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## **citizenM opens largest hotel property to date in Back Bay**

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Boston, MA citizenM, the pioneer of affordable luxury hotels, is celebrating the opening of its second property in the city – citizen Boston Back Bay. The newest addition to the portfolio is located in the city's historic Back Bay neighborhood, part of the mixed-use development, Lyrik, and designed by citizenM's long-standing architecture partner concrete Amsterdam. Local architecture firm Elkus Manfredi also worked on the project, which is situated on the same campus as the new LEGO office. The 15-story tower is citizenM's largest hotel to date, featuring 399 signature citizenM rooms with XL

king-size beds to get lost in.

The new opening is part of citizenM's ongoing expansion plan in the U.S. and beyond, which aims to introduce its innovative lifestyle brand to hubs with travelers on-the-go. Guests have come to not only recognize citizenM's distinct style but seek out its 'affordable luxury' experience. citizenM Boston Back Bay joins the global portfolio as the 36th hotel, following the opening of citizenM's first Austin property – which opened in March – and the brand's third Miami-based property in Miami South Beach (opened early August).

Located near Fenway Park (home of the Red Sox) and the renowned Newbury St., citizenM Boston Back Bay is ideal for any travelers seeking a taste of good New England living. The Boston Back Bay neighborhood is rich with major universities, museums, shows, and iconic landmarks nearby, like the Boston Public Gardens. The new Lyrik development will also showcase a play-stay-work-and-whatever's on tap destination in Back Bay, highlighting an emerging lineup of tastemakers and restaurants – including George Howell Coffee, Rivian, Avra Estiatorio, Pink Carrot, and Chicha San Chen. Similarly to the Boston North Station property, citizenM's design, locally sourced art, savvy technology, and affordable luxury are also on display and offer key pillars to the guest experience, while paying homage to the city across every element.

As a continuation of the brand's citizens of the world series, citizenM is spotlighting eight citizens, native to both the Back Bay neighborhood and the greater Boston area, in a larger-than-life photography exhibition.

The citizen will be featured in lifestyle content and storytelling across the brand's digital channels. These eight citizens come from all walks of Boston, including culinary, music, culture, art, and design. Launched originally in 2018 with citizens of the Bowery (in connection with the opening of citizenM New York Bowery) citizens of the world spotlights citizens across multiple pillars including art, business, culture, fashion, and party. The content series has since continued to expand across cities where citizenM hotels are located and has spotlighted over 365 citizens of the world to date. Those part of the Boston Back Bay campaign include: Kimberly Flynn (director of marketing at Trident Booksellers), David Littlefield (founder of The Sausage Guy), Vivian Luo (electric violinist and performer), BREK.ONE (official DJ at Boston Celtics), Doug Ansine (founder of Brainchild), Porsha Olayiwola (Boston's poet laureate), Frank "The Butcher" Rivera (streetwear and sneaker designer), and Boston-based muralist Rixy.

"We are thrilled to open the doors to our second Boston location, and what will be the largest hotel in our global portfolio," said Robin Chadha, chief brand officer. "Boston is known for its creative expression and captivating stories, and likewise citizenM will spotlight locally-inspired works of art and exciting opening campaigns with Boston citizens at the forefront. The Back Bay neighborhood is a historic area, featuring delicious eateries and bustling small businesses – we are excited to become part of this community and the Lyrik development. With our curated selection of artwork, rooftop bar, and this prime location, citizenM Boston Back Bay will be the go-to spot for vibrant offerings and stunning city views."

Within the property, guests have access to amenities, including a cozy living room perfect for leisure travelers catching up on emails, the brand's signature canteenM serving 24/7 snacks and drinks, a 24/7 gym with views of Newbury St., and art. The hotel will also offer a rooftop offering chic vibes and views of the city. The space will be outsourced to an exciting partner opening early 2025.

To highlight the city's treasure trove of artistic expression, the team has commissioned a piece for the property's entrance facade from Maria Molteni, a queer interdisciplinary artist and designer. The selected artwork takes inspiration from Molteni's own stories, highlighting elements of quilting or weaving – their great grandmother's prolific craft. Molteni's patterns within the art also reflect the sea (a nod to their experience as an ocean rower). At citizenM Boston Back, travelers will see citizenM's ongoing environmental ethos of influencing positive change in a world where we are simply guests – 100% of citizenM hotels hold green building certifications or are on the path to achieving them.

citizenM's philosophy of "affordable luxury" is best experienced in the guest rooms, which showcases their commitment to high-tech amenities, ultimate comfort, eye-catching art and more. The rooms are smartly furnished with "everything modern travelers need, and nothing they don't." All guestroom features are designed to be the very best: the beds are XL king-size wall-to-wall with an extra comfy mattress and luxury bedding. An 4K widescreen TV offers streaming options via free Wi-Fi, so that guests can enjoy their own content. A rain shower with full-size shower gel, shampoo, conditioner (as well as giant fluffy towels) will soothe all long- and short-haul travelers. The room is fully controlled by an in-room iPad – the blinds, climate, the TV, even the lights with changeable colors – or via the award-winning citizenM app.

At the heart of citizenM's top-notch service and signature personality is its hotel staff – the ambassadors. Typically hired from outside of the hospitality industry, ambassadors are chosen first for their attitude (not skills) and put through a six-week immersion course to learn all about citizenM's unique culture. All ambassadors are trained in all jobs, from receptionist and problem-solver to barista and bartender, meaning guests are never told to speak to someone else when they need help. More importantly, they all embody today's modern citizen: curious, well-traveled and open-minded. They are also citizenM's walking concierges who know lots of things about their city, and readily provide tips about the best places to visit.

To further enhance the guest experience, citizenM offers travelers the world's simplest hotel membership program: mycitizenM+. Members simply sign up with a small monthly fee to enjoy 'all the perks without the points,' including 15% off hotel rooms, free late checkout and a free upgrade to premium view room (both subject to availability), access to free coworking at any of citizenM's hotels worldwide, 15% off societyM meeting rooms, 15% off F&B, early access to discounts, members-only events. Thanks to the new co-working benefit, freelancers, entrepreneurs, hybrid workers, and café culture enthusiasts can now work seamlessly at any citizenM hotel. citizenM's co-working spaces offer an inspiring alternative to home offices or crowded cafés.

The new property, found at 408 Newbury St., joins the growing citizenM US portfolio, which includes

properties within New York, Seattle, Los Angeles, San Francisco, Washington DC, Chicago, Miami, Menlo Park, Austin, and more worldwide.

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