

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

The journey has already started

First openings in 2024

- Brussels, 72 keys
- Rotterdam, 207 keys
- Antwerp, 186 keys
- New additions under way



One vision

- Welcoming city havens in walkable areas accessible by public transport: mindful places to meet, stay, eat & play
- Our buildings are forecasted to be all be BREAAAM In-Use certified at Level Excellent or above
- All operations will be further certified by Green Key, a service proudly operated by the Foundation for Environmental Education
- We are 100% driven by renewable energy and consistently looking for ways to reduce our impact
- City by city, we're searching for local charities with a connection to our social and environmental Sustainable Development Goals to support and collaborate with

Experienced team & investors

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

THE
USUAL

Development

The Usual plans to expand quickly across Europe in the next years

Target countries & cities*

Netherlands	Amsterdam, Rotterdam, The Hague
Belgium	Brussels, Antwerp, Bruges
France	Paris, Nice, Lyon, Bordeaux, Lille, Marseille
UK	London, Edinburgh, Manchester
Ireland	Dublin
Germany	Berlin, Hamburg, Frankfurt, Munich
Switzerland	Zurich, Geneva
Austria	Vienna
Italy	Milan, Rome, Florence, Venice, Turin, Bologna
Spain	Madrid, Barcelona, Sevilla, Malaga, Valencia
Portugal	Lisbon, Porto
Greece	Athens
Nordics	Copenhagen, Oslo, Stockholm
Poland	Warsaw, Krakow, Gdansk
Czech Republic	Prague
Hungary	Budapest

*Not limitative

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01 Major European city destinations

Population of +500k residents 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



For more information, please contact us at development@theusual.com or feel free to reach out directly to Lance Benjes or Luka Bazelmans.

Deal profile

- Value-add
- Freehold acquisitions preferably (asset deals or share deals)
- Select leasehold situations in main cities (long duration only)
- Property unencumbered at completion

Development type

- Redevelopment of existing hotels preferably (1 to 4 stars)
- In main cities only: building redevelopment, mixed-use or greenfield projects, subject to existing hotel consent
- Sale "as is" preferably

Property size & areas

- Minimum gross floor area: 2,500 sqm
- Room number: 80 – 150
- Avg. room size: 17 sqm net (future)
- Required ground floor space for public use: 150-400 sqm
- Required space for storage and BOH: 150-300 sqm

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