Say hello to The Hoxton
The Hoxton is part of Ennismore, a global collective of entrepreneurial and founder-built brands with creativity & purpose at their heart.

Let’s tell you a little more about Ennismore...
<table>
<thead>
<tr>
<th>New Autonomous Entity</th>
<th>Offices in Four Major Cities</th>
<th>Globally Renowned Brands</th>
<th>Partnerships Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Footprint in Key Markets</td>
<td></td>
<td></td>
<td>Strong &amp; Committed Partners</td>
</tr>
<tr>
<td>In-House Creative Studio</td>
<td></td>
<td></td>
<td>Digital Product &amp; Tech Innovation Lab</td>
</tr>
<tr>
<td>F&amp;B Concept Lab</td>
<td>Founder &amp; F&amp;B Collaborators</td>
<td>Unrivalled Distribution and Loyalty Tools</td>
<td>Global Development Team</td>
</tr>
</tbody>
</table>
A global collective of 14 brands, with 87 operating properties and a further 141 hotels in the pipeline.
Ennismore Overview
Lifestyle brands segmented by narrative, not price.

Heart of the Neighbourhood
- 25h
- MAMA
- the hoxton

A Cultural Icon
- MONDRIAN
- MORGANS ORIGINALS

A Community Workspace
- working from

For Everyone, Everyday
- TRIBE

An Immersive Experience
- DELANO
- HYDE
- SLS
- SOY

One of a Kind
- GLENEAGLES
Over **150 diverse and culturally relevant** destinations that complement our **global** hotel brands.
Our Studios

We have dedicated in-house specialised studios driving creativity and innovation, obsessing about every guest touch point.

01 Carte Blanched - F&B Concept Lab

02 Creative Studio - Interior & Graphic

03 Digital Product & Tech Innovation

04 Partnership & Collaborations
Carte Blanched

We have a global team of *culinary and mixology pioneers*, best-in-class operators, designers, trend and *culture experts and influencers* to create the most sought after fully *integrated F&B platform*.
Creative Studio

Our *award-winning*, in-house Ennismore Design Studio covers *graphics, brand* and *interiors* together telling *authentic stories* to our guests

*Privilege - Interior Design of the Year: Bars & Clubs*
**COMMERCIAL INTERIOR DESIGN**

*Gleneagles - Interior Design - Hospitality*
**LONDON DESIGN AWARD 2017**

*Gleneagles - Best Luxury Hotel*
**HOSPITALITY DESIGN AWARD 2018**

*2Shores Hotel Terminus Nord - Hotel Renovation & Restoration und Restaurant Shorlist*
**AHEAD AWARD 2019**
A Global Footprint

We’re the **fastest growing lifestyle hospitality company** with over **220 hotels open** and in the pipeline.

### Europe

<table>
<thead>
<tr>
<th>Region</th>
<th>Hotels</th>
<th>Rooms</th>
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<tbody>
<tr>
<td><strong>Trading</strong></td>
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<td>6,798</td>
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<tr>
<td><strong>Pipeline</strong></td>
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### Latin America

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### Middle East

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### Asia Pacific

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</thead>
<tbody>
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<td><strong>Trading</strong></td>
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<td>1,030</td>
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<tr>
<td><strong>Pipeline</strong></td>
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<td>4,714</td>
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Accor & Ennismore

We leverage Accor’s wealth of knowledge and experience to deliver scale, network growth and distribution.
Key Openings

2021

Mama Shelter
Lisbon

SLS
Dubai

JO&JOE
Paris

The Hoxton
Shoreditch, London

SO/
St. Louis

2022

Maison Delano
Paris

The Hoxton
Barcelona

TRIBE
London

Mondrian
Hong Kong

Mama Shelter
Dubai

25hours
Copenhagen
and now back to The Hoxton...
the hoxton

A good neighbour with an open house

*Homey & Understated*

Open: 10 | Pipeline: 8
The Hoxton is a series of open house hotels inspired by the diversity and originality of the streets and scenes that surround them.

Ever since we opened the doors of our first hotel in Shoreditch, way back in 2006, our vibrant, welcoming public lobbies and original dining concepts have meant every Hoxton is as much a destination for its local community as it is for its guests from further afield.
The Hoxton DNA

Bring the Outside In and the Inside Out

It’s a two-way street. Inspiring locals to come in and make our spaces their own. Inspiring guests to get out and truly experience our neighbourhoods like a local. We celebrate our communities and want them to be discovered.

Everyone Welcome

We believe in creating spaces and experiences that are inclusive, familiar and make you feel at home. Friendly faces create inviting vibes while beautiful and subtle design make people stop and stay. Pretention can be left at the door.

Be Transparent

Our mantra is to not piss people off so that means we are honest & fair in everything we do. We have a no rip off policy with no hidden surprises. We believe in an open dialogue, always accessible and responsive however big or small.

The small things make a difference

We believe in treating others as we’d want to be treated. Always adding value and acting with generosity so we can contribute positively to everyone’s happiness & wellbeing.
Bring the Outside In and the Inside Out

Camp Hox
Taking the Hox from the city to the country when our guests just wanted fresh air and a rural escape.

Hox Friends
A global community of everyday pals.

Hox Hounds
Yes, even our four-legged friends can sleepover at the Hox, we’ve got the essentials covered.

Open Lobby design
A homely living room designed for dwelling, with reception desks tucked away from the main entrance.

Everyone Welcome

Flexy Time
An industry-first. We offer guests full freedom to choose their own check-in, check-out times within 24 hours for free.

69 Cocktail
Just a bit of fun - when the clock strikes 10pm and you’re not ready to call it a night order our 69 Cocktail - for just €69 you’ll get a room thrown in with your drink!

Be Transparent

Room descriptions & Rates
We don’t hide behind industry standard language! Our room names and rates are honest. What you see is what you get.

The small things make a difference

Paris Gas Explosion
We’re there for the best of times and the worst – look after your neighbours.
The Hoxton Stats

Over 2.3 million visits to TheHoxton.com Every year from across the globe

GOP Margins running at a weighted average of 45% across our European hotel portfolio (pre Covid)

20 bar & restaurants concepts across our hotels With around 60,000 covers per month

Our doors are open in 10 hotels, totalling 1747 keys across 8 cities in 5 countries and 2 continents

Our website is our biggest distribution channel. An average of 41% of bookings come through our website

Confirmed Pipeline of 8 Hotels With 1,549 Keys In partnership with a wide range of owners
What people say about us

“The Hoxton’s formula has always been a winner wherever it’s put down roots, and it’s never felt more successful than now, with the launch of its latest property in the Eternal City.”

National Geographic Traveller

“We Heart

“Serving as boltholes for travellers and local alike since 2006 when their first ‘open house’ hotel opened in Shoreditch, The Hoxton have established a reputation for vibrant public spaces and on-trend food offerings”

We Heart

“By day, the lobby is full of freelancers making the most of the comfy chairs, free Wi-Fi and filter coffee and once evening falls, it fills up with sharp-eyed locals stopping for a drink before heading home, media types who work nearby and dates out to impress.”

Conde Nast Traveller
Our Neighbourhoods

Shoreditch, London
A former car park in the heart of East London and our spiritual home!

Holborn, London
A transformation of the former BT Exchange building in Central London.

9 Streets, Amsterdam
Former home to the Mayor of Amsterdam, a 17th Century grand property canal side.

Williamsburg, New York
Built on the site of the former Rosenwach factory, maker of the iconic New York wooden water towers.

Paris, France
A magnificent 18th century clothing factory, converted after lying empty for 10 years.

Portland, Oregon
Built in 1907 and once a halfway house, it sat vacant for years before we got our hands on it.
2019

Chicago, Illinois
An industrial building in Fulton Market district, one of Chicago’s most creative, food-obsessed and artistic neighbourhoods.

Southwark, London
A 14-storey warehouse-inspired building by Blackfriars Bridge, a stone’s throw away from the South Bank.

Downtown LA
A historic Broadway building nestled among LA’s oldest theatres and movie places.

2022

Amsterdam
Coming soon.

Barcelona
Coming soon.

Edinburgh
Coming soon.

Rome, Italy
A former hotel with statement 70’s architecture located in the leafy neighbourhood of Parioli.
Berliner
Coming soon.

Brussels
Coming soon.

Shepherd’s Bush, London
Coming soon.

Vienna
Coming soon.

Dublin
Coming soon.
Why The Hoxton?

Optimised Revenue & EBITDA per sqm through innovative and efficient use of space and optimal cost structures

Guestrooms smaller than average upper upscale hotels combined with upscale design and amenities provide real differentiation and revenue optimisation

Strong positive impact on local areas and wider real estate development driving values (particularly in mixed use schemes)

Balanced mix of corporate and leisure guests mitigating demand pattern risk

Cash Flow Optimisation
Positive Impact on Exit Yields
Real Estate Value Appreciation
Our market positioning
Public Spaces

Our public spaces are designed to be open plan, with our lobby, reception and bar always feeling free-flowing for our guests to explore.

This layout makes our spaces feel more welcoming, breaking away from a traditional hotel layout whilst supporting our open-house brand ethos.
Guest Rooms

Strongly rooted in our local communities, every Hoxton looks and feels different with inspiration drawn from the streets and scenes that surrounds them.

Our interior design embraces the quirks of each building, and lets each property’s history inspire the design and vibe of each hotel. Every Hoxton bedroom has timber flooring, statement feature walls, blackout blinds, and air-conditioning.
What We’re Looking For

The Hoxton family is growing! We’re always on the lookout for exciting new projects.

Must-Haves:

Lobby-bar
- Gross Floor Area: 8,000sqm
- Minimum Front of House: 600sqm
- Guest Room Net Floor Area: 17 to 23sqm (Average)
- Gross Internal Area/Key: Approx. 45sqm

Restaurant
- Front of House/Back of House Ratio: 70/30 split
- Hotel Classification: 4* offering (to meet local tourism board standards)
- Minimum guest rooms 150
- Maximum guest rooms 250

The Apartment

Nice-to-Haves – In An Ideal World...

Rooftop
Coworking space
Outside space (garden, courtyard, terrace)
Full use of ground floor
Parking

Location: Our hotels are typically located in city centres or within easy access of the city centre in up and coming areas and exciting neighbourhoods. They are close to transport links and within easy reach of local bars and restaurants.

We enjoy variety and our ever growing portfolio is evidence of this. Every hotel is unique to its setting so locations will be assessed on a case by case basis.

Optimum Key Count: Generally, the minimum number of guest rooms in a Hoxton is 150, with an upper limit of approximately 250. All guest rooms must have windows. Those at basement or grade level are not preferred, unless there are special circumstances.
OUR FLAGSHIPS

The Hoxton, Southwark
London

192 bedrooms
Room types include Shoebox, Snug, Cosy, Roomy & Biggy

The Apartment
Pantry kitchen plus six creatively designed meeting rooms by day and event spaces by night.

Seabird
Rooftop restaurant with raw bar, frozen cocktails & unrivalled views of the Thames.

Albie
An all-day neighbourhood dining spot, drawing inspiration from the French & Italian Riviera.
An impressive raw bar and panoramic views in the heart of Southwark, Seabird features an array of sea-to-table offerings with Portuguese and Spanish influences.
The Hoxton, Paris

172 bedrooms
Room types include Shoebox, Cosy, Roomy & Biggy

L’Appartement
Open plan pantry kitchen - La Cuisine, plus four meeting rooms and an open-air courtyard.

Rivie
French bistro-inspired dishes made with local produce.

Jacques
Intimate space with Moroccan-inspired drinks.

Planché
Casual little wine bar hidden away just off the courtyard.

the hoxton
SAVOURY

RIVIÉ

An all-day brasserie on the ground floor offering creative French dishes with an Asian twist.

COCKTAILS
The Hoxton, Chicago

182 bedrooms
Room types include Snug, Cosy, Cosy Up & Roomy.

The Apartment
Open plan pantry kitchen, plus live meeting rooms for team offsite or networking events.

Cira
All day restaurant serving traditional Mediterranean dishes.

Lazy Bird
An upscale cocktail bar, tucked away underneath the hotel.

Cabra Cevicheria
Rooftop restaurant serving Peruvian-inspired fare by Stephanie Izard.
Rooftop restaurant serving Peruvian-inspired fare by Stephanie Izard. Sharing plates that are bold in flavour & bright in taste.
Working From_SOUTHWARK

Opened
February 2020
814 desks

Communal
Spaces:
Pantries on
every floor, where members can help
themselves to
snacks and drinks

The Library,
the perfect spot to
work if you don’t
fancy a desk

Meeting Rooms,
coming in various
sizes and bookable
by members

Wellness Studio,
a serene space for
yoga and more

Winter Garden,
draped with plants
and another great
spot to work

Café, for members
only, serving coffees,
small bites and
cocktails

the hoxton
We’re all over the place

Existing properties
Future properties
Brussels 2022

198 Rooms:
Something for everyone from Cosy and Roomy to our most spacious Biggy

The Apartment:
Open plan pantry kitchen with 3 meetings rooms overlooking the botanical gardens

Cantina Valentina:
Food inspired by the cities, towns & villages of Peru

Tope:
Our rooftop restaurant & bar serving up spicy drinks & tasty tacos

Working From:
700 desks & a flexible range of memberships to suit everyone
Cheers!