

## Hotel Indigo makes its debut in Sydney

*Pro-invest Group and IHG Hotels & Resorts open doors to Hotel Indigo Sydney Potts Point, the brand's newest neighbourhood*



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**Pro-invest Group and IHG Hotels & Resorts** announce the opening of **Hotel Indigo Sydney Potts Point**, debuting the neighbourhood-inspired global boutique brand in Sydney.

The unveiling of the **105-room hotel** marks a new chapter in the property's history thanks to Pro-invest Group's multi-million-dollar refurbishment inspired by the eclectic Kings Cross neighbourhood that's been a place for creatives and revellers for nearly a century.

Tucked behind the city's iconic neon Coca-Cola sign, the new style of boutique hotel will provide curious travellers a front row seat to King Cross's round the clock culture of hospitality and entertainment.

With a nod to the locales past, present and future as a mecca for musicians, entertainers and artists, guests are welcomed into a theatrical Lobby where a specially curated art collection sets the tone – from NFT dance projections that come alive at night to striking photographic portraits of famous and up-and-coming performance artists that have graced local stages. Guests can even add their own touch to the atmosphere, selecting vintage vinyl records to spin on the lobby's turntable each evening.

Playful, neighbourhood-inspired elements continue on the guest room floors, with lenticular signage and commissioned artwork paying tribute to the area's deco architecture and famed cabaret and drag show scene. Sought after city, Sydney Harbour views or distinct neon lit streetscapes provide the outlook from creatively furnished rooms, some offering private outdoor terraces and balconies. While mini bars are generously stocked to help start a night out or kick-start the morning, an all-day in-room breakfast menu is expected to be a popular order. Local designer bathrobes and Biology care amenities add another level of comfort.

Renowned Sydney chef, **Luke Mangan** has also taken up residence in the neighbourhood with his new restaurant and bar, **Luc-san**. Another part of Pro-invest Group's revitalisation of the site, this streetside French Izakaya is already a buzzing addition to Potts Point and places Hotel Indigo guests next door to the city's latest dining hot spot. Hotel guests can also enjoy items from the French-Japanese menu in the comfort of their rooms.

Luke Mangan will also oversee **The X Café**, a bijoux-sized early morning to late afternoon café nestled in the hotel lobby serving day-break lattes to lunch time bites every day to guests and locals.

Discovering more Potts Point bistros, boutiques and galleries by day and bars, clubs and theatre by night starts right from the hotel's doorstep on Kings Cross Road, while Sydney's Botanic Gardens, harbourside and the CBD are all within easy strolling distance.

**Jan Smits, CEO, Asia Pacific of Pro-invest Group** said of the hotel opening: "Our multi-million-dollar refurbishment has reimagined this property, introducing Hotel Indigo's creative spirit to Sydney for the first time and adding to the incredible re-energisation taking place in this famous part of the city."

"Our whole team have revelled in finding ways to celebrate the storied history of the neighbourhood from arrival to departure, and we look forward to sharing Hotel Indigo Sydney Potts Point with curious travellers seeking a new style of hotel where they can stay and play," he adds.

**Hotel Indigo Sydney Potts Point** is Pro-invest Group's fourth owned and operated hotel in Sydney and the third Hotel Indigo in the Pro-invest portfolio, following the August opening of [Hotel Indigo Melbourne on Flinders](#) and [Hotel Indigo Brisbane City Centre](#) late last year. Pro-invest Group has a total of 32 hotels open and in the pipeline across Australia and New Zealand. The group is IHG Hotels & Resorts' largest franchise partner across Australasia with an extensive estate of Holiday Inn Express hotels, as well as recent openings under the Kimpton and voco brands.

**Matt Tripolone, Managing Director - Australasia & Pacific at IHG Hotels & Resorts**, said: "No two Hotel Indigos are alike and with Sydney's most famous neighbourhood as its inspiration, Hotel Indigo Sydney Potts Point will be another exceptional example of the brand's culturally rich boutique offering. I'd like to congratulate Pro-invest Group and thank them for their continued partnership that's debuted Hotel Indigo in Sydney and helped grow the brand across Australasia."

Part of the **IHG Luxury & Lifestyle portfolio**, Hotel Indigo is the world's neighbourhood hotel that celebrates how guests can discover, or rediscover, some of the most inspiring and culturally rich neighbourhoods across the world. When staying at a Hotel Indigo, it is not just to visit a place, it is about being fully immersed into the neighbourhood and wanting to take a little bit of it home. With 278 open or pipeline hotels globally, each hotel draws on the local neighbourhood, culture and popular trends in food, drink and design to create a warm and vibrant atmosphere.

### **Hotel Indigo Sydney Potts Point**

2-14 Kings Cross Road, Sydney  
Australia

[hotelindigo.com/pottspoint](https://hotelindigo.com/pottspoint)

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First look images available [here](#)

### **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 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).