

HYDE & SEEK

IMMERSIVE HOSPITALITY MANAGEMENT ANNOUNCES £42 MILLION REDEVELOPMENT OF CORUS HOTEL HYDE PARK



The hotel will re-open in late Autumn 2026 as Hyde & Seek, part of Tribute Portfolio

London November 1st – Immersive Hospitality Management (IHM) is excited to announce a £42 million redevelopment and rebranding of its flagship London property. Formerly known as Corus Hotel Hyde Park, the property closed in September 2025 for a major renovation and is set to reopen in late Autumn 2026 as **Hyde & Seek**, joining the prestigious Tribute Portfolio, one of Marriott Bonvoy’s portfolio of 31 extraordinary brand. This highly anticipated transformation project marks a new chapter for the group, completely redeveloping one of London’s prominent freehold assets into an upscale bohemian oasis, across from Hyde Park.

The hotel is undergoing a complete refurbishment into a bohemian aesthetic theme, where a calm, serene exterior pairs with a lively, rebellious spirit and a vibrant soul. The guestrooms will be meticulously designed and reconfigured, providing the utmost comfort with a touch of flamboyance as heritage pieces sit amongst unexpected and bold designs with boho wall coverings beside mahogany and marble desks. Reflecting the bohemian lifestyle of the area in the 60s and 70s, the patterns and colours are influenced by fashion designers such as Zandra Rhodes and Ossie Clark, as well as artists such as David Hockney and David Hicks.

Hyde & Seek’s design has been expertly curated by interior designer Goddard Littlefair and Unwin Jones Partnership, who served as the Architect. County Contractors extend the team, with Gardiner & Theobald LLP as project managers. The design pays tribute to the hotel’s prime location beside Hyde Park, drawing inspiration from the park’s natural beauty with greens and blues used throughout to bring a sense of the outside into the property. The interiors will feature elegant symmetry and ornamentation in reference to styles of the past, honouring the building’s Victorian heritage. Originally a grand row of Victorian townhouses, the white stucco façade recalls the charm of this once aristocratic neighbourhood, which became a hideaway for bohemian characters.

Guests can expect decadent styling with warm, rich tones, expertly used to highlight materials and finishes. Adding a touch of the unexpected, the interiors feature striking combinations of lilacs and greens and navys and pinks, coexisting with bold textures and contrasting abstract patterns within the flooring, artwork, and furniture. Moroccan influences are present throughout, featuring Tadelakt plaster, Zellige-style tiles, marbled ceilings, and ornate lanterns that filter light through delicate patterns.

Catering to the modern traveller and the local neighbourhood’s evolving needs, Hyde & Seek will feature an all-day food and drink concept through various outlets. From afternoon tea and lavish dinners to vibrant cocktails or working lunches, Hyde & Seek creates a bold and brilliant hub for dining and socialising. A brand-new addition to the hotel’s beautiful spaces is a light filled, glass roofed courtyard offering flexible co-working spaces, enveloping guests in foliage and greenery inspired by the neighbouring park. In addition, there will be a state-of-the-art gym and studio perfect for the hotel’s friends and neighbours.

PALM

Andrew Khoo, Chairman of Immersive Hospitality Management, comments, “Hyde & Seek is set to become a unique and eccentric addition to the London hotel scene. This project boldly pushes the boundaries of expectation, rejecting the dull and embracing the charm of the location. We are incredibly proud of this transformation and grateful to the incredible team of partners helping to bring this vision to life. We look forward to working with Marriott International to meet the diverse and ever-changing needs of our guests, and we can’t wait to unveil Hyde & Seek next year.”

Located at 1 Lancaster Gate, directly opposite Hyde Park and within walking distance of Paddington Station, Oxford Street, Mayfair, and Queensway’s billion-pound redevelopment, the project will transform one of London’s most prominent freehold assets into a contemporary, upscale destination.

ENDS

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Notes to Editors:

About Hyde & Seek:

Located opposite Hyde Park, Hyde & Seek is a 309-room hotel combining bohemia with modernity, blending contemporary luxury with historical charm. Part of the Tribute Portfolio brand at Marriott International, Hyde & Seek offers an upscale escape in the heart of the city, featuring dynamic spaces for dining, socialising, and work, including flexible co-working areas, and a state-of-the-art gym. With its eclectic design, inspired by Georgian heritage and a connection to nature, Hyde & Seek is the ideal base for both business and leisure travellers seeking a vibrant yet peaceful retreat. A place where all is not as it seems, and eccentricity is hidden behind the veil of tradition.

About Immersive Hospitality Management

Launched in 2024, Immersive Hospitality Management (IHM), formerly Corus Hotels Ltd, is a hotel management company under Chairman Andrew Khoo. The evolution of IHM began in 1993 as Regal Hotel Group PLC, before the Corus Hotels brand was launched in 1999 and IHM in 2024. IHM use their experience and expertise to forge exciting partnerships with hotel owners and investors, deliver enhanced customer experiences, explore untapped resources, develop service levels, and significantly drive profit.

About Tribute Portfolio

Tribute Portfolio is a growing global family of characterful, independent hotels drawn together by their passion for captivating design and their drive to create vibrant social scenes for guests and locals alike. With more than 160 hotels in over 35 countries and territories around the world, Tribute Portfolio has struck a chord with those who seek out independent experiences and crave a connection with the community when traveling. Tribute Portfolio is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International.