CASE STUDY

HOTEL + LEISURE



THE SALE OF THE MERCURE ABERDEEN CALEDONIAN HOTEL

PROJECT SUMMARY
Graham + Sibbald were instructed to sell the Mercure Aberdeen Caledonian Hotel as a going concern business.

TEAM
Hotel + Leisure

LOCATION
Mercure Aberdeen Caledonian Hotel, 10-14 Union Terrace, Aberdeen, AB10 1WE

CLIENT
Millemont Capital Partners

DATES
Sold – September 2026

SUMMARY

Graham + Sibbald's Hotel and Leisure team was appointed to market and sell the Mercure Aberdeen Caledonian Hotel, located at 10-14 Union Street, as a going-concern business. The asset was identified as non-core to the client's investment strategy, prompting its sale.



APPROACH & SERVICES PROVIDED

G+S's dedicated in-house support team prepared clear, informative sales particulars tailored to the requirements of the instruction. A well-structured data room was also established, containing a comprehensive suite of due diligence information alongside explanatory notes to help interested parties efficiently review and interpret the documentation.

A targeted and extensive marketing campaign was then implemented, resulting in strong levels of market engagement and attracting interest from a broad range of prospective purchasers. This competitive environment generated multiple offers and enabled us to maximise buyer interest throughout the process.

Following the evaluation of bids, a preferred purchaser was identified, and Heads of Terms were agreed between the seller, buyer and their respective advisers. G+S remained actively involved beyond this stage, coordinating with all parties to navigate the legal process and ultimately guide the transaction through to a successful completion.

KEY CHALLENGES

The Aberdeen market presented certain challenges, as investors often view the city through the lens of its historical reliance on the energy sector and the associated volatility this can create within the hotel industry. Despite this, the sale generated robust interest from a range of market participants, ultimately resulting in a successful transaction.

OUTCOME + RESULTS

The marketing campaign generated strong levels of interest from the market, attracting a range of prospective purchasers and resulting in multiple competitive offers. This competitive bidding environment enabled G+S to maximise value for the client and identify a preferred purchaser on favourable terms. G+S remained closely involved throughout the transaction, working collaboratively with all parties to overcome challenges and maintain momentum. The sale ultimately completed successfully within the desired timeframe, delivering an excellent pricing outcome and a result that exceeded the client's expectations.

CLIENT TESTIMONIAL

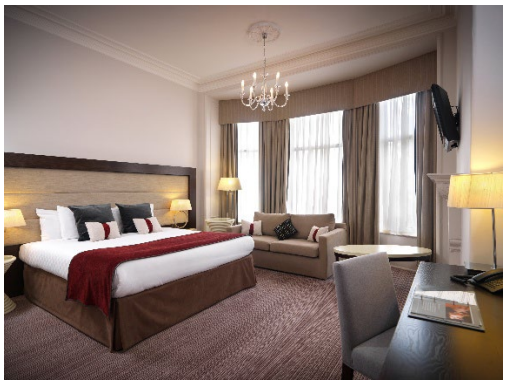
"*We are pleased to have completed the sale of this landmark Aberdeen hotel and would like to wish the purchaser every success with their ownership. The property has been an important part of the local hospitality market, and we are confident it has a bright future ahead under new stewardship.*" – Guy Rowles, Millemont.

WHY G+S

We are recognised as one of the leaders in this field across the UK. We work across a range of business types and sectors, but have particular expertise in the Hotel, Licensed and Leisure sector. As a result, we are retained by many of the UK's leading hospitality and leisure groups to manage the sales and disposal of their business portfolios.

We add value every step of the way – whether it's using our negotiating skills to get the best possible deal, or looking for opportunities to maximise the value of your assets through strategic enhancements.





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