



PENALLY ABBEY HOTEL

Penally, Tenby, SA70 7PY

FREEHOLD: £2,250,000 | REF: 3440684



LOCATION

Penally, Pembrokeshire, is roughly 239 miles and 4.5 hours (via London Paddington) from London. Pembrokeshire, and Tenby in particular, is one of the most popular tourist destinations in the UK. It has been rated as one of the top beaches and top places to live in the UK by numerous quality broadsheets.

Penally Abbey is only a four-minute walk from the train station and located one mile to the west of Tenby situated overlooking the broad sweep of Tenby's South Beach and Tenby golf links, and is a 10-minute walk from the Pembrokeshire Coastal Path. It is also the only UK national park recognised primarily for its coastline. The hotel and gardens represent a tranquil escape from the hustle and bustle of Tenby.

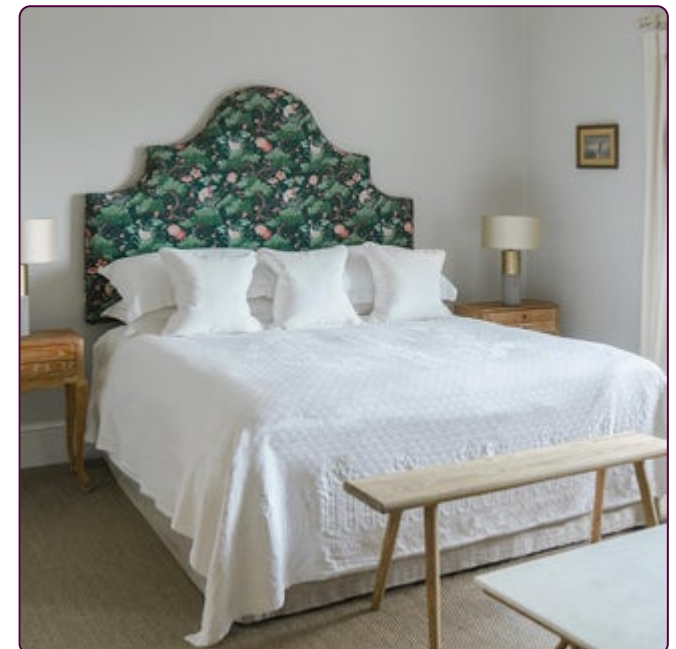
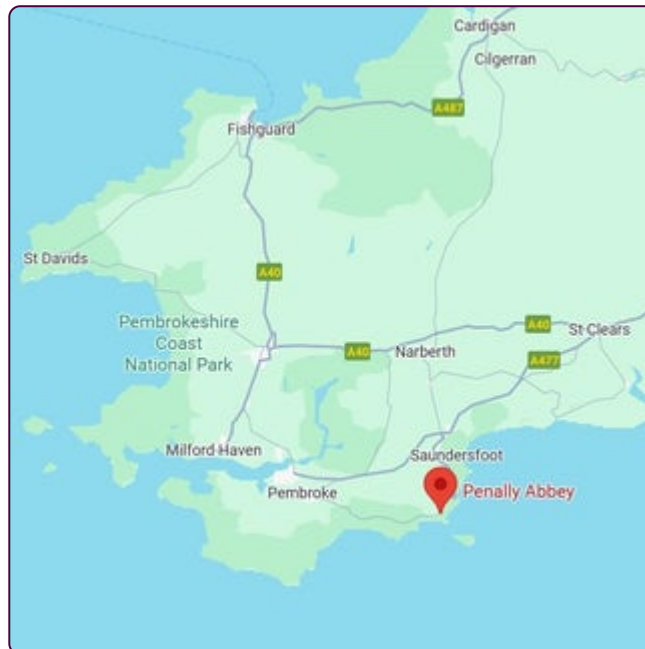
Transport links are excellent, with the A477 providing access to the M4 corridor and beyond. Swansea is approximately one hour 20 minutes away, and Cardiff is within two hours.

TENURE

Freehold

KEY HIGHLIGHTS

- Enchanting & historic hotel
- Stunning coastal location
- 12 elegant ensuite rooms
- Award-winning hotel & restaurant
- Fully managed and turnkey
- Fantastic trade and profits





DESCRIPTION

Penally Abbey Hotel is an architecturally important historic Grade II* listed limestone mansion set in six acres of gardens and woodland. It was a former rectory built in a unique gothic vernacular style with large windows and its ogee-headed doors that makes for a delightful impact on arrival. The site is steeped in history built on the site of an old monastery dating back to the 6th century and is on a south-facing escarpment overlooking the mystical Caldey Island and the expanse of the magnificent Carmarthen Bay. Penally Abbey is located within the Pembrokeshire Coast National Park.

Penally Abbey is one of very few substantial minor country houses in Pembrokeshire and indeed West Wales with extensive grounds and elevated sea views. The property is therefore unique, operating as a destination hotel with 12 beautiful ensuite rooms and a delightful casual fine dining restaurant with cosy corners and snugs which caters for those seeking coastal breaks in a quiet, unfussy 'home from home' setting.

The formal grounds represent roughly an acre of well-tended gardens bordering a further five acres of mature woodland. The woods are subject to a Tree Protection Order but there is a woodland management plan in place and the woods have recently been thinned with 250 new trees planted to increase the diversity. The combination of a stunning period property and incredible sea views make for a unique atmosphere which is the antithesis of the larger hotels in the area.



INTERNAL DETAILS

The public areas at Penally Abbey Hotel are thoughtfully designed to reflect the building's historic character while providing welcoming, stylish spaces for guests to relax and enjoy. Each area combines period charm with a boutique, homely feel.

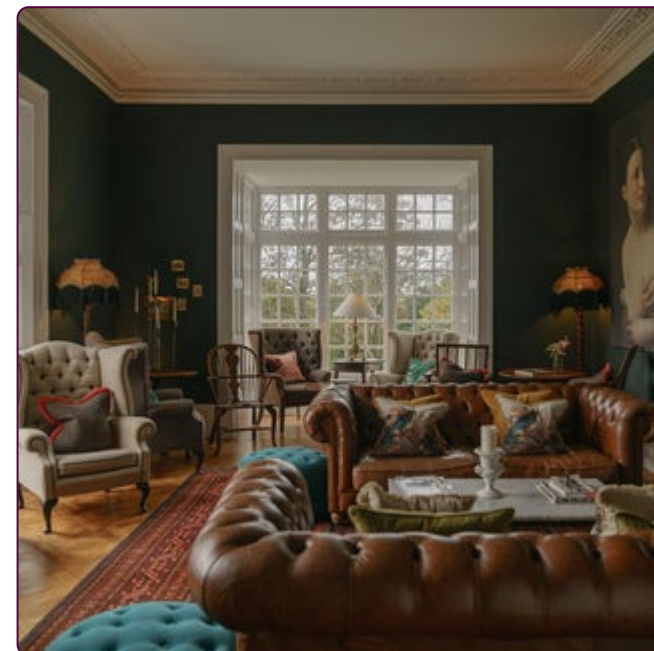
Guests arrive through the grand Gothic-style entrance into a welcoming hallway, showcasing the hotel's elegant period architecture. Antique furniture, curated artwork, and soft furnishings create an immediate sense of character and comfort.

The drawing room is a central guest space, complete with high ceilings, large windows overlooking the gardens, and period fireplaces. Furnished with plush sofas, armchairs, and eclectic antiques, it's designed as a relaxing retreat for reading, afternoon tea, or evening drinks. Soft lighting, muted tones, and homely details make the atmosphere warm and informal, in keeping with the country house style.

The hotel has a cosy bar area, perfect for pre-dinner drinks or nightcaps. The snug provides a more intimate setting, often with a log fire in cooler months, adding to the sense of comfort and relaxation.

The hotel's acclaimed restaurant, Rhosyn, forms a key public space. The main dining room is candlelit and atmospheric, with c.40 covers, designed for intimate fine dining. A light-filled conservatory connects to the restaurant, offering garden views and a bright, airy contrast to the dining room's cosier feel. Afternoon tea is served in these spaces, often spilling out onto the terrace in fine weather.

All public areas share a consistent design theme: historic bones with contemporary elegance. They are homely but refined, inviting guests to linger whether for socialising, reading by the fire, or enjoying the sea views.





LETTING ACCOMMODATION

The accommodation at Penally Abbey Hotel is intimate, stylish, and full of character, designed to reflect the historic charm of the property while offering modern comfort. The hotel has around 12 individually designed bedrooms, each with its own unique style, blending antique furniture, soft colour palettes, and carefully chosen fabrics to create a relaxed, boutique feel.

Room categories & style

- Sea View Rooms – Spacious and elegant bedrooms positioned at the front of the hotel, many with large sash or floor-to-ceiling Gothic windows offering sweeping views across Carmarthen Bay and Caldey Island
- Superior Doubles – Generously proportioned rooms with statement beds, luxurious linens, and comfortable seating areas
- Eaves Rooms – Quirky, characterful rooms tucked into the top of the house with sloping ceilings, perfect for guests seeking a cosy, romantic stay
- Courtyard Rooms – Located in converted outbuildings, offering a little extra privacy and easy access to the gardens, ideal for dog owners

Each bedroom has been styled under the creative direction of the hotel's owners, combining French antiques, Welsh textiles, and contemporary touches. Soft, muted tones inspired by the coastal landscape create a calming atmosphere, while original features such as exposed beams and Gothic windows enhance the historic charm.

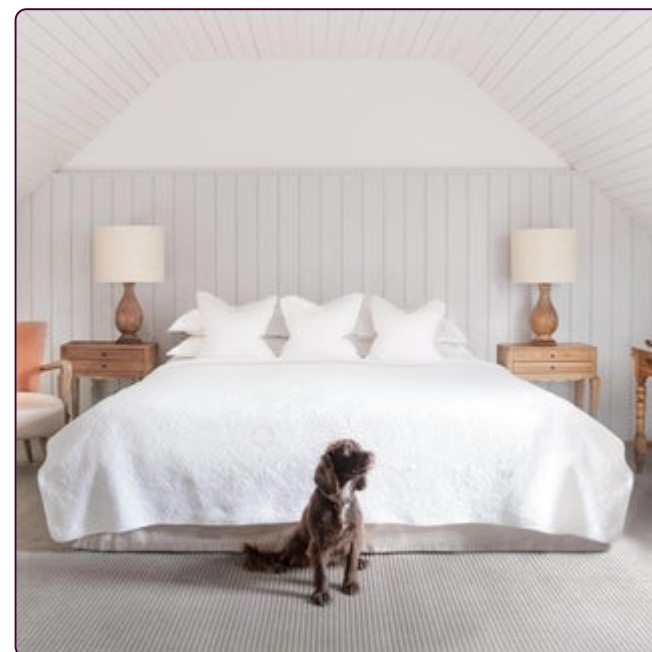
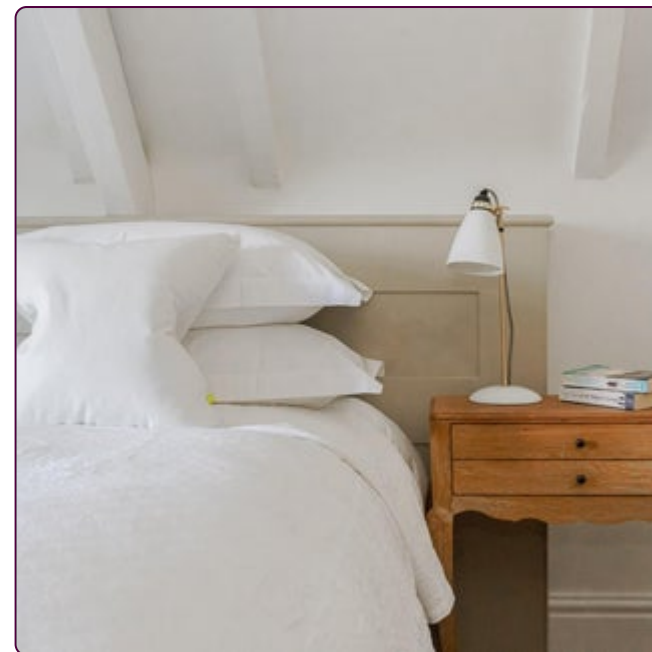
In-room comforts

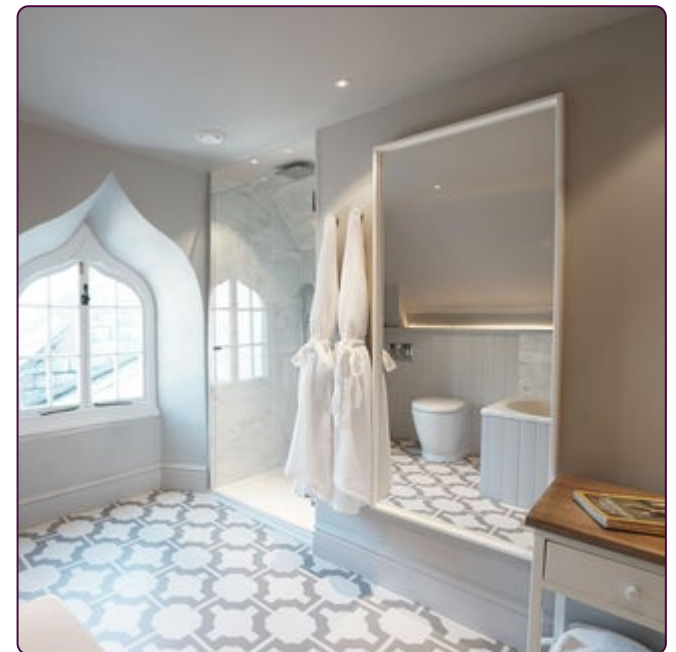
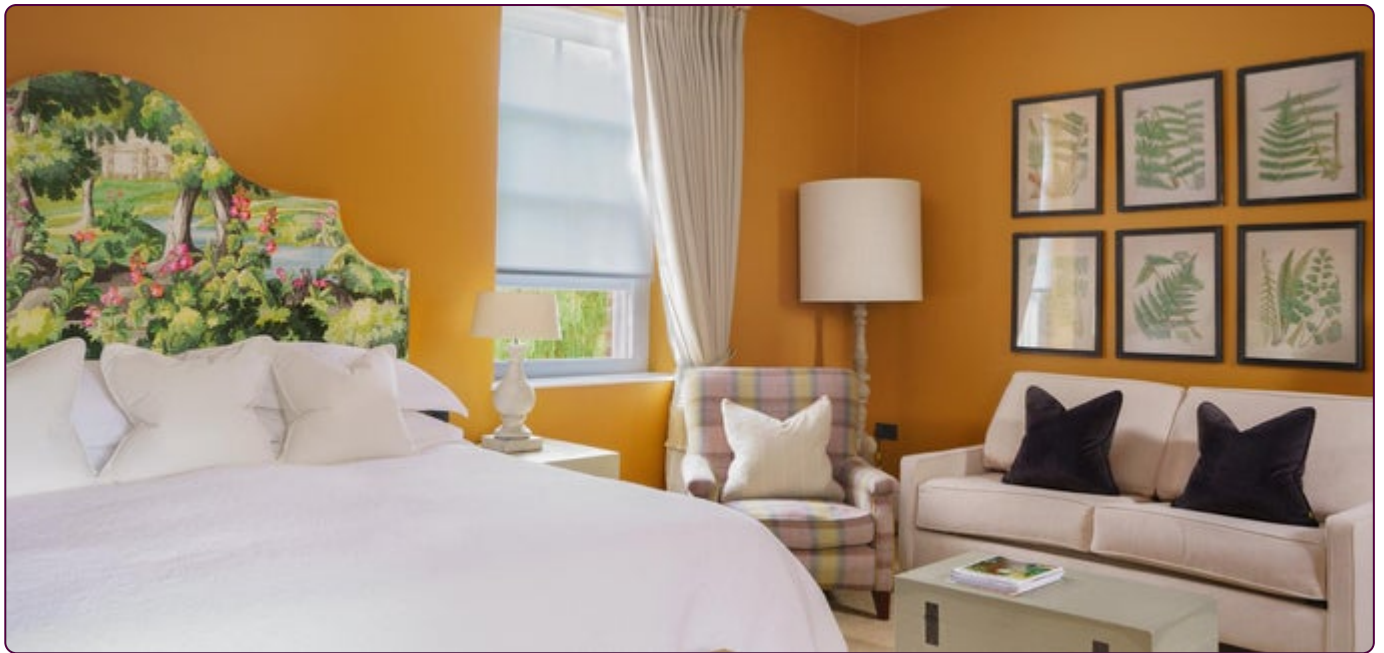
- Luxury beds with high-quality linens
- Ensuite bathrooms, many with roll-top baths or walk-in showers
- Flatscreen TVs and Wi-Fi
- Tea and coffee-making facilities, with thoughtful local touches
- Sea views or garden outlooks in many rooms

The accommodation strikes a balance between boutique hotel elegance and the warmth of a country house, giving guests a sense of staying somewhere personal and homely yet refined. Many rooms have reading nooks or window seats, encouraging guests to relax and take in the scenery.

FIXTURES & FITTINGS

Trade fixtures & fittings will be included within the freehold sale. Those items personal to the current owner may be excluded, please speak to the selling agent for clarity.







EXTERNAL DETAILS

The external areas at Penally Abbey Hotel are a major feature of its appeal, providing both beauty and practicality for guests. Set within circa six acres of private grounds, the property offers a mix of landscaped gardens, lawns, woodland, and terraces, with stunning outlooks across the Pembrokeshire coastline.

Formal lawns and landscaped borders frame the hotel, creating a sense of grandeur on arrival. Mature trees and woodland provide shelter, seclusion, and a peaceful backdrop, enhancing the country house feel. The terraced gardens offer multiple spots for outdoor seating where guests can enjoy afternoon tea or evening drinks while overlooking Carmarthen Bay and Caldey Island. The grounds connect seamlessly to the surrounding countryside, with a footpath leading directly to the Pembrokeshire Coast Path which is ideal for walkers.

A dedicated garden terrace adjoins the restaurant and lounge areas, used in warmer months for al fresco dining and drinking. The elevated position of the terrace provides panoramic sea views, making it a key feature for guest enjoyment.

The hotel benefits from ample private car parking for resident guests, discreetly located within the grounds. Spaces are clearly laid out and suitable for both standard vehicles and larger cars, ensuring easy access for those travelling from further afield. The parking area is within a short walk of the entrance, convenient yet screened so as not to impact the scenic beauty of the property.





THE OPPORTUNITY

Penally Abbey Hotel represents a rare opportunity to acquire one of Wales' most distinguished coastal boutique hotels. The combination of historic charm, award-winning reputation, established profitability, and growth potential makes this an exceptional acquisition for private operators, lifestyle buyers, or hotel groups seeking a flagship property in a prime UK leisure destination.

AWARD WINNING

Penally Abbey has established itself as one of Wales' most celebrated hotels. Accolades include:

- Winner of The Times & Sunday Times "Best Place to Stay in Wales"
- Winner of AA's best hotel in Wales (2022/23)
- Holder of three prestigious AA Red Stars (2024)
- "Best Hotel in Wales" in The Good Hotel Guide
- GHG Cesar award best hotel in Wales 2023, 2024/25 (one of very few hotels in the UK to secure a Cesar twice in a short time frame)

These awards, coupled with consistently strong online reviews and repeat clientele, reflect the hotel's outstanding reputation for quality, service, and hospitality. The business enjoys robust year-round trade, benefitting from both the buoyant Pembrokeshire holiday market and growing off-season demand from walkers, food lovers, and those seeking weekend escapes.

TRADING INFORMATION

Trading information can be obtained via the selling agent.







GROUND



FIRST FLOOR



SECOND FLOOR

FLOOR PLAN

- FRONT OF HOUSE
- BACK OF HOUSE
- ROOMS
- S/R SHOWER ROOMS
- B/R BATH ROOMS

DEBT & INSURANCE ADVISORY

FINANCE

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CONDITIONS OF SALE

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The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended) require us to conduct due diligence checks upon all purchasers. When an offer has been accepted, the prospective purchaser(s) will need to provide, as a minimum, proof of identity and residential address; if the purchaser is a company or other legal entity, then any person owning more than 25% must provide the same. These documents must either be handled and copied by a Christie & Co employee, or certified copies be provided.

CONTACT

No direct approach may be made to the business. For an appointment to view, please contact the vendor's agent:



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