

The Howard Hotel London Entire Contents to Be Sold at Auction

Pro Auction of Bath announces an auction of the entire contents of The Howard Hotel, London's world renowned five star establishment, and sister hotel to The Savoy, to be held on the 25th & 26th October 2011.

October 9, 2011 (FPRC) -- Pro Auction of Bath announces an auction of the entire contents of The Howard Hotel, London's world renowned five star establishment, and sister hotel to The Savoy, to be held on the 25th & 26th October 2011. The entire contents will go under the gavel over a two day auction and will encompass everything at the premises, from the 189 luxury bedroom contents to the designer inspired guest areas, including the bar, foyer areas, library and the fully fitted award winning restaurant. Day two will see the sale of the fully equipped kitchens, housekeeping administration areas on the 26th October 2011.

The sale will be live from The Howard Hotel premises, and webcast over the internet via the Bidspotter platform. Viewing is available to the public on Monday 24th October and prior to the sale commencing each day at 10.30am on Tuesday and Wednesday.

The event offers both the hospitality industry and design specifiers an unrivalled opportunity to purchase the contents of this first class hotel at a fraction of new replacement cost. The property, has recently had an extensive, high end designer led refurbishment over the last 12 months; which was completed within the last 3 months with many items and areas in first class order and not fully "worn in".

Items of note include the contents of the luxurious 189 hotel rooms and suites, the recently refurbished contemporary and sophisticated Mauve Lounge & Bar, Temple Place Restaurant and the Library Lounge, plus the well equipped conference facilities. The contents of lobbies, offices, modern fully equipped kitchens, together with crockery, cutlery, soft furnishings, boilers and generator, laundry equipment, housekeeping and back of house are to be included within the sale.

In total, there are over 1,300 lots - constantly upgraded mostly within the last 12 months, to meet the requirements of a five star hotel of the Howard's position - included within the sale. A new lounge & bar, library and associated facilities, only completed and opened within last 3 months are within the sale particulars. Further, the newly refurbished conferencing spaces installed within the last 6 months offers an opportunity to acquire "as new" condition equipment immediately available at the sale. With the inclusion of the modern gas boilers, generator and comprehensive maintenance plant & equipment, lighting and stores area lotted the sale is set to appeal to a wide audience of operators, developers and designers.

Mark Flynn of Pro Auction comments: "The auction allows operators to trade up when aspiring to five star standards, the sale presents a rare opportunity to acquire quality assets quickly and cost effectively given such a large newly refurbished 5 star hotel, only becoming available because of site redevelopment. It is possible for bidders to buy the entire contents of the bedrooms with three types of accommodation schemes to attract a variety of buyers and scales of purchase, accommodating the quality of a classic 5 star while also tempting the cutting edge design led operators".

Along with the new modern and sophisticated designer bar and lounge areas, as well as the huge

collection of designer fixtures and furnishings throughout, this sale would appeal to buyers in search of individual packages or within this rare opportunity, the chance to set up a new designer hotel at a fraction of the cost. This is one the biggest auction sales of an entire five star establishment and the event is expected to attract significant interest.

The two day auction takes place at The Howard, London Temple Place, London WC2R 2PR via two rostrums commencing at 10:30am. The auction will also be available via a live webcast. The viewing takes place from 8.30am-4.30pm on 24th October 2011. Online bidding is possible through www.bidSpotter.co.uk Catalogues are available by calling (44) 01761 414000 or via a down from the auctioneers website.

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