
MORGAN'S; ORIGINALS

Independent hotels,
curated *independently*

Elegant & Moody



BRAND PILLARS

*A stamp
of approval*

*Friday feeling
everyday*

*Be
original*

HOTELS



Open



Pipeline

OPEN KEYS

354

CURRENT REGIONS

UNITED KINGDOM

EXISTING DEVELOPMENT



Conversions

OCCUPANCY

83%

AVERAGE DAILY RATE

\$375

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

Iconic Building/location
Restaurant
Bar
Meeting + Event Space
Fitness Center

NICE-TO-HAVES

Lounge/speakeasy
Destination Restaurant
Pool
Spa
Ballroom

2023-2024 OPENINGS

Detroit / Miami / San Antonio / Sydney

FLAGSHIPS



Sanderson London



St Martins Lane London



LIFESTYLE COLLECTIVE