



Eastbourne Riviera Hotel for Sale In Eastbourne East Sussex United Kingdom



Agent Info

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Listing details

Property for: Sale
 Price: USD 3,369,084.31

Location

Country: United Kingdom
 State/Region/Province: England
 City: Eastbourne
 ZIP code: BN22 7AY
 Posted: Apr 14, 2026
 Description:
 Eastbourne Riviera Hotel for Sale In Eastbourne East Sussex United Kingdom

Esales Property ID: es5555008

26 Marine Parade, Eastbourne BN22 7AY

<http://www.eastbournerriviera.co.uk/>

Exceptional Investment Opportunity: The Eastbourne Riviera Hotel

The Seafront, Eastbourne, East Sussex | Asking Price: £2,500,000

Rarely does an opportunity arise to acquire a cornerstone of British seaside hospitality that so perfectly balances historic charm with modern efficiency. Nestled in Eastbourne—officially the sunniest town in the United Kingdom—the Eastbourne Riviera Hotel is now available for purchase. This 37-room independent hotel offers a premium location, robust financial foundations, and significant scope for



future expansion, making it a crown jewel for any hospitality portfolio.

A Prime Location in the 'Sunshine Coast'

Location is the heartbeat of the hotel industry, and the Eastbourne Riviera occupies one of the most coveted positions on the South Coast. Situated directly on the vibrant seafront, the property is a mere 100 yards from the historic Eastbourne Pier, allowing guests to immerse themselves in the classic British seaside experience within seconds of stepping out the front door.

For those traveling from further afield, the connectivity is unmatched:

- * **London Access:** Just 79 miles from Central London, making it a prime destination for weekend 'staycationers.'
- * **Global Connectivity:** Only 49 miles from Gatwick Airport and within easy reach of ferry ports and the Eurostar, facilitating a steady stream of international tourists.
- * **Local Convenience:** A short 700-yard stroll to the Eastbourne Railway Station ensures easy access for rail travelers.

Refined Accommodations & Amenities

The hotel currently features 37 tastefully appointed guest rooms, designed to provide a restful retreat. Among these, 10 premium rooms offer breathtaking, unobstructed views of the English Channel, a feature that consistently commands higher ADR (Average Daily Rate) and drives year-round demand.

Beyond the sleeping quarters, the property is equipped with an impressive array of facilities that cater to both leisure and wellness:

- * **The Restaurant:** A spacious dining hall with capacity for 150 covers, ideal for breakfast service, fine dining, or large-scale events.
- * **Wellness Suite:** A dedicated gym, sauna, shower room, and massage room provide a competitive edge in the modern 'wellness tourism' market.
- * **Conference Facilities:** A versatile meeting room accommodating 25–30 guests, featuring a separate entrance and private bar, making it perfect for corporate retreats or private functions.

Operational Excellence & Recent Capital Expenditure

The current owners have maintained the property with meticulous care, ensuring that the transition for a new buyer is seamless and free from the burden of immediate large-scale repairs. This is an 'oven-ready' business with an Energy Rating of 55 C, reflecting its operational efficiency.

Recent Upgrades Include:

- * **Mechanical & Engineering:** Replacement of three domestic gas boilers with two high-efficiency commercial boilers and a fully refurbished lift.
- * **Security & Tech:** Installation of a state-of-the-art CCTV system, upgraded fire alarms, modern room



locks, and a new integrated computer system.

* Back of House: A fully compliant modern kitchen, wine cellar, laundry facilities, and extensive storage across the 19,128 sq.ft. ft. floor area.

A Distinctive Business Model

Unlike many coastal hotels that rely heavily on low-margin coach tours or group bookings, the Eastbourne Riviera has carved out a niche as a peaceful, independent sanctuary . It caters exclusively to individual guests, ensuring a refined atmosphere that encourages repeat visits.

The digital presence is formidable, with high rankings on Booking.com, Expedia, and Agoda . However, the true strength of the business lies in its direct relationships; up to 60% of bookings are made directly via phone and email. This high percentage of direct bookings significantly reduces commission costs and fosters a loyal, high-value customer base.

Future Growth & Development Potential

While the hotel is a thriving turn-key operation, it also offers 'blue-sky' potential for the ambitious investor. A feasibility study conducted by HFP Architects confirms the structural feasibility of adding two additional upper floors . This expansion could potentially increase the room count from 37 to 60–70 rooms , nearly doubling the earning capacity of the property without requiring the acquisition of additional land.

Furthermore, the existing infrastructure—particularly the 150-seat restaurant and the conference bar—presents a massive opportunity to tap into the lucrative wedding and gala event market , a sector currently underutilized by the retiring ownership.

Why Eastbourne?

Eastbourne is currently undergoing a period of significant rejuvenation. With its award-winning beaches, the nearby South Downs National Park, and a thriving arts scene anchored by the Towner Gallery, the town is attracting a younger, more affluent demographic. Investing in the Eastbourne Riviera is not just a real estate play; it is an investment in the continuing growth of one of England's most resilient tourism hubs.

The Opportunity

Offered at £2,500,000 , this sale is prompted by the owner's well-earned retirement plans. It represents a rare chance to own a high-square-footage seafront asset with proven income, modern infrastructure, and documented expansion potential.

Viewings are strictly by appointment. Don't miss your chance to own a piece of the Eastbourne seafront and lead this prestigious hotel into its next chapter of success.

ABOUT THE AREA



Eastbourne is one of the United Kingdom's most beloved coastal retreats, famously holding the title of the sunniest town in Great Britain. Nestled at the foot of the South Downs National Park in East Sussex, the town is renowned for its elegant Victorian architecture, meticulously maintained seafront promenades, and the iconic Eastbourne Pier. Beyond the town's immediate charm, the dramatic white chalk cliffs of Beachy Head and the Seven Sisters offer world-class hiking and panoramic views of the English Channel, drawing nature enthusiasts and photographers from across the globe.

The town serves as a vibrant cultural hub, hosting high-profile events such as the Eastbourne International tennis tournament and the 'Airbourne' international airshow. For those seeking a quieter pace, the 'Little Chelsea' district provides a sophisticated blend of independent boutiques, antique shops, and artisanal cafés. This balance of traditional seaside fun and modern cultural appeal makes Eastbourne a versatile destination, catering equally to families, retirees, and young professionals looking for a coastal escape from the city.

In terms of accessibility, Eastbourne is exceptionally well-connected to major international travel hubs. The nearest major airport is London Gatwick (LGW), located approximately 40 miles away. Travelers can reach the airport in about an hour by car or via frequent direct train services that run from Eastbourne station, making it the most convenient gateway for domestic and international visitors. The airport serves as a critical link for the town's tourism industry, particularly for European travelers.

For those flying from further afield, London Heathrow (LHR) is the second-closest major international airport, situated about 84 miles to the northwest. While the journey to Heathrow typically takes between 1.5 to 2 hours by road depending on traffic, it offers a wider range of long-haul global connections. Additionally, London City Airport (LCY) and London Stansted (STN) are accessible within approximately 2.5 hours, ensuring that Eastbourne remains a highly reachable destination for guests arriving from any corner of the world.

MAIN FEATURES:

- * 1778m² of living space (19,128 sq. ft)
- * 37 Bedrooms
- * 39 Bathrooms
- * Stunning Views
- * Private Parking
- * Close to essential amenities such as supermarkets and pharmacies
- * Close to many excellent bars and restaurants
- * Great base from which to discover other fantastic areas of the UK
- * Many excellent sports facilities, walking and cycling areas nearby
- * Rental Potential through Airbnb and Booking.com

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Common

Bedrooms:

37



Bathrooms: 39
Finished sq. ft.: 1778 sq m
Lot Size: 1778 sq m

Lease terms

Date Available:

Contact information

IMLIX ID: IX8.385.709

