

FOR IMMEDIATE RELEASE

## Unveiling Sydney's Newest Boutique Gem: Hotel Indigo Sydney Potts Point



*Proposed foyer design and guest room*

2 May 2023: **Pro-invest Group** has unveiled details of its newest property - **Hotel Indigo Sydney Potts Point**. Following the settlement of the hotel purchase in February 2023, the company has signed a franchise agreement with **IHG Hotels & Resorts** and an extensive renovation is planned to bring the essence of this vibrant neighbourhood to life.

Opening in Q4 2023, the multi-million-dollar transformation of the former Larmont Sydney by Lancemore into a Hotel Indigo marks a new chapter in the property's history - and will be the brands' debut in the city.

Offering Sydney's sought-after harbour and city views, the 105-room hotel is in walking distance of the CBD, nestled behind another of the city's iconic landmarks - the Kings Cross Coca-Cola sign. Drawing inspiration from local history and culture, the revamped hotel will feature art deco tributes and a unique design that reflects the area's distinctive charm.

The rebranding to Hotel Indigo incorporates the brand's signature storytelling, personalised service, exceptional design, and culinary delights, for guests looking for both character and comfort during their stay. This will be delivered by Hotel Manager Caitlin Walter and her team, who will be instrumental in bringing Hotel Indigo's neighbourhood story to life.

With 262 open or pipeline hotels globally, the Hotel Indigo brand is one of the world's leading boutique premium brands. In Australia, the brand continues to expand its presence, with Pro-invest Group as a key partner in its growth.

Hotel Indigo Sydney Potts Point will be the fourth Hotel Indigo in Australia, and third Hotel Indigo in the Pro-invest portfolio, following the recent signing of [Hotel Indigo Melbourne on Flinders](#) and last year's opening of [Hotel Indigo Brisbane City Centre](#).

**Jan Smits, CEO, Asia Pacific, Pro-invest Group**, said: "We purchased this property knowing we had the opportunity to bring it to life in a whole new way for guests and the local

community. With our multi-million-dollar renovation, and rebrand to Hotel Indigo, the next chapter of this hotel's history is being written.

“The hotel's location puts it front and centre of Sydney City Council's revitalisation programme and the re-energising of the areas' 24-hour economy. The resurgence of this neighbourhood promises to revive the energy it's been so famous for, and our team can't wait to be a part of that.”

**Matt Tripolone, Managing Director - Australasia & Pacific at IHG Hotels & Resorts**, said:

“The collaboration between Pro-invest Group and IHG Hotels & Resorts continues to flourish, with the Hotel Indigo brand gaining significant momentum across Australasia and globally.

“IHG is enjoying its largest-ever period of growth in the region, with numerous openings under brands including InterContinental, Kimpton, Vignette Collection, voco, Crowne Plaza and the Holiday Inn brand family. As part of this growth, we're excited to welcome the next member of the Hotel Indigo family right here in Sydney.”

Pro-invest Group is IHG's largest franchise partner across Australasia and has a partnership that has seen them open an extensive estate of Holiday Inn Express hotels across Australia and New Zealand, as well as recent openings under the Kimpton, voco and Hotel Indigo brands.

IHG is expanding significantly with recent and upcoming openings across its brands in the region, from InterContinental, Kimpton, Vignette Collection, voco and Crowne Plaza, to Hotel Indigo and the Holiday Inn brand family.

**# ENDS #**

**Artist's impressions available**

**For media information, contact**

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**About Pro-invest Group**

Established in 2010 Pro-invest Group invests in hotels and commercial property assets on behalf of global institutional investors across Europe, Middle East and the APAC region.

Pro-invest Group manages c. AUD\$3 billion in assets under management through a combination of discretionary funds, joint ventures, and managed accounts. Pro-invest Group's integrated platform spans the asset lifecycle, from arranging funding through to developing, operating and asset managing individual assets as well as portfolios. Pro-invest Group assets include 31 hotels (approx. 6,000 rooms – open and pipeline) in Australia and New Zealand, in addition to commercial and mixed-use properties. Having established itself as a management platform in Australasia, the Pro-invest Group London office was established to focus on growth in the UK and

Europe. Simultaneously Pro-invest Group are raising a third value-add fund of A\$500 million for opportunistic investment in Asia-Pacific.

Further information found here [www.proinvestgroup.com](http://www.proinvestgroup.com)

### About IHG Hotels & Resorts

IHG Hotels & Resorts [LON:IHG, NYSE:IHG (ADRs)] is a global hospitality company, with a purpose to provide True Hospitality for Good.

With a family of 18 hotel brands and IHG One Rewards, one of the world's largest hotel loyalty programmes, IHG has over 6,000 open hotels in over 100 countries, and more than 1,800 in the development pipeline.

- **Luxury & Lifestyle:** Six Senses Hotels Resorts Spas, Regent Hotels & Resorts, InterContinental Hotels & Resorts, Vignette Collection, Kimpton Hotels & Restaurants, Hotel Indigo
- **Premium:** voco hotels, HUALUXE Hotels & Resorts, Crowne Plaza Hotels & Resorts, EVEN Hotels
- **Essentials:** Holiday Inn Hotels & Resorts, Holiday Inn Express, avid hotels
- **Suites:** Atwell Suites, Staybridge Suites, Holiday Inn Club Vacations, Candlewood Suites
- **Exclusive Partners:** Iberostar Beachfront Resorts

InterContinental Hotels Group PLC is the Group's holding company and is incorporated and registered in England and Wales. Approximately 325,000 people work across IHG's hotels and corporate offices globally.

Visit us online for more about our hotels and reservations and IHG One Rewards. To download the new IHG One Rewards app, visit the Apple App or Google Play stores.

For our latest news, visit our Newsroom and follow us on LinkedIn, Facebook and Twitter.

### About Hotel Indigo®:

Just as no places are alike, no two Hotel Indigo properties are alike. Each Hotel Indigo draws inspiration from the local neighbourhood, culture and popular trends in food, drink and design to create a warm and vibrant atmosphere. Our hotels provide a gateway to discover and explore some of the world's most inspiring cities and neighbourhoods. For more information, visit [www.hotelindigo.com](http://www.hotelindigo.com), and connect with us on Facebook [www.facebook.com/Hotel.Indigo](https://www.facebook.com/Hotel.Indigo), Twitter [www.twitter.com/hotelindigo](https://www.twitter.com/hotelindigo), and Instagram [www.instagram.com/hotelindigo](https://www.instagram.com/hotelindigo).