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# HYDE

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A hydeaway for those  
the *in the know*

*Laid-back & Plush*

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## BRAND PILLARS

*A nightlife  
adventure*

Every guest  
is a *regular*

*Anything  
can happen*

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# PROPERTIES



Hotels



Residential



Pipeline

# OPEN KEYS

1498

# CURRENT REGIONS

MIDDLE EAST  
NORTH AMERICA

# EXISTING DEVELOPMENT



Conversions



New Builds

# OCCUPANCY

71%

# AVERAGE DAILY RATE

\$274

# REVPAR

\$194

# GOP%

52%

# RGI

105%

# DIRECT BOOKINGS

43%

100-300

Average Number of Rooms

28-36sqm

Guest Room Net Floor Area

90-100sqm

Total Gross Floor Area

# MUST-HAVES

Lounge / Bar  
Casual F&B

# NICE-TO-HAVES

Destination Restaurant

Ciel Spa

Pool

Fitness Center

Meeting Rooms

Ballroom

# 2022-2023 OPENINGS

London City Paradox

# FLAGSHIPS



Midtown Miami



Hyde Business Bay

ENNISMORE

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

MAY 2022