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The Student Hotel rebrands as The Social Hub to better reflect its guest profile and mission, with ambitions to double the number of properties within 7 years

- The Student Hotel rebrands as ‘The Social Hub’ to better reflect its hybrid hospitality offering and the mission to focus on community connections
- Valued at €2.1 billion in the last funding round, the hybrid hospitality company along with APG and GIC is set to expand its portfolio with 25 new properties across Europe, with seven already opening in the next three years
- The rebrand coincides with the launch of multi-million-euro properties in Madrid and Barcelona

The Student Hotel, a favorite place to stay and connect for students, travelers, entrepreneurs and locals, has rebranded to [‘The Social Hub’](#). The growing organization now has a name that reflects its industry-leading hybrid hospitality model, as it announces plans with shareholders APG and GIC to double the number of properties to 50 across Europe.

With 11,000 rooms across Europe and a valuation of €2.1 billion in its last funding round, The Social Hub has transitioned from simply being known as a student hotel to a name that puts ‘Social’ central to its identity as a hybrid hub, connecting guests and the local community. The new brand identity has been created to amplify The Social Hub's hybrid hospitality offering. It reflects guests’ needs for flexible spaces that allow people to connect and find community – whether they are getting to know a new city or building a business network.

The Social Hub’s current 13 properties, with locations including Amsterdam, Berlin, Bologna, Florence and Vienna, offer a broad range of uniquely designed facilities, including large communal areas, student accommodation, hotels rooms, co-working, meeting spaces, gyms, bars, restaurants and community events programs.

Testament to its proven hybrid business model, in Madrid student rooms are sold out until March 2023, and the other occupancy categories are outstripping best projections. The Social Hub has played host to hundreds and thousands of businesses and guests throughout its 10-year journey and seen demand for co-working, meeting and community spaces continue to increase. The company is already devoting 15% of its portfolio to this, with plans to double square meterage in future locations, as well as plans to retrofit its current properties in the near future.

The new openings in 2022 form part of the first wave in the company's expansion plan to increase the portfolio by 100 percent, with seven more sites already in the pipeline to launch by 2025.

As part of the expansion plans, this autumn will see The Social Hub opening its doors at two new properties in Spain – the first in central Madrid and the second in Barcelona's Poblenou district. They will be the first properties to open under their new brand identity and expect to welcome 1000 new members and over 50,000 thousand guests at each property in the first 6 months. A third property will also open this year in Toulouse.

Charlie MacGregor, CEO and Founder, The Social Hub, commented: "We're really proud to be announcing the evolution of our company along with the opening of our new properties in Spain. We have changed our name to The Social Hub to put social impact at the heart of everything we do. Now more than ever there's a need for genuine connection and positive change, we believe, together we create a better society!"

Frank Uffen, Managing Director, Community & Partnerships comments: "The Social Hub sees our community through a new lens. Not only as students, travellers, digital nomads or entrepreneurs, but as one community with a shared mindset."

One of The Social Hub's steps towards creating better societies is the events program, which aims to improve social connections and features 200 events per month across the portfolio, including learning experiences, awareness days, networking events, sports classes as well as a wellbeing and mental health program and more.

This program of events is supported by a rapidly growing group of 200 ambassadors across Europe who represent a variety of communities and mindsets – and helps to connect the hubs to the city and support talent in the community. For example, The Social Hub Amsterdam was selected as the city's official Pride Hotel for the second time in 2022, hosting Pride TV, Pride University and various diversity and inclusion events.

Founded in 2012 by Charlie MacGregor as a concept aiming to help students find their purpose with quality spaces for them to learn, stay, work and play. The hotels quickly started attracting a more diverse community – from local entrepreneurs and business owners to travelers and digital nomads. The rebranding from The Student Hotel to The Social Hub is the logical next step of amplifying its hybrid hospitality offering and its mission to focus on community connections.

- ENDS -

ABOUT THE SOCIAL HUB

[The Social Hub](#) is a diverse community where people come to learn, stay, work, and play – previously known as The Student Hotel.

Designed to create meaningful, fun experiences, The Social Hub is your neighbourhood hub to discover, do better and make an impact; it's your space to call home.

Whether you're a local, traveller, student or professional, The Social Hub connects you with passionate people from all walks of life to meet, share ideas and experiences.

And it all happens under one hub. You'll find hotel rooms, student accommodation, coworking and event spaces, restaurants and bars, a gym, lounges – everything that brings people together.

HYBRID HOSPITALITY LEADERS

From design-savvy travelers to next-gen entrepreneurs, The Social Hub welcomes thousands of guests annually to its expanding portfolio of urban properties across Europe. Purpose-built or housed in historic converted buildings, The Social Hub's industry-leading concept provides blended and flexible spaces to learn, stay, work and play for a night, a week, a month or a year – true, hybrid hospitality.

Founded in 2012, The Social Hub, formerly known as The Student Hotel, is headquartered in Amsterdam and has more than 800 employees. All The Social Hub properties offer a mixed-use with accommodation, bars, restaurants, gyms, retail shops, meeting and event spaces and high-profile, co-working spaces. With over 11,000 rooms in Europe open and under development, The Social Hub aims to offer unique experiences to its community of international guests and locals.

The Social Hub's total locations amount to 23, with 13 properties open in; Berlin, The Hague, Delft, Vienna, Groningen, Eindhoven, Maastricht, Rotterdam, Paris, Florence, Bologna and two in Amsterdam, opening 2022

are Madrid, Barcelona and Toulouse and seven more by 2025 including Porto, San Sebastián, Glasgow, Rome, Florence Belfiore, Lisbon and Turin.

ON A RESPONSIBLE AND IMPACTFUL JOURNEY

The Social Hub is on a journey to be as responsible and impactful as possible – both in how we build our properties and how we engage with our communities. Our properties are developed and managed in accordance with BREEAM and GRESB standards and through our event programming we aim to inspire and activate our communities to contribute to a fairer and greener world. The Social Hub will start its journey towards B Corp Certification in 2023.



The Social Hub