

the hoxton

Ahoi, Hamburg! The Hoxton to open its second German hotel in summer 2027



The Hoxton is heading to Hamburg. Opening in summer 2027, The Hoxton, Hamburg will be the brand's second hotel in Germany and third in the German-speaking region, following Berlin and Vienna. Founded in London in 2006 and celebrating its 20th anniversary this year, The Hoxton is known for its neighbourhood-rooted approach and community-led programming. The upcoming Hamburg debut marks the next step in the brand's European growth, with openings also planned in Oslo and Madrid next year.

Set in a 1950s building on Alter Wall, The Hoxton, Hamburg will bring the energy of the city into its ten floors and 188 rooms. Alongside the bedrooms, there'll be a Mediterranean-inspired restaurant on the ground floor, a rooftop seafood restaurant overlooking the Elbphilharmonie, Michel and Town Hall, a private dining room for up to 20 guests and an all-day lobby bar. The hotel will also be home to The Apartment, The Hoxton's signature events space, with three meeting rooms, its own pantry kitchen and a private terrace overlooking the canal.

In the heart of the Nikolaiviertel, The Hoxton will be surrounded by a mix of old and new, with historic buildings sitting alongside modern architecture, independent shops, galleries and cultural spots. The Binnenalster and Town Hall are right on the doorstep, while the spectacular Elbphilharmonie is around a 15-minute walk away. The historic merchants' houses of Deichstrasse and the UNESCO World Heritage Site Speicherstadt are also close by, making The Hoxton a perfect base to explore the neighbourhood on foot.

The interiors, designed by Swedish studio Stylt Trampoli, take their cues from Alter Wall and the surrounding neighbourhood, with the history of the area woven into the hotel's public spaces. The 188 rooms will be spread across six categories, including

“Cosy”, “Roomy” and “Biggy”, and will sit between the first and eighth floors. There will also be 32 interconnecting rooms, ideal for families and friends travelling together.

On the ground floor, the welcoming lobby is designed to be a homey hangout for locals and guests alike with a mix of vintage and bespoke furniture, cosy corners and artwork by local artists, alongside the vibrant all-day bar. Adding to the ground floor buzz, a canal-side restaurant will be open from morning through to evening, offering breakfast, brunch, lunch and dinner. Up on the roof, a destination restaurant will serve up Iberian-inspired seafood with unbeatable views over the city, courtesy of a wraparound terrace and floor-to-ceiling windows.

Cédric Gobilliard, COO Ennismore Europe, says: “We’re incredibly excited to bring The Hoxton to Hamburg, a city known for its maritime character, thriving creative scene and vibrant cultural landscape. The city’s mix of historic charm and contemporary energy, from its canals and neo-gothic landmarks to its thriving nightlife scene and groundbreaking modern architecture, makes it a natural fit for The Hoxton. We’re thrilled to become part of the neighbourhood and bring the brand’s distinctive take on open-house hospitality to the Nikolaiviertel.”

“With The Hoxton, we’re bringing one of Europe’s most exciting lifestyle brands to Hamburg, a particularly attractive market for the hospitality industry in Germany. We’re delighted to further strengthen our partnership in this exceptional location,” says Erik Florvaag, CEO and Managing Partner of The Chocolate on the Pillow Group.

Link to hi-res imagery: [HERE](#)

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About The Hoxton

2026 marks the 20th anniversary of The Hoxton, which has grown from a single hotel in East London into a series of open house hotels, rooted in culture and community, located in key cities across the UK, 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), Downtown LA (2019), Southwark (2019), Rome (2021), Poblenou and Shepherd’s Bush (2022), Charlottenburg, Brussels and Lloyd, Amsterdam (2023), Vienna (2024), Florence, Edinburgh and Dublin (2025).

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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