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**The Mayfair Townhouse, London, Awarded
2024 HAMA Europe Asset Management Achievement Award**



Andrew Stembridge, Executive Director of Iconic Luxury Hotels, collects award at the IHF EMEA Conference in Berlin.

London, 25 April 2024 - The Mayfair Townhouse is delighted to announce it has been named the winner of the 2024 Europe Asset Management Achievement Award, announced last week at the IHIF EMEA Conference in Berlin.

Originally acquired by Iconic Luxury Hotels as Hilton Green Park in September 2017, the hotel underwent a full transformation and re-brand, and re-opened as The Mayfair Townhouse in 2020. Receiving this award, the property was commended for developing a creative, captivating and distinctive brand with appealing charm for discerning travellers to “expect the unexpected”, whilst prioritising financial performance and investment return. Thanks to the implementation of innovative cost-saving tactics such as creative use of space, a savvy approach to a scaled back F&B offering and utilisation of in-house talent and expertise, The Mayfair Townhouse has created a scalable and sustainable model that can be rolled out in key European cities and allow the Iconic Luxury Hotels brand to grow.

In the three years since opening, The Mayfair Townhouse has increased its asset value by 100%, and outperformed the large brand data in ADR/REVPAR and profitability. ADR has nearly doubled, and there has been a substantial increase in profitability since rebranding.

Current Chair of the Awards Committee, Harriet Durbin commented “The HAMA Europe Award was established to recognise the key role played by hotel asset management in sustainably growing asset value and driving underlying investment returns. Iconic Luxury Hotels’ Mayfair Townhouse is an excellent example of the value provided by asset managers in the development, pre-opening, and post-opening stages of an asset’s lifecycle, in an increasingly challenging operating environment”.

“We are delighted that The Mayfair Townhouse has been awarded this prestigious accolade, recognised for its forward-thinking re-brand and subsequent growth of asset value that has set a blueprint for future city-based Iconic Luxury Hotels. It was a pleasure to travel to Berlin to accept the award on the hotel’s behalf.” Andrew Stembridge, Executive Director of Iconic Luxury Hotels.

The award is co-sponsored by **Questex Hospitality** and **HotStats** and was presented at the IHIF EMEA conference during HAMA Europe’s breakout session on Tuesday 16th April 2024.

www.themayfairtownhouse.com

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THE MAYFAIR TOWNHOUSE is a high-end neighbourhood hotel overlooking London’s Green Park. Curious, engaging, witty - The Mayfair Townhouse delivers the unexpected and redefines what it means to be a London hotel. Part of Iconic Luxury Hotels, this is the fifth hotel in the portfolio and offers an unexpected new personality from what the brand is traditionally known for - think: Oscar Wilde meets Alice in Wonderland. A carefully stylish, imaginative home for the modern traveller - the essence of the new Townhouse invites discerning travellers who appreciate an intuitive, perceptive level of service and a guest who above all, has a refined palette for curiosity.

At the heart and soul of the Townhouse is the aptly named Dandy Bar, inspired by the dandy characters of Mayfair's past and present, The Dandy Bar is a theatrical, subtly lit, sophisticated bar where you will find eclectic signature drinks and an extensive curated list of cocktails, that can be enjoyed throughout the day, paired with smaller shareable plates. The Dandy Bar has the essence of a private club, without the frills of membership. Free from the constraints and traditions of a regular hotel, there is no room at The Mayfair Townhouse that has not been thoughtfully curated. The hotel bridges the gap between ritzy high-end lavish hotels and the corporate enterprise properties that currently stand in Mayfair.

ABOUT ICONIC LUXURY HOTELS

Iconic Luxury Hotels was founded in December 2016 and is an expanding hotel company with an international focus. The collection of owned and managed hotels comprises an eclectic mix of properties each of which celebrates distinctive architectural style, cultural heritage, and natural surroundings. Each property has its own character, traditions, and stories but they share a common commitment to delivering outstanding experiences.

The current portfolio includes some of the world's most famous hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels comprise the Chewton Glen, an English estate on the South Coast; The Lygon Arms, a 14th Century Coaching Inn in the Cotswolds; 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential neighbourhoods; The Mayfair Townhouse which sits in the heart of exclusive Mayfair; and the newest addition to the collection The Chelsea Townhouse, which opened its doors in September 2023. Later this year we will see the opening of the luxurious Palm House Hotel, in Palm Beach, Miami, Florida.

Iconic Luxury Hotels is part of L+R Hotels, a family-owned global hotel investment and management company with an extensive portfolio of more than 115 hotels, with 23,000 bedrooms across the UK, Europe, the US, and the Caribbean. With an evolving collection, ranging from select service hotels in Europe's most sought-after cities, to opulent, five-star assets and breath-taking leisure resorts, many of which are in the world's most exclusive locations, including Barcelona, Grand Cayman, Ibiza, London, Los Angeles, Mallorca, Monte Carlo, Turks and Caicos, Venice and more.