



Farnborough Report

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MRP
GROUP

CATALYSERS.
INITIATORS.
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Executive Summary

Farnborough is best known for its association with aviation. It is the home of Farnborough Airshow, Aerodrome, Royal Aircraft Establishment, and the Air Accidents Investigation Branch. The town is home to St Michaels Abbey. The Imperial crypt is the resting place of Napoleon III, Emperor of the French, and his wife and son.

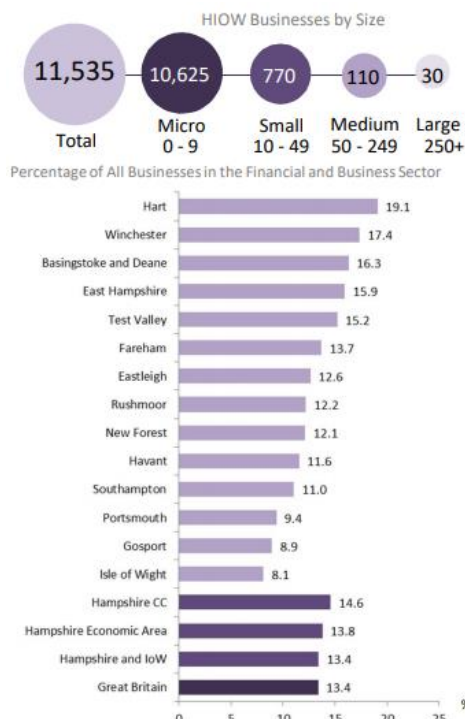
Farnborough Profile

Farnborough is a town in north east Hampshire. It is part of the borough of Rushmoor and the Aldershot area. The town is best known for its biennial international airshow, where hundreds of companies exhibit, and thousands of people visit.

The Farnborough Aerodrome is known for its longstanding aviation links. Back in the early 20th century, His Majesty's Balloon Factory was set up in Farnborough. Since then, the city has become well known for its pioneering work, from the first powered flight in Britain in 1908, to the first car to go supersonic on and in 1997.



Economic Overview

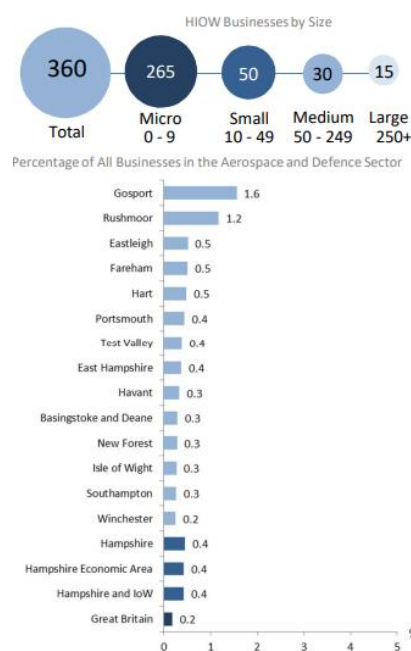


The borough of Hampshire, where Farnborough is situated, as a total economy worth of approximately £35.4 billion. It is home to 65,000 businesses and provides 689,000 jobs.

The Financial and Business sector inputs £4.5 billion to the local economy. 11,535 businesses work within the sector, and there are approximately 56,200 employees. The majority of businesses in the sector are micro, and the minority are large.

Source: UK Business Counts 2015

The Aerospace and Defence sector inputs £1.2 billion into the local economy. There are 360 local businesses within the sector, providing 17,600 jobs. The majority of these businesses are micro, and the minority of businesses are large.



Source: UK Business Counts 2015

Developments

Development to Farnborough town centre is being aimed towards attracting new investment and bring about a change that Farnborough needs.

In May 2015, as part of the improvement, a new VUE cinema opened. This was followed by the opening of two new restaurants.

The extension to the Princes mead shopping centre was completed in early 2017, providing space for a new Decathlon sports store and a Smyths toys shop.

The vision for the town is to 'create a vibrant shopping, leisure, service and employment centre which provides for the needs of the local community, local employees and local businesses'.

Transport

Farnborough has various transport services. There are 73 local bus services from Farnborough. Some of the bus routes run to Camberley, Aldershot, Farnham, Church Crookham, and Fleet.

Farnborough Railway Station is on the South Western Main Line. Some of the top destinations include London Waterloo, Woking and Southampton, running at least twice every hour. The station was revamped in 2011, with lifts to platforms and a transport interchange of taxi rank, bus stops and bike shelter added.

	Times	
Location	Rail	Car
London	52 min	1h 25min
Manchester	3h 15 min	4h
Nottingham	3h 4min	3h 6min
Cambridge	2h 16min	2h 23min

Leisure Overview

Farnborough is host to many historic sites. St Michaels Abbey is a Benedictine abbey. It is a small monastic community on the Hampshire-Surrey border. The Benedictine life has been lived here since 1895. The monks live in the tradition of prayer, work, and study. Every Saturday there is a guided tour through the Abbey Church, and every Sunday the Public Masses are celebrated.

TeamSport Indoor Go Karting is located in an industrial estate in Farnborough. It has a 'blockbuster' of a track with two levels, one with a 425m circuit and one with a 375m circuit. These join to create one 800m rack. It is a great day trip and attracts multiple tourists throughout the year.



Farnborough Air Sciences Trust Museum holds a collection of aircraft, satellites, simulators and Royal Aircraft material. The museum is opened Saturdays, Sundays and bank holiday Mondays. It offers guided tours of two of Farnborough's historic wind tunnels.

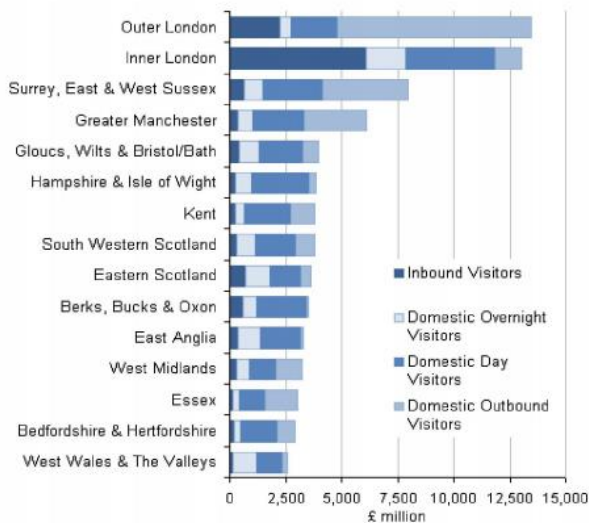
A short distance from Farnborough, Aldershot Military Museum tells the story of the daily life of soldiers and civilian since 1854. It holds collections within the original buildings. You can explore the site, tanks and take part in the hands-on activities.

Tourism

In 2016, the Hampshire borough generated £3.27 billion in tourist activity. It welcomed 43.5 million daytime visitors, and 4.8 million overnight visitors. There were 87,000 people employed in Hampshire's tourism industry.

The Hampshire borough supports tourism at its worth £2.76bn of the county's economy. It employs 60,000 jobs, with is 9.2% of total jobs in the borough.

Tourism helps to improve quality of life for local people by supporting businesses.



Hampshire is the 6th most visited county nationally. The day visitor market is worth £1.28bn and is the 4th largest nationally.

Source: Hampshire County Council

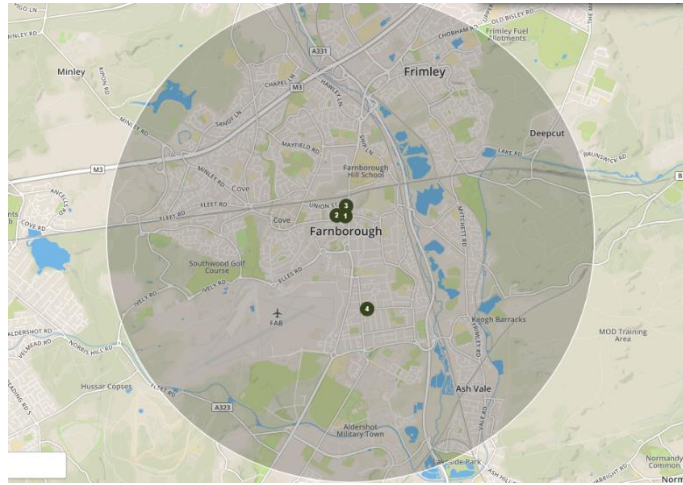
Annual Occupancy Room Yield Figures

Year	Average Occupancy (%)	RevPAR (£)	Average Daily Rate (ADR)
2018 (Up to August)	68.8	99.73	144.88
Average	68.8	99.73	144.88

Source: STR. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Current Local Hospitality Market

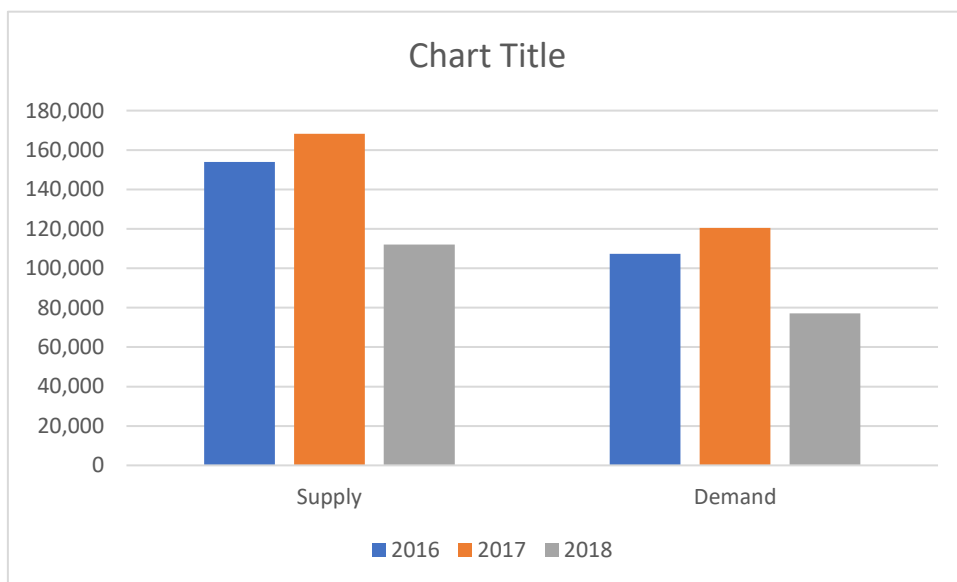
Within a 2.5-mile radius of Farnborough city centre there are 4 serviced apartment blocks, with a total of 112 rooms. These are operated by House of Fisher and Saco.



Source: STR. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Within a 2.5-mile radius of Farnborough city centre, there are no pipeline serviced apartment blocks. This means there is room in the market.

Supply and Demand of Rooms



The supply and demand for 2018 is only up to August, therefore the values are lower than of 2016 and 2017.

It shows that 2017 had and increase in both supply and demand from 2016.

Source: STR. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

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