

Press Release, 4 August 2025

## Bookings Live: Australia's First 25hours Hotel Will Breathe New Life Into A Sydney Icon When It Opens on 25 September

Rooms at [25hours Hotel The Olympia](#), which will mark the very first 25hours Hotel in Australia when it opens on 25<sup>th</sup> September 2025, are now available to book. True to the 25hours philosophy of embracing the cultural fabric of the cities they are in, the brand's first Australian property is deeply rooted in Sydney's creative past. Located on the heritage-listed site of the former West Olympia Theatre and the Grand Pacific Blue Room, the hotel pays tribute to these iconic establishments that once shaped the city's art and social scene. Honouring its vibrant past through bold design and rich storytelling, 25hours Hotel The Olympia will breathe new life into a historic Sydney landmark.



Inspired by the quintessential protagonists of film, the hotel's 109 guest rooms will be split into 'Dreamers' and 'Renegades'. Located on levels 2 and 4, the Dreamer rooms are light-filled, airy, with soft blue tones and curated lighting to evoke a sense of calm nodding to the character of the romantic idealist. In contrast, levels 1 and 3 house the Renegade rooms - moodier in tone with darker colour palettes, bold carpets and artwork that channels a rebellious, adventurous spirit.

The hotel design narrative draws deeply from the building's cinematic past, with the lobby reimagined as a tribute to film culture and pieces peppered throughout the property that nod to the Theatre's heyday. True to the brand's motto "Every cool city needs a 25hours Hotel" the Sydney debut focuses on revitalising this historic site, with a strong design identity, restaurants and bars that will act as a neighbourhood hub.

The hotel will be home to four venues, each with a distinct identity; a restaurant (The Palomar), wine & cocktail bar (The Mulwray), coffee house (Jacob The Angel), and rooftop bar (Monica). Culinary Director Mitch Orr will oversee all venues. A proud Sydney-sider with deep roots in the city's dining community, Orr brings an edge that resonates with Sydney's unique culinary culture.

[The Palomar](#) – a stalwart in the industry for a decade - will introduce Studio Paskin's famous London venue to Sydney. With influences from Southern Europe, North Africa and the Levant brought to life with the best Australian ingredients, the 110-seat restaurant will be centered around an open kitchen. [The Mulwray](#), an intimate cocktail and wine bar named after the iconic Evelyn Mulwray from 1974 film Chinatown, will hero expertly made classic cocktails, bio-

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dynamic wines and varieties from lesser known growers. On the ground floor, café [Jacob The Angel](#) will be the perfect spot to recharge or connect after exploring the city.



Rooftop bar [Monica](#), by Ennismore's food and beverage studio Carte Blanche, will be a lush all-day rooftop oasis embodying the rhythms and rituals of modern Sydney, viewed through a nostalgic 1960s Hollywood filter. Bold patterned floors and local murals set the tone for the lively nights and easy afternoons. More than a rooftop bar, Monica is a celebration of culture, community, and bringing back Sydney's nightlife.

Located on 1-11 Oxford Street at the intersection of five Sydney Villages - Paddington, Surry Hills, Darlinghurst,

Kings Cross and Moore Park, 25hours Hotel The Olympia will become a community icon - a dynamic and inclusive neighbourhood hub where cultures, artistic expression and community spirit come together.

The local community will be among the first to experience 25hours' hospitality with special events programming planned to coincide with the opening. More to come soon.

Rates at 25hours Hotel The Olympia start from 195 euros.

Dis-loyalty, Ennismore's game changing food and travel membership, gives members 50 % off newly opened hotels within their Collective, meaning guests can enjoy half-price rates at 25hours Hotel The Olympia until Wednesday 24 December 2025. Find out more about all the membership perks at [Dis-loyalty.com](#)

25hours Hotel will also hold a special opening offer for the hotel with 25 % off all stays booked directly.

Bookings are available via [25hours-hotels.com/sydney/the-olympia/](https://25hours-hotels.com/sydney/the-olympia/)

Press and image material for 25hours Hotel The Olympia

[25hours-hotels.com/sydney/the-olympia/media-page/](https://25hours-hotels.com/sydney/the-olympia/media-page/)

[25hours-hotels.com/sydney/the-olympia/media-page/#images](https://25hours-hotels.com/sydney/the-olympia/media-page/#images)

For more information about all 25hours Hotels, visit: [25hours-hotels.com/](https://25hours-hotels.com/)

25hours Hotels videos: [youtube.com/25hourshotels](https://youtube.com/25hourshotels)

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## About 25hours Hotels

25hours Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, which holds a majority shareholding.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that was built from 2005 and today operates 17 hotels in prime European destinations like Hamburg, Berlin, Paris, Copenhagen and Florence as well as in the international metropolises of Jakarta and Dubai. 25hours is a smart, culturally resonant hotel idea characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. The brand focuses on individuality, authenticity and personality and, under the motto “If you know one, you know none”, designs each of its hotels with different designers and unique style. Sydney, Trieste, Trojena and Cairo are among the future destinations.

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