



## **The Hoxton continues to build its global community with seven new European hotels to open by early 2024**

The Hoxton is set to expand its global community, with seven hotels lined up to open in some of Europe's key cities by early 2024. The Hoxton will open its fourth London hotel in Shepherd's Bush this December, followed by a huge 18 months with openings in Brussels, Amsterdam (second hotel), Berlin, Edinburgh, Vienna and Dublin.

The Hoxton has continued to go from strength to strength in recent years, scaling its portfolio of open-house design-led hotels in key cities across Europe and North America. Since launching in 2006, community has always been key to The Hoxton, which strives to be a cornerstone of the neighbourhoods it calls home. Lively lobbies are the beating heart of each hotel, and carefully curated local partnerships ensure each hotel feels like an authentic reflection of its surroundings. Destination dining is key to The Hoxton's success, equating to almost 50% of revenue in some properties, whilst ensuring each location is as much a destination for its locals and neighbours, as it is for its guests and travellers.

The Hoxton's upcoming expansion reflects the strong bounceback it has seen since the challenges of the pandemic, with many of its operating properties hitting pre-pandemic levels and making record-breaking restaurant revenue, which is hugely positive when the travel industry faced slow recovery. Whilst the brand has faced challenges with recruitment as many others in the hospitality space have done, it has explored alternative routes for sourcing talent, and is proud to have partnered with Saira Hospitality for its upcoming Shepherd's Bush opening, a brilliant non-profit initiative that sources and trains undiscovered talent from disadvantaged backgrounds through its pop-up hospitality schools. Over the course of 2022/2023, The Hoxton's expansion will create over 800 jobs across its European cities.

Always more than just a bed for the night, The Hoxton launched Flexy Time in 2019, an industry-first allowing guests to check in and out when they choose for free when they book direct. The brand always looks at ways to innovate the guest experience, taking it out of its four walls through the likes of Camp Hox, and encouraging guests to get out and explore with neighbourhood guides and Hox Friends-curated tips, whilst The Hoxton's Good Neighbours fundraising initiative is an ongoing commitment to do good for the communities around its hotels.

### **Shepherd's Bush — opening December 2022**

Shepherd's Bush comes as the fourth Hoxton in the brand's hometown and marks the first time heading west for the East London-born brand. Located on the north end on Shepherd's Bush green, in the beating heart of the eclectic and diverse neighbourhood and well placed for White City and Portobello Road, the hotel will have 237 playfully-designed bedrooms, Thai-Americana restaurant *Chet's*, a large open lobby with vintage seating and cosy corners, a central wraparound bar and terrace where guests can enjoy cocktails and coffees, a standalone sustainably-minded retail store that will serve the community with refillable products, and The Apartment meeting and events space. Local art and design collaborations

throughout the hotel celebrate the area's creative neighbours as well as giving them a place to meet and hang out.

### **Brussels — opening spring 2023**

Occupying a brutalist-style tower building and the former European headquarters of IBM, for its Belgian debut The Hoxton will have 198 '70s inspired rooms; a lofty double height lobby, bar and restaurant; a rooftop bar and terrace with standout city views; and The Apartment meeting and events space. The hotel is located north of the city centre, close to the Botanical Garden and the Northern Business District, and within walking distance of Grand Place. The building will also be home to Working From\_, The Hoxton's coworking brand which currently has locations in The Hoxton, Southwark (London) and The Hoxton, Chicago, with sold-out memberships in both locations. Working From\_ will occupy four floors of the building, with open desks, studios, breakout spaces, and communal pantries on each floor. Combining office space, destination restaurants and bedrooms all under one roof is true to The Hoxton's ecosystem approach to hospitality.

### **Amsterdam (second hotel) — opening spring 2023**

Following the success of The Hoxton's arrival in Amsterdam in 2015, the brand will return to the city in spring 2023 with a second property in the Eastern Docklands district, an area that's seen exciting changes in the last 10 years and offers a mix of modern architecture, waterside views, green parks and boutique shopping streets such as Javastraat and Czaar Peterstraat. Ennismore Design Studio have collaborated with Nicemakers, a local design studio who visualised The Hoxton's original Amsterdam hotel, to transform the iconic Lloyd Hotel into a Hoxton. The building has been a landmark in Amsterdam since 1921 and holds a rich and layered history, which will be honoured and reflected throughout the design process. The transformation will breathe fresh life into the building, embracing and elevating its original and listed architectural details, such as the stained-glass windows, timber panelling, wooden floors and tile setting out inspired by German Brick Expressionism, marking an exciting new chapter for the landmark building. The hotel will boast 136 bedrooms including a handful of new 'Biggy Bunk Up' category rooms with bunk beds; a light and airy ground floor lobby and restaurant; a large outdoor terrace; and The Apartment meeting and events space. The Hoxton's second Amsterdam hotel will complement the original: stylistically bold and different but with the same much-loved Hoxton buzz. The hotel promises to be a new destination for locals and curious tourists, who are keen to explore a different corner of the city, whilst only being a 10-minute cycle from Centraal Station and 15-minutes from its sibling on the Herengracht.

### **Berlin — opening summer 2023**

The Hoxton will be located in Charlottenburg in West Berlin, a neighbourhood loved for its eclectic dining scene and antique stores, and just a few minutes from the popular Kurfürstendamm (Ku'damm) shopping area. Here, The Hoxton is settling into a former hotel, which Ennismore Design Studio will be completely transforming, taking inspiration from the neighbourhood, which was at the heart of the city's creative rebirth during Berlin's Golden 1920s era, to create a dynamic destination in this elegant part of the city. Berlin will have 234 rooms in varying sizes, each with Art Nouveau-inspired forms, expressive design details and soft, faded tones; an open lobby, cocktail bar, restaurant, and coffee shop; and The Apartment, a 1920s parlour-inspired meeting and events space.

### **Edinburgh — opening summer 2023**

Growing its UK footprint, The Hoxton will open in Edinburgh in summer 2023, coming as an exciting addition to Haymarket and the city's hospitality scene. The hotel's 211 rooms will be split on either side of the street, spread across 10 stitched-together townhouses, with beautiful Georgian features that Ennismore Design Studio have used as a backdrop to a design scheme that embraces block colours, subtle textures and locally sourced materials. In addition to the hotel's bedrooms, Edinburgh will feature three 'Hox Homes': three-bedroom self-contained apartments that offer guests full flexibility and long-stay accommodation — a popular demand in a city that sees huge waves of tourism with events such as Fringe. The hotel will also comprise a lobby, restaurant, and large event spaces and a gallery, that offer many exciting local opportunities for such a culturally-rich city.

### **Vienna — opening late 2023**

The Hoxton will be located in Stadtpark in a striking 1950s modernist building which has an interesting history as the former headquarters of Austria's Chamber of Commerce. This history will be reflected in the design, with Ennismore Design Studio working to restore and reclaim original features of the building, incorporating inspiration from its history and local streets into their design process. The hotel will have 196 bedrooms, a spacious lobby and coffee bar; a restaurant and terrace; rooftop bar and pool; a basement speakeasy; and The Apartment meeting and events space. It will also be home to events auditorium, which is an exciting first for The Hoxton and will be a new home for live entertainment in Vienna.

### **Dublin — opening early 2024**

Debuting in Ireland in where else but Dublin, The Hoxton will restore the former Central Hotel and its iconic Library Bar, taking inspiration from the original designs and legendary stories to kick off an exciting new chapter for the red-brick heritage building. With a prime location on Exchequer Street in the beating heart of the city, a stone's throw from Dublin Castle, Grafton Street and the eclectic George's Street Arcade, and some of the city's most iconic pubs, The Hoxton promises to be an exciting new destination for locals and visitors, with rich cultural collaborations, warm and welcoming open spaces and standout food and drink. Once restored, the hotel will have 129 rooms, an open lobby, café and wine bar, restaurant, and a late-night music venue — an exciting first for The Hoxton brand.

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Website: [thehoxton.com](https://thehoxton.com)

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The Hoxton imagery: <https://ennismore.box.com/s/5yi9qlfrg63zvhjmqwv7r0sxm3izwinh>

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### **About The Hoxton**

The Hoxton is a series of open house hotels, rooted in culture and community, located in key cities across London, Europe and North America. Each hotel is a reflection and extension of its neighbourhood, inspired by the diversity and originality of the streets that surround them. Vibrant, welcoming public spaces and exciting dining concepts mean every Hoxton is as much a destination for the local community as it is for guests.

The Hoxton, Shoreditch opened in 2006, followed by Holborn (2014), Amsterdam (2015), and Paris (2017). Global expansion saw the arrival of The Hoxton, Williamsburg (2018), Portland (2018), Chicago (2019) and Downtown LA (2019), followed by a third London property in Southwark (2019), Rome (2021) and Barcelona (2022). The Hoxton is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart.

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