

Press Release, 15 September 2025

Jake Guilfoyle is appointed General Manager of 25hours Hotel The Olympia



25hours Hotels is thrilled to announce the appointment of Jake Guilfoyle as General Manager of the highly anticipated 25hours Hotel The Olympia as it opens its doors in Sydney's Paddington on 9th of October. The launch marks the brand's first debut into Australia, bringing its philosophy of embracing the cultural fabric of the cities they are in, to one of Sydney's most iconic neighbourhoods.

Originally from Sydney, Jake returns to his roots and brings with him over a decade of experience in luxury lifestyle hotels across Australia and Southeast Asia. Most recently Jake supported the rebranding and opening of Hyde Melbourne Place, cementing the hotel

deep within Ennismore and Hyde brand standards. Working as General Manager of Operations, Jake spearheaded the launch of QT Singapore at 90 % occupancy and achieved record guest satisfaction at QT Gold Coast. His career also spans leadership roles at QT Sydney, QT Falls Creek, and Rydges Cronulla, delivering outstanding commercial results while building strong high-performing teams.

A multi-award winner and 2022 HM Awards finalist for Australian General Manager of the Year, Jake is known for his hands-on leadership approach, commercial acumen, and his deep passion for developing the next generation of hospitality talent.

Jake steps into the role as part of a broader leadership movement within Ennismore as former General Manager Jeremy Colohan returns to the Gold Coast to spearhead Mondrian Gold Coast. At 25hours Hotel The Olympia, Jake will oversee a team of over 100 staff and report directly to Sylvain Padeloup, Executive Vice President, Ennismore, Asia Pacific.

Sylvain Padeloup says: "Jake embodies the spirit of 25hours - bold, creative and deeply connected to community. His track record of launching and elevating lifestyle hotels is impressive, and I'm looking forward to seeing him bring that energy to our first Australian venue. With Jake at the helm, 25hours Hotel The Olympia will be more than a hotel - it will be a cultural hub for travellers and the neighbourhood."

25hours Hotel The Olympia is located at 1 Oxford Street, where five of Sydney's most iconic neighbourhoods; Paddington, Surry Hills, Darlinghurst, Kings Cross and Moore Park converge. It will feature four culinary venues in collaboration with Studio Paskin, designed to be destinations in their own right: The Palomar, The Mulwray, Jacob The Angel and a Carte Blanche concept - the rooftop bar, Monica.

Jake Guilfoyle commented: "I'm excited to be launching the very first 25hours Hotel in Australia and its four venues. I grew up in Sydney and to lead a hotel that celebrates individuality, creativity and history in my hometown is very special. We're building something that lasts, a full experience that not only travellers, but locals will seek out, and at the heart of it all, I look forward to leading a fun, energetic team who bring that sense of joy and personality to every

come as you are.



guest interaction.”

25hours Hotel The Olympia is set to open its door on 9 October 2025.

Press and image material for all 25hours Hotels: <https://25hours-hotels.com/media-page/>

Press and image material for 25hours Hotel The Olympia:

<https://25hours-hotels.com/sydney/the-olympia/media-page/>

For more information about all 25hours Hotels, visit: 25hours-hotels.com/

25hours Hotels videos: youtube.com/25hourshotels

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 subsidiary of Accor, formed in 2021.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that today operates 17 hotels in German speaking countries as well as Florence, Paris, Dubai and Copenhagen. 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, Jakarta, Trieste, Trojena and Porto are among the future destinations.

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