
MORGAN'S;
ORIGINALS

Independent hotels,
curated *independently*

Elegant & Edgy



BRAND PILLARS

*A stamp
of approval*

*Friday feeling
everyday*

*Be
original*

HOTELS

2

Open

7

Pipeline

OPEN KEYS

354

CURRENT REGIONS

UNITED KINGDOM

EXISTING DEVELOPMENT

100%

Conversions

OCCUPANCY

83%

AVERAGE DAILY RATE

\$343

REVPAR

\$286

GOP%

29%

RGI

104%

DIRECT BOOKINGS

30%

100-150

Average Number of Rooms

28-36sqm

Guest Room Net Floor Area

65-100sqm

Total Gross Floor Area

MUST-HAVES

Destination Restaurant
Lounge / Bar

NICE-TO-HAVES

Pool
Casual F&B
Ciel Spa
Fitness Center
Meeting Rooms
Ballroom

2022–2023 OPENINGS

Temple Detroit / Legacy Worldcenter Miami
Artista San Antonio

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