

THE
CREST



AT NEWQUAY

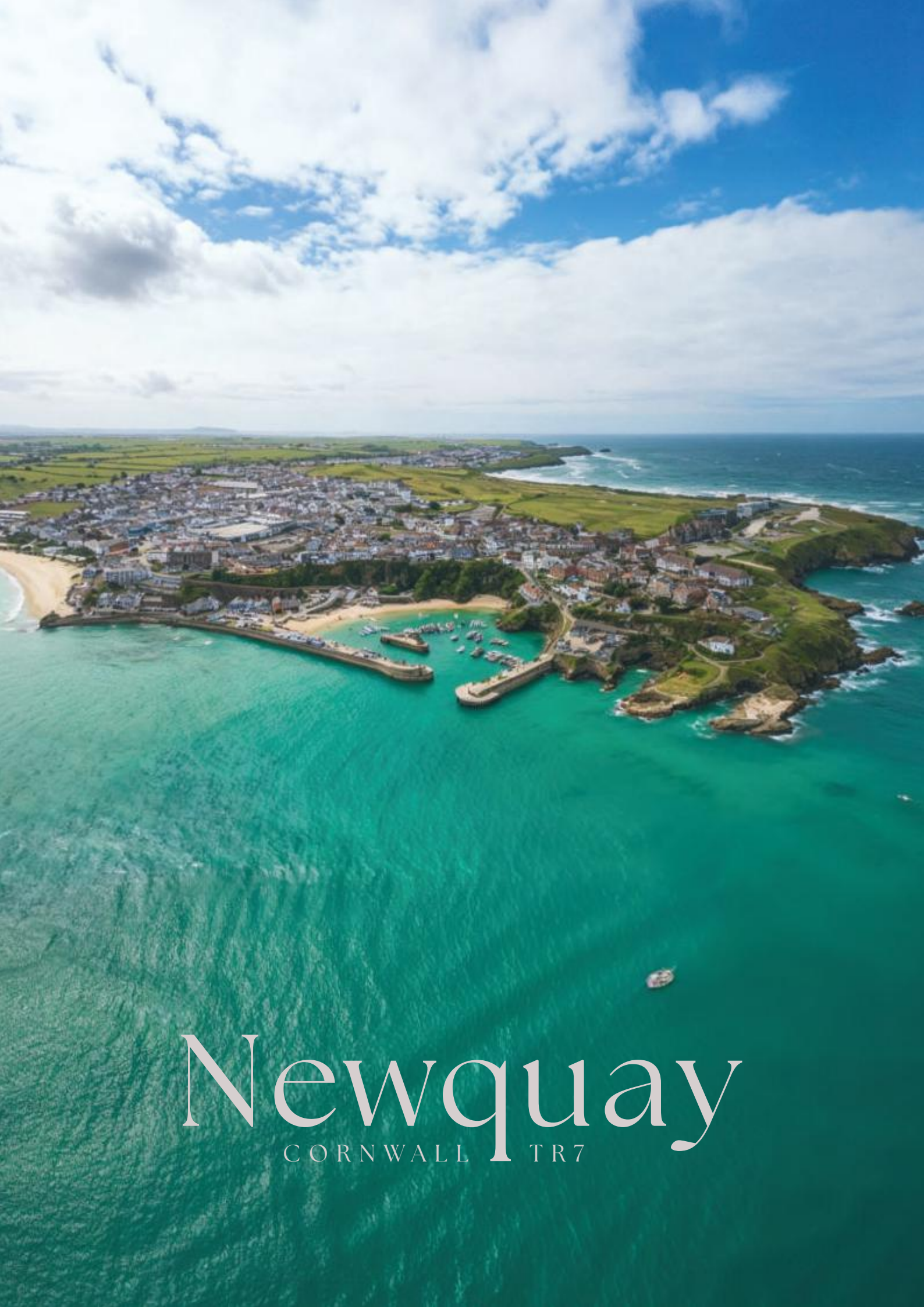


Secure
coastal
investment
meets
modern
coastal
living.



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Newquay

CORNWALL TR7



Own a Slice of Cornwall's Coastal Charm

Welcome to The Crest at Newquay

Imagine owning a property in one of the UK's most vibrant coastal destinations, a place where golden beaches, lively surf culture, and a thriving short-term rental market converge. The Crest at Newquay Aparthotel offers exactly that: a boutique aparthotel designed for modern comfort, family-friendly leisure, and a secure, long-term investment opportunity.

Set in the heart of Newquay, just steps from the world-famous Towan Beach, The Crest has been reimagined to combine stylish, self-contained studios and apartments with communal areas that appeal to families, couples, and short-stay guests alike. Each unit features a kitchenette and high-quality finishes, ensuring it meets the expectations of today's holidaymakers while allowing for flexible self-catering stays.



Why Investors Love The Crest Aparthotel



Secure ownership: Individual units sold on 999-year leases, with the freehold transferred to investors after refurbishment.



Affordable entry: Single units from just £44,950, with most double & twin units averaging around £79,950, offering investors a highly accessible way to invest.



Strong income potential: Professionally managed by Guestz, specialists in leasehold aparthotels, with 12% projected net returns on most units at 60% Occupancy.



Zero Stamp Duty: Properties under £150k and treated as commercial like these are stamp duty exempt for UK and International buyers.



Family-friendly & lifestyle appeal: Refurbished communal areas, games room, bar, and a prime beachside location ensure consistent occupancy and guest satisfaction.

At The Crest Aparthotel, your investment is not only secure, it's part of an exciting lifestyle story in a destination renowned for its tourism and short-term rental growth. This is more than a hotel; it's a chance to combine coastal experience with a smart, reliable investment.



Location and Market Demand

Location and Market Demand Why Newquay Works

A Coastal Destination in Transformation

Newquay is one of Cornwall's most iconic seaside towns, famed for golden beaches, world-class surf, and a vibrant town centre. Traditionally a summer hotspot, the town is now seeing stronger year-round demand, thanks to:

Improved accessibility

Newquay Airport's expansion and the development of the Aerohub are attracting more domestic and international visitors throughout the year.

Changing travel habits

UK and international tourists are increasingly taking short breaks outside peak summer months.

Enhanced town offering

Regeneration projects and residential developments, including Nansledan, are boosting year-round appeal and supporting visitor growth.





Regeneration and Growth Highlights

£1.1 million invested

via the Business Improvement District (BID) to upgrade infrastructure, visitor facilities, and the town centre.

Expanding population

and new housing developments are contributing to steady, year-round tourism.

Continuous investment

in amenities, retail, and leisure is transforming Newquay into a modern, high-demand coastal destination.

Thriving Short Stay and Serviced Accommodation Market

1,000+ active short-term

rental listings in Newquay, with average occupancy of 63% and nightly rates of £151–£172.

Professional aparthotels

Growing preference for professional aparthotels that combine self-contained comfort with hotel-style amenities.

Increasing off-peak

Off-peak demand is increasing due to improved connectivity, lifestyle tourism trends, and upgraded leisure offerings, providing income potential all year round.

Why Invest in Newquay?

Newquay combines breathtaking coastal appeal, rising off-peak demand, and strategic infrastructure investment, creating the perfect environment for The Crest Aparthotel.

With airport expansion, Aerohub development, ongoing regeneration, and a strong short-stay market, investors can expect consistent income and long-term capital growth in one of the UK's most desirable coastal locations.



Newquay Short Stay Market in Numbers

Newquay Airbnb Revenue by Month

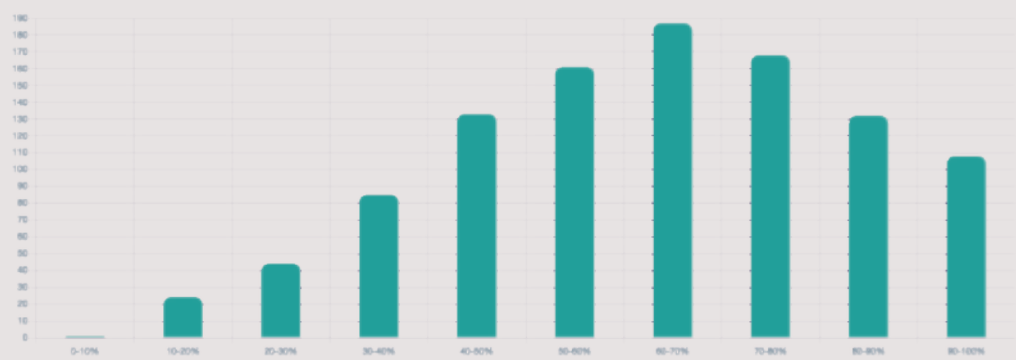
September, 2024 – August, 2025



Low: £1,164 Average: £2,733 High: £5,490

<div>£2,760</div> <div>Newquay Average Monthly Revenue</div>	<div>25.8%</div> <div>Newquay YoY Revenue Change</div>	<div>63%</div> <div>Newquay Average Occupancy Rate</div>
<div>£151</div> <div>Newquay Average Daily Rate</div>	<div>1,043</div> <div>Newquay Number of Listings</div>	<div>Aug</div> <div>Most Profitable Month for Airbnb</div>

Average Airbnb Occupancy Rate in Newquay





Own a Slice of Cornwall's Coastal Charm

The Crest at Newquay

A Coastal Classic with Untapped Potential

Formerly known as the Glendevor Hotel, this property has long been part of Newquay's hospitality scene. Once a well-frequented hotel, it has gradually fallen behind as visitor expectations have evolved, blending into the town's many mid-tier 2-3 star hotels.

Now poised for a rebrand and refurbishment, the property will emerge as The Crest at Newquay Aparthotel, combining modern comfort with a coastal holiday atmosphere that appeals to a wide range of guests.



THE
CREST
AT NEWQUAY



A Fresh Chapter on the Cornish Coast



Prime Location, Endless Leisure Opportunities

Nestled just a two-minute walk from Towan Beach, the aparthotel enjoys one of Newquay's most desirable locations. Guests will be within easy reach of:



Golden sandy beaches and surfing hotspots



Family attractions, leisure parks, and local events



Coastal walking trails and scenic viewpoints



Shops, cafés, restaurants, and vibrant nightlife in the town centre

Excellent footfall and strong visitor appeal, making it a compelling prospect for guests and investors alike.



Enviably Location



Newquay Station

8 min 0.4 miles



Cornwall Airport Newquay - NQY

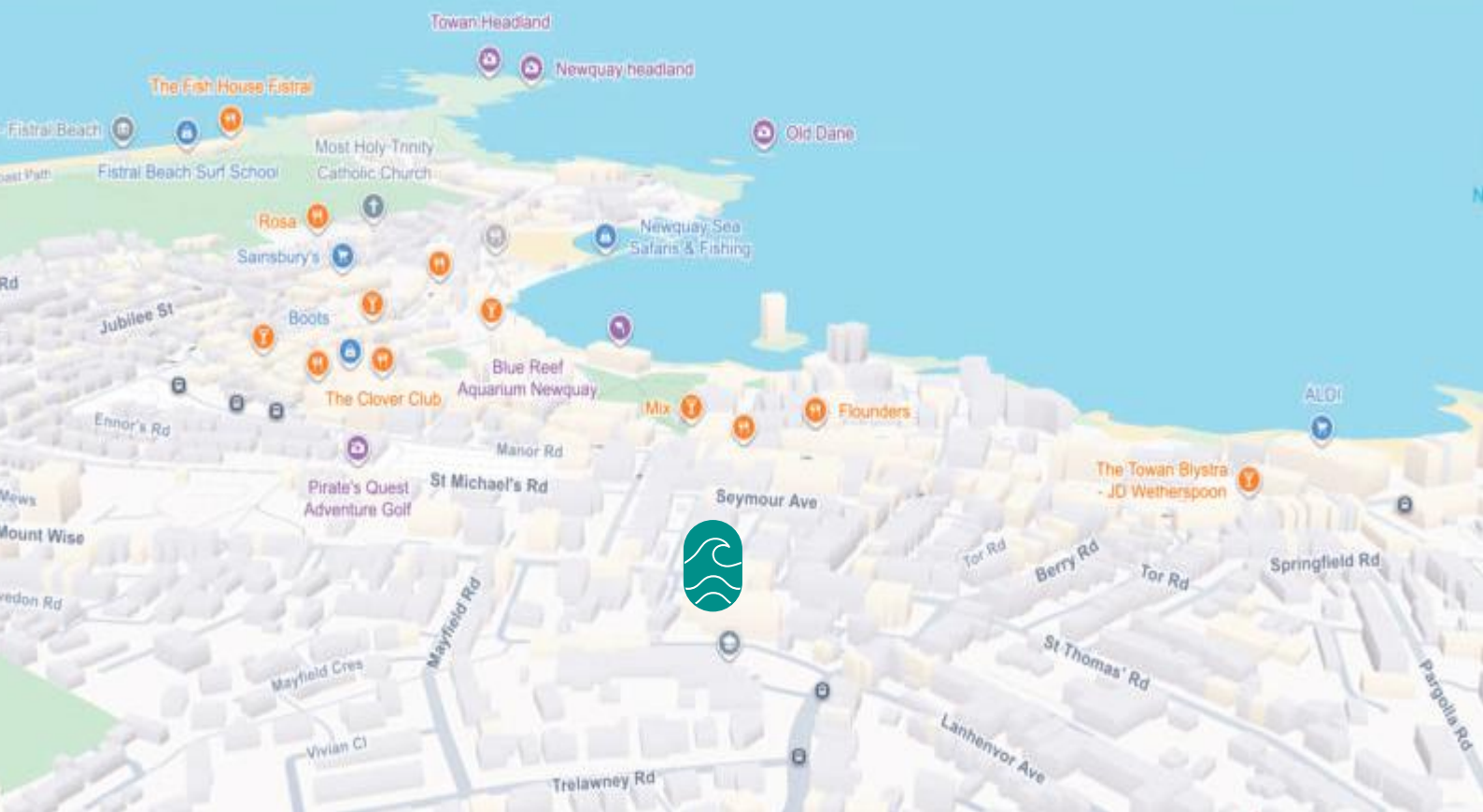
15 min 5.6 miles

Attractions

Blue Reef Aquarium	5 min	0.3 miles
Towan Beach	2 min	0.3 miles
Great Western Beach	8 min	0.4 miles
Tolcarne Beach	11 min	0.6 miles
Fistral Beach	5 min	1.1 miles

Restaurants

Lost Brewing Co	6 min	0.3 miles
Turkish Kitchen	5 min	0.3 miles
The Towan Blystra	5 min	0.3 miles
Concho Lounge	7 min	0.3 miles
Oceans Cafe	5 min	0.3 miles



Accommodation

Overview

The aparthotel comprises of 33 studios and 3 larger apartments, including a mixture of double, twin, and family rooms, some of which boast stunning sea views. The variety of room types ensures broad appeal, catering to:



Surfers and
active holiday
makers



Couples & friends
looking for short
or extended stays



Families seeking
a comfortable
seaside break



A Refurbishment for Modern Comfort

Plans for the refurbishment will focus on creating a welcoming, contemporary environment while retaining the property's coastal charm.

Once completion has taken place we expect the refurbishment works to be completed in 3-4 months and anticipate reopening the Aparthotel in time for the summer season of 2026. The refurbishment will consist of:



Installation of new flooring and modern furniture throughout the apartments.



Kitchenettes installed to each apartment featuring a fridge, a kettle, a microwave and a worktop. Perfect for self contained short term breaks.



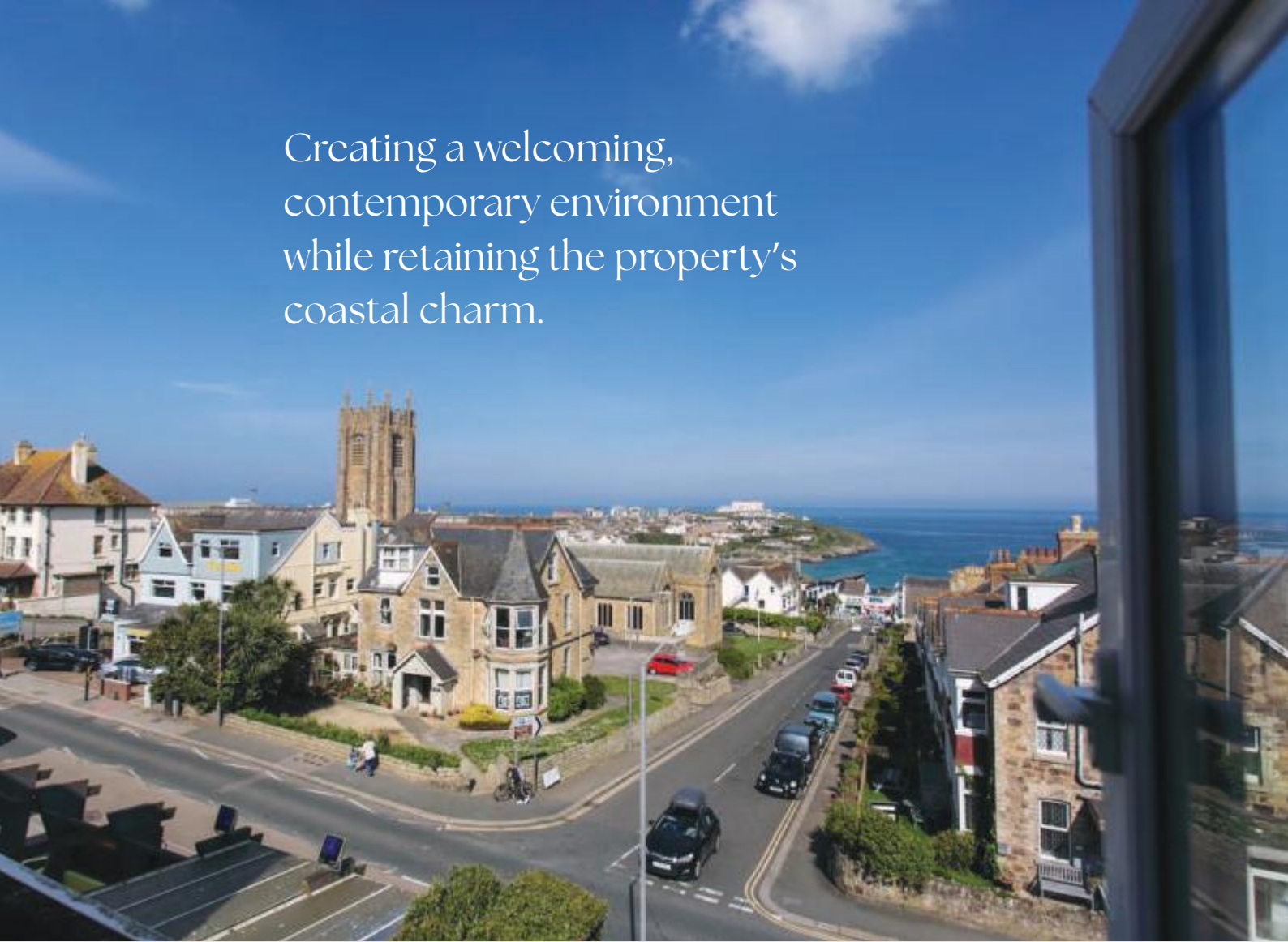
Refreshed communal areas, including new furniture throughout and the addition of a games room for family entertainment featuring lots of games and activities to keep children busy.



Full redecoration and modern decor and finishes throughout both internally and externally, elevate the guest experience and differentiate the aparthotel from other local options.



Creating a welcoming,
contemporary environment
while retaining the property's
coastal charm.



A Broad-Appeal Coastal Haven

Once refurbished, The Crest will be a perfect haven for families, surfers, and holidaymakers alike, combining seaside charm with contemporary convenience.

Its location, variety of accommodation, and planned amenities ensure the aparthotel will cater to a wide audience, enhancing occupancy potential and long-term appeal.



Vision









To create a welcoming,
contemporary coastal haven
with broad appeal, combining
comfort, style, and functionality
for guests, while delivering stable
returns for investors.









Furniture







Guest Apartments

-  New Bed Base x 1
-  Mattress x 1
-  Bedside Tables x 1-2
-  Stylish Chairs x 1-2
-  Desk / Table x 1
-  TV
-  Blinds / Curtains
-  Open Wardrobe

Bedding

-  Duvet ¹
-  Pillows
-  Scatter cushions
-  Throws

Accessories

-  Pouffe ²
-  Wall Art ³
-  Mirror
-  Cutlery Set
-  Crockery Set
-  Glasses

¹ summer and winter ² subject to suitability and size of apartment

³ 2-3 pcs per apartment more for the larger ones



Investment Highlights

Investment Highlights

Secure, Profitable, and Managed

A Unique Investment Opportunity

The Crest at Newquay Aparthotel offers investors the chance to own a self-contained aparthotel unit on a 999-year lease, with the freehold of the building transferred once refurbishment is complete.

This structure provides security, transparency, and long-term value for both UK and international investors.

Small Studios¹

Prices from
£44,950

Large Studios

Prices from
£72,950

1 and 2 Bed Apartments

Prices from
£124,950

¹ Single occupancy



Projected Returns

Occupancy and Nightly Rates

Based on conservative assumptions of 60% occupancy and nightly rates of £70–£95, investors can expect 11–12% net returns depending on the apartment.

Short Term Rental Market

Strong short-term rental market and professional management reduce risk and maximise occupancy potential

Off-peak Demand

Off-peak demand growth and year-round visitor trends provide income diversification

Tax Efficiency

Properties are treated as commercial units, falling below the £150k Stamp Duty threshold

No Stamp Duty is payable for UK or international investors, reducing upfront costs

Key Highlights at a Glance

Secure ownership with 999-year leases and freehold transfer

Affordable entry with Small Studios (single) apartments starting from £44,950

Strong projected returns of 11–12% net at conservative occupancy levels and conservative nightly rates

Professional management via Guestz for hassle-free operation

Tax-efficient investment with no Stamp Duty for qualifying properties and zero ground rent

Modern, Stylish Refurbished Apartments – 33 Studio's and 3 larger apartments

Broad appeal: family-friendly, surfer-ready, and flexible for short or long stays





Professional Management

Professional Management Guestz

Expert Management for Secure Returns

The Crest at Newquay Aparthotel will be professionally managed by Guestz, a specialist short-term rental and aparthotel management company. Guestz brings a wealth of experience in managing leasehold and individually-owned units, ensuring each property is run with care, efficiency, and a focus on maximising returns.



Why Guestz?

Proven Track Record: Guestz have successfully managed a range of properties in the UK, delivering stable income and high occupancy for individual leaseholders.

Comprehensive Services: From guest bookings and housekeeping to marketing, maintenance, and revenue management, Guestz handle all operational aspects, giving investors a hassle-free ownership experience.

Optimising Performance: Using industry-leading tools and local market expertise, Guestz ensure competitive pricing, maximised occupancy, and a seamless guest experience.

Leaseholder-Friendly: Guestz are experienced in working with multiple individual owners in a single property, ensuring clear reporting, transparency, and pride in property management.

The Crest Advantage

By partnering with Guestz, investors can be confident that:

- Properties will be professionally maintained and presented
- Guests will enjoy a high-quality stay, enhancing repeat bookings
- Returns are optimised while reducing the day-to-day involvement required of individual owners

Guestz are experienced in working with **multiple individual owners** in a single property, ensuring **clear reporting, transparency**, and pride in **property management**.



Frequently Asked Questions

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What is the investment structure?

Purchase individual commercial units on a 999-year lease
Freehold transferred post-refurbishment

How does the payment plan work?

Reservation: £5,000 (deducted from second payment)
First Payment: 75% at legal completion
Second Payment: 25% (less reservation) on refurbishment completion
Legal Fees + VAT: £1,800

How is the aparthotel managed?

Fully managed by Guestz, covering bookings, housekeeping, marketing, and maintenance

What are the projected returns?

Net yields of up to 15% depending
on unit type and occupancy



Are there any taxes or fees to pay?

No Stamp Duty for units under £150k

Running costs for the apartments will apply and will be covered by a service charge

When will the refurbishment be completed?

We expect the refurbishment to be completed by June 2026 and open the venue up in time for the main summer season in Newquay

Who are the developers?

The developer will be Opulent, via an SPV. Opulent are experienced in residential, aparthotel, and hotel projects

Successful track record in raising capital and delivering refurbishment programmes

Why invest in Newquay?

Popular coastal destination, growing off-season demand

Supported by airport expansion, regeneration, and increasing visitor numbers

How is the refurbishment quality assured?

All works completed to modern standards, overseen by experienced professionals

Ensures high guest satisfaction and long-term rental income stability

How do I get started?

Contact the sales team to reserve a unit with a £5,000 deposit

Complete legal formalities for the first staged payment

Receive updates on refurbishment progress



Risk and Compliance Summary

Risk and Compliance Summary

Legal Structure and Compliance

The apartments are being sold on 999-year leases, with owners receiving a share of the freehold on completion of the refurbishment works. This is a standard legal structure commonly used for serviced-apartment, aparthotel and student accommodation developments across the UK. Each buyer owns their individual unit outright and can choose how it is managed.

The development has been carefully structured to avoid classification as a Collective Investment Scheme (CIS) under the Financial Services & Markets Act. Buyers retain full ownership and control of their property, and the rental management service is offered on an optional basis. Income is not pooled and no fixed or guaranteed returns are offered, ensuring the project operates outside the scope of FCA regulation.

Planning and operational compliance align with the property's intended use as an aparthotel / serviced-accommodation scheme, with professional management in place to oversee guest operations, safety regulations, building maintenance and licensing requirements.

This structure ensures buyers receive the benefits of a fully-managed hands-off short-let investment while maintaining full legal ownership and regulatory compliance.



Typical structure for apartments at The Crest



THE CREST



AT NEWQUAY

This Brochure is for marketing purposes only and does not constitute financial, investment, or tax advice. Buyers should rely on their own enquiries and obtain independent professional advice before proceeding.

This opportunity involves the purchase of a long-leasehold property. It is not an FCA-regulated investment product and is not a Collective Investment Scheme (CIS). Any references to projected income, occupancy or yields are illustrative only and not guaranteed.

Images, CGI visuals, layouts and specifications shown are representational and may be subject to minor change during refurbishment or development. All information was correct at the time of publication but may change without notice.

Property values and rental income can rise or fall, and purchasers may not recover the amount invested. Past performance is not a guide to future results.