
the hoxton

A good neighbour
with *an open house*

Homey & Layered



BRAND PILLARS

Bring the
outside in and
the *inside out*

Everyone
welcome

The small
things make
a difference

Be
transparent

HOTELS

12

Open

10

Pipeline

OPEN KEYS

2225

CURRENT REGIONS

EUROPE
NORTH
AMERICA

EXISTING DEVELOPMENT

45% Rebrandings
20% Conversions
35% 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

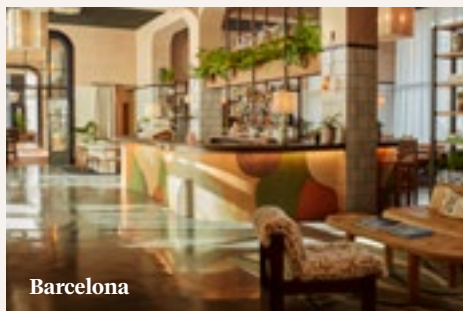
NICE-TO-HAVES

Rooftop
Coworking Space
Outside Space
Full Ground Floor Use
Parking

2023 - 2024 OPENINGS

Brussels / Amsterdam / Berlin / Edinburgh / Vienna / Dublin

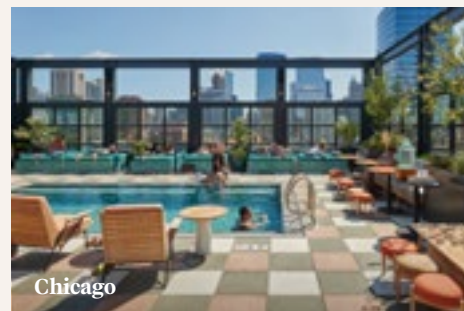
FLAGSHIPS



Barcelona



Southwark



Chicago



LIFESTYLE COLLECTIVE