



Let's spend the night together

At 25hours, we create individualized, made-to-measure hotels with personality in vibrant cities.

Every unique, playful 25hours hotel has a soul inspired by its location and shaped by the art, culture, gastronomy and stories of its surroundings.

And each one is centered around a surprising Social Hub, a space where global travellers and local guests can meet and form a dynamic adventurous community.

25hours-hotels.com



RAFFLES \ ORIENT EXPRESS \ FAENA \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO
SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES
MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS
THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS
IBIS STYLES \ GREET \ IBIS BUDGET \ JO&JOE \ HOTELF1

25h
twenty five hours hotels
LIFESTYLE - PREMIUM
INTERNATIONAL 4 STARS

>80%
BRAND AVERAGE
OCCUPANCY RATE

±40%
REVENUE COMING
FROM F&B

3
NEW OPENINGS
IN THE NEXT THREE YEARS

Global footprint of 19 hotels OPEN + PIPELINE

NETWORK → 13 HOTELS 2,065 ROOMS PIPELINE → 6 HOTELS 1,230 ROOMS

4 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK + PIPELINE	
Northern Europe	12	65%	1,828 +315
Southern Europe	1	13%	237 +173
India, Middle East & Africa	-	13%	- +434
Pacific	-	9%	- +308

Development

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
New Built & Conversion			
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			

Upcoming openings

25hours The Nomad, Dubai, U.A.E., 434 rooms (2021)
25hours Hotel Firenze, Italy, 173 rooms (2021)
25hours Hotel Melbourne, Australia 202 rooms (2023)
25hours Hotel Sydney, Australia 105 rooms (2023)
25hours Kebmagergade, Copenhagen, Denmark, 235 rooms (2022)

Top 3 unique selling propositions

PASSIONATE STORYTELLERS

Pioneer brand in storytelling.
Narrative translated into design since 2003.
Unique concepts inspired by the culture of its surroundings and shaped by designers, artists and creative minds.

X FOOD & BEVERAGE EXPERTISE

Each hotel has unique tailor-made restaurant & bar concept.
Variety of food & beverage partnerships driving additional revenue.
40% of total revenue, 25 to 35% food & beverage margin.

= UPSCALE BUT LEAN

No costly services that guests don't appreciate, but partnerships and offerings that add value.
Guests experience and consume services in the public areas.
Reduced operational costs & increased revenues.

Key pillars

fun. pleasure. relaxation. Plenty of hotels offer the security of familiar surroundings. Not a 25hours hotel which boasts an unconventional mix of contemporary services and is a social hub, a place where international travellers and local guests form a community. Guests deliberately choose dynamism, surprise and a touch of adventure.

stories. design. variety. 25hours hotels are design hotels, inspired by the spirit of our times. But design is about more than just looking good and should neither be overestimated. The story, a work of art or a little detail tells, is just as important. In order to continuously find new inspiration, we like nothing more than to work with different designers, artists, and other creative minds.

democracy. curiosity. adventure. 25hours is democratic and tolerant and welcomes anyone with a sense of curiosity and a spirit of adventure. We gladly open our world to those who open theirs. We don't believe the customer is king but should, instead, feel like a guest at home with friends.

professionalism. personality. quality. The staff at 25hours is professional, sociable, dedicated and empathetic. We don't want service robots. Human contact cannot be standardised. We allow our staff to communicate freely and directly with guests, to treat everyone they meet individually and with pleasure.

Programming

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 150-300	● 100-250
— Room average size ⁽¹⁾ (sqm)	● 30-35	● 33-38 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 70-80	● 90-118
FOOD & BEVERAGE	1 local restaurant concept 1 Destination bar Additional speciality venues ⁽²⁾	
WELL-BEING	Well being area Fitness centre Swimming pool (nice to have)	
MEETINGS, EVENTS & OTHERS	Meeting rooms Work Lab Retail Kiosk	Living Room - Co-working public space Kids Club ⁽²⁾

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 15-20% (2) Based on market demand

Customer profile

BUSINESS	30%	70%	LEISURE
DOMESTIC	34%	66%	INTERNATIONAL

Flagships to visit

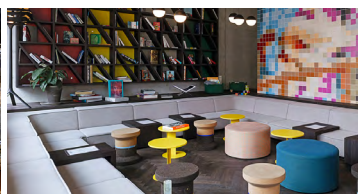
BIKINI BERLIN
GERMANY



HAMBURG HAFENCITY
GERMANY



ZURICH LANGSTRASSE
SWITZERLAND



PARIS TERMINUS NORD
FRANCE

