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**25h**  
twenty five hours hotels

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You know one,  
*you know none*

*Quirky & Elaborate*

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BRAND PILLARS

More is  
*more*

*A kaleidoscope*  
of services

It's a *serious*  
hotel

We like  
*people*

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HOTELS



Open



Pipeline

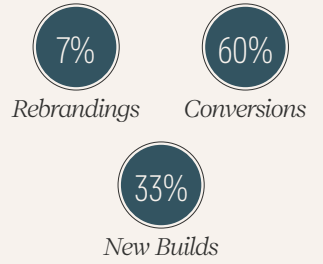
OPEN KEYS

2730

CURRENT REGIONS

EUROPE  
MIDDLE EAST

EXISTING DEVELOPMENT



OCCUPANCY

80%

DIRECT BOOKINGS

60%

6,000sqm

Minimum Gross Floor Area

100

Minimum Guest Rooms

24-26sqm

Guest Room Net Floor Area

750sqm

Minimum Front of House

MUST-HAVES

Lobby  
Restaurant  
Bar  
Living Room

Kiosk / Retail  
Fitness  
Wellbeing  
Windows that  
Open Fully

NICE-TO-HAVES

Semi-open Bathrooms  
Meeting Rooms  
Work Labs  
Pool  
Car Park

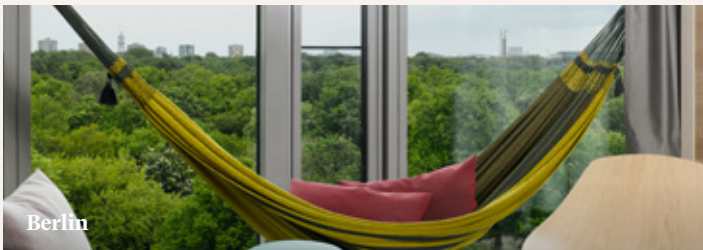
FLAGSHIPS



Florence



Zurich



Berlin



Dubai



LIFESTYLE COLLECTIVE