BRAND PILARS

Bring the outside in and the inside out

Everyone welcome

The small things make a difference

Be transparent
HOTELS

OPEN KEYS

CURRENT REGIONS

EXISTING DEVELOPMENT

Open
Pipeline

1988

EUROPE
UNITED KINGDOM
NORTH AMERICA

Rebrandings
Conversions

New Builds

Open Pipeline

HOTELS

OPEN KEYS

CURRENT REGIONS

EXISTING DEVELOPMENT

Open
Pipeline

1988

EUROPE
UNITED KINGDOM
NORTH AMERICA

83%+

Across All Stabilised Assets

2022-2023 OPENINGS

London Shepherd’s Bush / Amsterdam / Edinburgh
Berlin / Brussels / Vienna / Dublin

DIRECT BOOKINGS

41%

Through brand.com

DIRECT BOOKINGS

41%

Through brand.com

Occupancy

Direct Bookings

17-23sqm

Guest Room Net Floor Area

150-250

Target Room Count

8,000sqm

Average Building Size

600sqm

Minimum Front of House

MUST-HAVES

NICE-TO-HAVES

Lobby-bar
Restaurant
The Apartment*

Rooftop
Coworking Space
Outside Space
Full Ground Floor Use
Parking

*NMust Meeting & Event Space

*Meeting & Event Space

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Flagships

Amsterdam

Southwark

Chicago

1988

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Flagships