



PRESS RELEASE

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ENNISMORE SIGNS THE FIRST 25HOURS HOTEL AND SERVICED RESIDENCES IN ASIA, OPENING IN THE CAPITAL OF INDONESIA, JAKARTA



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Ennismore, the fastest-growing lifestyle hospitality company, today announces it will open **25hours Hotel The Oddbird** in late 2023, the brand's first hotel in Asia, situated in the Sudirman Central Business District, a prestigious and vibrant area of South Jakarta. The partnership is with Agung Sedayu Group.

25hours Hotel The Oddbird is located within District 8, a striking architectural building that commands attention in the heart of the Sudirman Central Business District. Celebrating 25hours' quirky and elaborate style, the hotel is currently being designed by the Swedish creative studio Stylt in close collaboration with the brand team. Future guests can expect a colourful and lush experience driven by storytelling and collaborations. The public areas form the heart of the hotel: offering a workplace for urban nomads, a vanity fair for odd birds, and a starting point for expeditions in the city. *"The Oddbird will be one of a kind in the city's hospitality scene"*, promises **25hours founder Christoph Hoffmann**. A total of 345 rooms, including hotel and serviced residences, will be available for the world travel nomads, either



short or long stay periods. The serviced apartments have full access to the hotel's services and will undergo full rebranding at a later stage.

At 25hours Hotel Jakarta, several unique food and beverage venues will form the social spaces where travellers and hotel guests meet and form a community, the main restaurant COPA serves south American cuisine, the Monkey Bar – known from the 25hours Hotels in Berlin and Dubai – brings European bar culture to the rooftop and a lively lobby lounge and bar, as well as a healthy pool bar add to the experience. The hotel will also have a ballroom, themed meeting and events spaces including a karaoke lounge, and wellness facilities with an outdoor swimming pool. Staying at 25hours hotel The Oddbird Jakarta is even more fun. Every in-house guest gets complimentary drive time to explore and enjoy the city with the partnership with Mini.

District 8 is an integrated mixed-use development consisting of residential condominiums, offices, hotels, and a carefully curated shopping mall. With direct access to the Ashta mall, 25hours Hotel The Oddbird is also a short distance from the city's landmarks and popular destinations, including the Treasury Tower (one of the tallest buildings in Indonesia), the Stock Exchange (located in a gleaming twin-towered skyscraper), the city's celebrated nightlife and culinary scene Senopati and Gunawarman, Senayan sport complex and GBK main stadium, making it a perfect hub for discerning business and leisure travellers. It is also conveniently located 28 km from Soekarno-Hatta International Airport, a 15-minute walk from the Senayan MRT station with excellent transport links to the wider city.

Alexander Halim Kusuma, CEO of ASRI, said, *"We are excited to bring new experiences to Jakarta by presenting the first 25hours hotel in Asia. 25hours hotel globally is the place where you belong, the place where you can find comfort in your own skin. Everybody feels welcome here at 25hours hotel Jakarta as this will be the new urban sanctuary. As we, at ASRI, are committed to build beyond property but a well-curated lifestyle destination with holistic experiences to elevate the quality of life. 25hours hotel The Oddbird Jakarta embraces diversity & originality. This will be the paradise of paradoxes."*

Cedric Gobilliard, Brand Chief Operating Officer of 25hours Hotels at Ennismore, said, *"We are thrilled to collaborate with Agung Sedayu Group to not only bring 25hours Hotels to Asia for the first time, but to open the first serviced residences – bringing our globally loved brand to long stay residents. 25hours' 'You know one, you know none' ethos will undoubtedly*



make it one of the most sought-after destinations for lifestyle, hospitality, culinary and mixology experiences for locals and travellers alike in Jakarta.”

In addition to the opening in Jakarta, 25hours is planning slow but steady growth in Europe as well as further adventures overseas. In 2024, the openings of a second hotel in Copenhagen as well as in Sydney are planned. The 25hours properties in Trieste and Porto will open in 2026 according to current plans, and hotels in Budapest and Trojena, Saudi Arabia, are in the early stages of development. For future projects, 25hours is also working with well-known design friends from Stylt (Gothenburg), Studio Otto (Milan), Studio Aisslinger (Berlin) or BWM Architekten (Vienna) - but new creatives are also joining the family. True to the motto "if you know one, you know none", there is never a dull moment in the 25hours cosmos.

Lifestyle is one of the fastest-growing segments of the hospitality industry, and Ennismore is leading the way with its collective of 13 brands representing over 100 operating hotels, with a further 140+ in the pipeline and more than 190 restaurants and bars. In 2023, Ennismore is set to open nearly 30 hotels, including Maison Delano Paris, France; Mama Shelter, Rennes, France; SO/ Uptown Dubai, UAE; 21C Museum Hotel St. Louis, USA; The Hoxton, Charlottenburg, Germany and Hyde Ibiza, Spain.

Agung Sedayu Realestat Indonesia (ASRI) is subsidiary of Agung Sedayu Group, a leading Jakarta-based property developer with prime retail, commercial and high-rise residential properties in its portfolio. Agung Sedayu Group has over five decades' experience in the industry specialising in property development and construction services for city, township, hotel, resort, mall, commercial & industrial.

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ABOUT ENNISMORE

Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder-built brands with purpose at their heart. It curates and manages unique properties and experiences in some of the most exciting destinations around the world.

Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the world's fastest-growing lifestyle and leisure hospitality company, with Accor holding a majority shareholding. Ennismore is made up of three business units, a lifestyle collective rooted in culture



and community; iconic luxury venues pioneering the art of French hospitality by Paris Society, and immersive resorts creating havens for escapism and entertainment led by Rixos.

Under the leadership of Sharan Pasricha, Founder & Co-CEO, and Gaurav Bhushan, Co-CEO, Ennismore comprises 18 brands; with 137 operating hotels, resorts, and residences with over 160 in the pipeline; 76 iconic venues, and 300 restaurants and nightlife destinations. Ennismore puts innovation at the centre of everything it does, with four dedicated in-house specialist studios, including Carte Blanche, a fully integrated F&B concept platform; AIME Studios, an award-winning interior & graphic studio; Staymore, a Digital Product & Tech Innovation lab; and Ennismore Partnership Studio, building global brand and activation partnerships.

Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. Ennismore has been included in Fast Company's World's Most Innovative Companies lists in 2021 and is part of FT Future 100 - the UK's fastest-growing businesses shaping their sector's future. [ennismore.com](https://www.ennismore.com)