
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

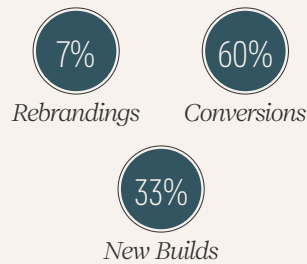
OPEN KEYS

2730

CURRENT REGIONS

EUROPE
MIDDLE EAST

EXISTING DEVELOPMENT



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

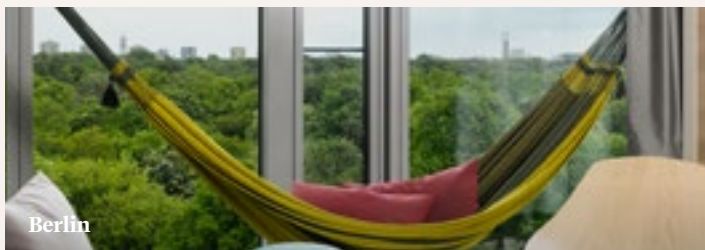
FLAGSHIPS



Florence



Zurich



Berlin



Dubai

ENNISMORE

LIFESTYLE COLLECTIVE