
25h
twenty five hours hotels

You know one,
you know none

Quirky & Elaborate



BRAND PILLARS

More is
more

A *kaleidoscope*
of services

It's a *serious*
hotel

We like
people

HOTELS

15

Open

4

Pipeline

OPEN KEYS

2730

CURRENT REGIONS

EUROPE
MIDDLE EAST

EXISTING DEVELOPMENT

7%

Rebrandings

60%

Conversions

33%

New Builds

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



ENNISMORE

21c Museum Hotel | 25hours | Delano | Gleneagles | Hyde | JO&JOE | Mama Shelter | Mondrian | Morgans Originals | SLS | SO | The Hoxton | TRIBE | Working From_

MAY 2022