

Marriott International acquires the citizenM brand & intellectual property – marking a milestone in its global journey.



Concrete is proud to have been part of citizenM since day one, shaping a legacy of disruptive hospitality. As citizenM enters an exciting new chapter with Marriott International's acquisition, this marks a major milestone in its global journey. Concrete is very excited to follow its journey to redefine the modern hotel experience.

Marriott International provides a springboard for citizenM's expansion while ensuring its signature approach - focused on creating memorable stays through seamless design and hospitality—remains at the heart of its growth. With this new alliance, citizenM is poised to bring its unique blend of innovation, comfort, and guest-focused service to an even wider global audience. citizenM will continue to maintain the brand identity and delivering the exceptional experiences and guest-first approach citizenM guests know and love. With Marriott's acquisition, this vision will not change, in fact, with Marriott's global reach, citizenM looks forward taking the brand even further – into more cities, welcoming more modern travelers, whilst staying true to its identity.

Concrete stands at the cradle of citizenM and has been a part of the creation and expansion of the brand; it designed every single hotel of the current portfolio. Bringing the vision to life, creating spaces that resonate with modern travelers seeking comfort, efficiency, and style for a reasonable price. Dedicated to the continual evolution of the architectural and interior designs while maintaining a holistic perspective on citizenM's position in the current market. From the very beginning, citizenM redefined the hospitality landscape by prioritizing a smart luxury and an immersive guest experience. As the next chapter unfolds, Concrete remains supporting citizenM and its future growth.

36 and counting...

The citizenM global portfolio currently consists of 36 open hotels, comprising 8,544 rooms, across more than 20 cities spanning the U.S., Europe, and Asia Pacific, including gateway cities like New York, London, Paris, and Rome. The brand's current pipeline includes three under-construction hotels totaling over 600 rooms that are anticipated to open by mid-2026, with the prospect of significant additional growth across Marriott's global regions over the next decade.

Note to editors

About Concrete Amsterdam

Concrete is a multidisciplinary interior and architecture studio based in a canal house in the middle of the red-light district in Amsterdam. Since 1997 Concrete develops concepts. We develop innovative concepts that transcend traditional boundaries. Whether it's in architecture, interior design, urban design, branding and conceptual programming, our diverse talents converge to create unique and impactful solutions. Fundamentally, Concrete places people above buildings, recognizing that the essence of design lies in its human connection. We firmly believe that form should follow life, shaping environments that seamlessly integrate with the ways people live and interact.

[Website](#) | [Instagram](#) | [LinkedIn](#) | [Vimeo](#)

About citizenM

citizenM was launched in 2008 with a purpose – to disrupt the traditional, stale hotel industry. Rattan Chadha – the founder of the global fashion brand Mexx – was inspired by his employees to create a hotel for today's frequent travelers, giving them everything they need and nothing they don't. This means central locations in the world's most exciting cities, but at an affordable price. Not just a place to sleep, but somewhere to work, relax and play – just like home. Somewhere with superfast free Wi-Fi, tech that makes life easy, and world-class art that isn't 'hotel art'. A room with an ultra-comfortable XL bed to crash in, and a powerful rain shower to wake-up in. Rattan Chadha called this 'affordable luxury for the people'. The first citizenM opened at Amsterdam's Schiphol Airport in 2008.

[Website](#) | [Instagram](#)

About Marriott International

Marriott International, Inc. (Nasdaq: MAR) is based in Bethesda, Maryland, USA, and encompasses a portfolio of over 9,300 properties across more than 30 leading brands in 144 countries and territories. Marriott operates, franchises, and licenses hotel, residential, timeshare, and other lodging properties all around the world. The company offers Marriott Bonvoy®, its highly awarded travel platform.

[Website](#) | [Instagram](#)

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