6 August 2024

AWARD-WINNING MERCURE MELBOURNE DONCASTER OFFERED FOR SALE

Savills Australia and New Zealand has been exclusively appointed to offer for sale the award-winning Mercure Melbourne Doncaster Hotel.

The 183-room 4-star hotel is one of Melbourne's newest, having opened in December 2021. The Mercure Melbourne Doncaster is situated on an elevated hill, offering breathtaking views of the Melbourne CBD skyline to the west and the picturesque Yarra Valley to the east. The hotel enjoys seamless accessibility via major freeways, making it an ideal destination for business, leisure, sporting, and conference events across the Melbourne metropolitan area.

The hotel, with its modern design and quality, features a destination restaurant and bar, alfresco dining space, sundeck, indoor pool, fitness centre, rooftop function rooms, outdoor terraces, and extensive secure parking for approximately 129 vehicles. The hotel's six fully equipped function spaces and expansive outdoor terraces offer versatile settings for conferences, social gatherings, and weddings, enhancing its appeal as a premier events venue.

Adjacent to the Westfield Doncaster Shopping Centre, home to some of the best local and international retail brands as well as a vibrant dining and entertainment precinct, the hotel benefits from a high footfall of over 750,000 residents in the trade area, with a total accessible market of 2.0 million residents.

The Mercure Melbourne Doncaster is also strategically positioned near Melbourne's business hubs, sports venues, and event spaces, ensuring steady demand from corporate clients, conference attendees, sports groups and leisure travellers who enjoy taking advantage of Melbourne's thriving events calendar.

Mark Durran, **Managing Director, Hotel Capital Markets** at **Savills Australia and New Zealand**, highlights the hotel's competitive edge, stating, "The Mercure Melbourne Doncaster offers some of the best and newest meetings and events spaces in Melbourne. With its high-quality guest rooms, food and beverage outlets, and extensive parking, the hotel provides significant upside potential through focused sales and marketing initiatives."

Additionally, he said "There are multiple opportunities for further asset enhancement and value-add initiatives."

Benson Zhou, Director at **Savills Australia and New Zealand**, adds, "Melbourne's hotel trading performance has improved steadily so far this year, continuing the strong recovery from the pandemic. Melbourne hotel occupancy grew 4.9% June year-to-date versus the same period last year and is expected to continue to improve over the medium term."

The hotel's flexible spaces, including the large, terraced breakout areas, offer opportunities for year-round utilisation and increased revenue and the property's numerous interconnecting guest rooms present the potential to cater to the growing long-stay market in Melbourne.

Mercure Melbourne Doncaster recent award wins and accolades:
- 2023 Agoda's Customer Review Award (9.4 Rating)

Press Release

- 2022 Best Mid-Range Accommodation Winner – Victorian Accommodation Awards for Excellence
- 2022 Mid-Range Accommodation Hotel of the Year Winner – Australian Hotels Association

The Mercure Melbourne Doncaster is offered for sale via International Expressions of Interest, closing on Friday, 6th of September at 3 pm (AEST).

-Ends-

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About Savills
For over 160 years, Savills has been helping people thrive through place and spaces.

Listed on the London Stock Exchange, we have more than 40,000 professionals collaborating across over 70 countries, delivering unrivalled coverage and expertise to the world of commercial and prime residential real estate.

By applying world research data and trends to local and global settings, we're able to empower our clients with insights from the forefront of the industry – bringing their aspirations to life through innovative, tailor-made solutions.

Whether we are working with a global corporate looking to expand, an investor seeking to sustainably optimise their portfolio, or a family trying to find a new home, we help our clients make better property decisions.

Press Release