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# The O2 – Hotel development and commercial strategy — case study





Just a thought;  
broadening horizons  
for a London icon

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## Where we've delivered it...

### The O2 – Hotel development and commercial strategy

We have developed a long standing relationship with AEG Europe, spanning a number of projects.

Our work has included providing strategic and financial advice on plans to develop a 450 room luxury hotel on the site of The O2. Proposals for the development include an event and banqueting space capable of hosting over 3,000 people.

Our work has involved:

- Providing recommendations on the overall feasibility and investment rationale for the hotel development.
- Advising on appropriate hotel brands to include in discussions around the management and operation of the property.
- Reviewing and amending an earlier version of the hotel's business case to develop final, costed solutions for the event and banqueting space.
- Developing the concept for the event space, including programming targets, branding, look and feel.

Our other work for AEG has included developing commercial strategies and identifying additional income streams as The O2 enters its next phase of development. We have used our insight to identify activities / attractions that fit the wider positioning of the venue.

We have also proposed new activities to drive visits to the O2 outside of event times. These include developing a 'tent walk' proposition which is now being developed and will allow visitors to scale the exterior of the structure.

All of our commercial strategy work is underpinned by years of delivery experience and is supported by our expertise in financial planning and developing strong business cases.



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Thank you, Why Not get in touch:

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