

ME Asset Management snaps up Swansea Premier Inn

03 Feb 2026 By [Lewis Berrill](#)

ME Asset Management (ME.AM) has acquired the Premier Inn hotel on Swansea Waterfront for an undisclosed sum.



Swansea Premier Inn

The hotel, operated under a long occupational lease to Whitbread with 10 years unexpired, has 132 rooms.

The deal was supported by a £9.6m senior loan facility from specialist real estate lender ASK Partners.

ME.AM specialises in repositioning overlooked or underperforming properties through capital investment and targeted asset enhancement.

ME.AM chief executive Verender Badial said: “This acquisition reflects our focus on high-quality, income-producing assets in resilient regional markets. Swansea continues to attract significant inward investment and the Premier Inn is exceptionally well located.”

ASK investment manager Mike Ginsberg added: “This loan presented an attractive opportunity to finance a well-located, income-producing asset with a strong operator covenant. The long lease to Whitbread provides cashflow visibility, while Swansea’s ongoing regeneration creates compelling demand fundamentals for quality hospitality assets.”

ASK has now lent over £2bn since its launch in 2016.