, with sights including the world-famous Charles Bridge and Prague Castle. In 2023, Tripadvisor ranked the city the sixth best tourism destination in the world.

	COUNTRY	NO. OF LISTED COMPANIES	TURNOVER IN EUR BILLIONS	EMPLOYMENT	COFACE ASSESSMENT 2022	POPULATION (M)
1	Poland	166	413.2	1,211,171	A4	37,8
2	Czech Republic	77	210.2	180,714	A4	10,8
3	Romania	60	112.2	210,777	B	19
4	Hungary	54	142.4	261,470	A4	9,7
5	Slovakia	31	55.3	65,309	A4	5,4
6	Bulgaria	31	59.0	31,367	B	6,4
7	Lithuania	22	48.0	161,943	A4	2,8
8	Slovenia	14	31.0	32,405	A3	2,1
9	Serbia	14	18.5	83,044	C	6,6
10	Croatia	13	23.1	31,021	A4	3,9
11	Estonia	13	13.3	32,937	A3	1,4
12	Latvia	5	6.3	16,400	A4	1,9



# MICRO LOCATION

## MAJOR OFFICE HUB

The hotel is strategically located close to the Czech headquarters of renowned global corporations and government agencies including Allianz, Boston Consulting Group, HSBC, EY, and the Ministries of Agriculture and Transport. Situated where the city centre meets the Karlín office hub, it benefits from the thriving business environment of these two areas, which collectively offer over 1m sqm of office space.

The Karlín district, known for its prosperity and growth, is home to impressive office complexes with high-quality international tenants such as Unilever, KPMG, Allianz, and P&G.

The Hilton Prague stands out as the premier destination for business and corporate events, due to its prime location in the vibrant Central Business District.

Not only does it provide easy access to the city centre, but it also offers convenient connectivity to other bustling business districts. What sets the Prague CBD apart is its remarkable ability to seamlessly blend the historical charm of the city centre with the dynamic energy of a thriving business hub.



# TRANSACTION PROCESS & CONTACT DETAILS

No direct contact may be made with the management, staff or owner of the hotel. Site visits and meetings may be arranged upon request.

Further information regarding the property's commercial, financial, technical, ESG and legal matters will be made available to qualified interested parties upon receipt of a signed confidentiality agreement.

A call for offers will be announced to interested parties in due course. We look forward to discussing with you.

## KENNETH HATTON

Managing Director  
Head of Hotels - Europe  
M +44 7 8300 83000  
kenneth.hatton@cbre.com

## JAKUB STANISLAV

Director  
Head of Investment Properties - Czech Republic  
M +420 735 729 410  
jakub.stanislav@cbre.com

## PAUL COLLINS

Executive Director  
Head of Hotels - Ireland  
M +353 87 259 1508  
paul.collins@cbrehotels.com

## CHRISTIAN KAUFMANN

Director  
Hotel Capital Markets - Europe  
M +44 7 9172 12266  
christian.kaufmann@cbre.com

## MY BUI

Junior Analyst  
Investment Properties - Czech Republic  
M +420 776 525 576  
my.bui@cbre.com

## ALEXANDRA SHEERAN

Associate Director  
Hotel Capital Markets - Ireland  
M +353 87 101 8881  
alexandra.sheeran@cbrehotels.com

## BLANCA DEUS MORATÓ

Senior Consultant  
Hotel Capital Markets - Europe  
M+44 7 7471 55023  
blanca.deus@cbre.com

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