

'The Most Handsome Inn in The World' Up for Sale

Thursday 22 February, 2018

The Feather Hotel in Ludlow, Shropshire, has recently been put up for sale. Widely regarded as 'the most handsome inn in The World', it is on the market for a cool £2.65 million. After 16 years, the owners of the hotel are looking for a buyer which will allow them to retire.

The 40-bedroom hotel was rebuilt in 1619 and is a grade 1 listed building. It is said that the hotel has the oldest facade in England. With a beautiful 17th century coaching inn appeal, the front of the inn has an incredibly intricate Jacobean patterning. With 4 retail units, conference rooms and private dining facilities: this establishment has all of the provisions that a modern hotel can offer and more.

Charles Jones, the senior agent for hotels, pubs and restaurant for the agency handling the sale, Christie & Co said: "The Feathers is a fantastic opportunity for an owner operator to purchase their own piece of history in one of England's prime market towns. The Feathers continues to be a destination hotel. We expect to see high interest from local, national and international operators who will recognise The Feathers as an exceptional addition to any portfolio."

The hotel was acquired by the Ceney family in 2002 for 1.75 million. After 16 years, they are now looking for a sale which will allow them to retire from the business.

Local UK Hotel Supplier, [Smart Hospitality Supplies](#), have worked with many businesses in the area with their branding in the form of bespoke [menu holders](#) and [guest information](#) folders. A company representative explains: "Ludlow has a rich and grand history within the hospitality and hotel industry, at one time boasting three Michelin Star restaurants. The Feathers is a top attraction in the area and the acquirers will inherit the option to work with local businesses to build on its deep and fruitful foundations."

Although the hotel is an attraction in itself with its unmistakeable 17th century character, it is situated in a prominent location. Within a five to ten minute walk of Ludlow Castle, the River Teme, Ludlow Market and the high street, it is an integral part of the market town. Being within the heart of the town means that this hotel has the potential to boost the local area and work in conjunction with local businesses to bring Ludlow back to its Michelin prime position once again.

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