



The journey has already started

Locations open as of 2024

- Brussels, 72 keys
- Rotterdam, 209 keys
- New additions under way!

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THE
USUAL

A new generation hotel brand. A place to meet, stay, eat & play.

One vision

The Usual combines the best parts of an incredible hotel experience and premium design with a focus on positive impact.

- Thriving city centre locations in walkable areas accessible by public transport
- Premium, conscious design with a minimized footprint curated by known design studios
- Sustainable certifications for build and operations, our buildings are forecasted to all be BREAAAM In-Use certified at Level Excellent or above
- Technology enabled Guest Experience
- Work from anywhere setup, with co-working and meeting room options
- Creative solutions for design and use of space, seen in hybrid room offerings and The Mind Gym
- Food & Beverage from primarily local suppliers with strong sustainable stories
- Bustling social spaces that bring locals and travellers together

Experienced team & investors

- Management team has launched several successful hotel brands
- Project backed by Crossroads Real Estate and other financing partners

Development

We're expanding

Property acquisition and leases*

Italy	Milan, Rome, Florence, Venice
Iberia	Madrid, Barcelona, Lisbon, Porto
UK & Ireland	London, Dublin, Edinburgh, Manchester
DACH	Berlin, Hamburg, Munich, Cologne, Frankfurt, Vienna, Zurich
Nordics	Copenhagen, Stockholm, Oslo
Benelux	Amsterdam
France	Paris

Management agreements

All major European gateway cities

*Other cities are not excluded

THE
USUAL

01 European gateway cities

Large populations or
iconic tourist cities

02 Vibrant area

A mix of culture,
entertainment, business,
residential and retail

03 In the city centre

In the city centre and/
or CBD (established or
up-and-coming areas)

04 Hotel accessible by public transport

+ relative proximity to
a major train station

Development

Target deal & property parameters



Deal profile

We are looking to expand our footprint through

- Value-add property acquisition and repositioning
- Leases
- Management agreements

Development type

We specialise in the redevelopment of existing hotels that have been under-managed and under-invested, as well as conversions of obsolete office buildings. We can undertake developments and acquire turnkey projects. We have in-house development capabilities, and are open to partnering with local experts in all other regions.

Property size & areas

- Minimum gross floor area: 2,000 sqm
- Room number: 70-225
- Minimum room size: 15 sqm (target range of 17-22 sqm)
- Minimum ground floor space for public use: 75 sqm
- Minimum space for storage and BOH: 150 sqm

For more information, please contact us at development@theusual.com or feel free to reach out directly to Joachim De Looij;

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