



# nerej

## JLL sells The Boxer Boston from Hersha Hotels to Eurostars Hotels

September 26, 2025 - Front Section



Boston, MA JLL's Hotels & Hospitality Group brokered the sale of The Boxer Boston, an 80-key restored historic hotel located in the West End neighborhood, to Eurostars Hotels Company, the hotel division of Grupo Hotusa, and the leading chain in Spain by number of properties with a strong presence in Europe.

JLL represented the seller, Hersha Hotels & Resorts.

Originally constructed in 1904, The Boxer Boston occupies a nine-story building that blends historic charm with contemporary elegance. The property underwent a comprehensive million-dollar renovation in 2013 when it was relaunched as The Boxer. Ownership completed additional restaurant and lobby refreshes in 2019-2020.

The full-service hotel features 80 thoughtfully designed guestrooms with Boston-inspired decor combining industrial-chic elements such as riveted-steel wardrobes and gas lamp-inspired lighting with modern touches such as Calacatta-marble bathroom countertops. Guest amenities include a fitness center, complimentary bicycles and the on-site restaurant and bar, Bulfinch Social, which offers breakfast and dinner daily.

Situated at 107 Merrimac St., The Boxer Boston is walking distance of TD Garden, the Charles River Esplanade and numerous entertainment venues and attractions. The hotel is near One Congress, and just blocks from North Station, a major transportation hub. Mass. General Hospital's main campus in the West End is also nearby.

With this acquisition, The Boxer will become the fifth hotel operated by Eurostars Hotels Company in the U.S., further reinforcing the group's international growth strategy and its plans to expand its footprint in the North American market in the coming months.

The JLL Hotels & Hospitality team representing the seller was led by managing director Alan Suzuki, senior director Matthew Enright and associate Emily Zhang.

According to Amancio López Seijas, president of Grupo Hotusa and Eurostars Hotels Company, "the addition of Eurostars' The Boxer is part of the company's expansion policy, strengthening its presence in strategic locations to promote quality urban tourism." This milestone consolidates Eurostars Hotels Company's position as a global hospitality leader.

"The Boxer's prime location at the crossroads of Boston's West End, North End and Downtown districts, combined with its strong cash flow and being offered unencumbered by brand and management, made this an exceptionally attractive investment," said Suzuki. "Boston continues to demonstrate resilient lodging fundamentals driven by its diverse demand generators, including world-class educational institutions, medical facilities, corporate presence and convention and leisure attractions."

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540