
the hoxton

A good neighbour
with *an open house*

Homey & Understated



BRAND PILLARS

Bring the
outside in and
the *inside out*

Everyone
welcome

The small
things make
a difference

Be
transparent

HOTELS



Open



Pipeline

OPEN KEYS

1988

CURRENT REGIONS

EUROPE
NORTH AMERICA

EXISTING DEVELOPMENT



Rebrandings



Conversions



New Builds

OCCUPANCY

83%+

Across All Stabilised Assets

DIRECT BOOKINGS

41%

Through brand.com

8,000sqm

Average Building Size

600sqm

Minimum Front of House

17-23sqm

Guest Room Net Floor Area

150-250

Target Room Count

MUST-HAVES

Lobby-bar
Restaurant
The Apartment*

*Meeting & Event Space

NICE-TO-HAVES

Rooftop
Coworking Space
Outside Space
Full Ground Floor Use
Parking

2022-2023 OPENINGS

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

FLAGSHIPS



Barcelona



Southwark



Chicago

