

Hotel Indigo® opens botanical inspired hotel in Brussels

*Opening of Hotel Indigo® Brussels-City marks the brand's second hotel
in Belgium and the largest Hotel Indigo property in Europe*

[February 3rd , Brussels]: [IHG®'s](#) boutique brand [Hotel Indigo®](#), is proud to announce the opening of [Hotel Indigo® Brussels - City](#) in Place Charles Rogier. Within walking distance to some of the city's main sightseeing attractions and restaurants and adjacent to the gleaming international office buildings of Brussels-centre, named locally as the "little Manhattan", the hotel is the perfect choice for both leisure and business travellers.

Just behind this bustling modernity lies a beautiful and tranquil green space, the Botanic Gardens, also worth a visit for those already staying at the hotel. Brussels is the epicentre of architectural treasures with unique neighbourhoods strewn throughout the city. From the Royal Quarter to the Grand Palace and Îlot Sacré which houses the city's 15th century Gothic town hall, the city has a lot to offer those coming to visit.

Just as no two places are alike, no two Hotel Indigo properties are the same. Taking inspiration from its surroundings, Hotel Indigo Brussels- City has 284 guest rooms featuring one of three garden-inspired themes: floral, herbal, and tropical. The room designs mimic what used to be the grand greenhouse in the Botanical Gardens which was also split into the above three climates. Guests will be fully immersed into a unique botanical theme throughout the hotel, with the walls and some ceilings in the rooms boasting very bold botanic inspired patterns and self-sustaining PikaPlant Jars, the original airtight terrarium. Each room boasts premium bedding, a working corner equipped with complementary water, a coffee-machine, a smart TV, high-speed internet, and a spa-inspired en-suite bathroom with Art Deco touches.

Benjamin Tenius, General Manager at Hotel Indigo Brussels- City commented: “We are excited to have opened our doors in such a prominent part of Brussels. At Hotel Indigo, we want to create an experience that is truly unique to the local neighbourhood. Not only are our rooms designed around the neighbouring Botanic Gardens, but even our public spaces and external facade have living walls and a large selection of indoor plants. With our unique design and thoughtful touches inspired by the local history and surrounding influences, guests can get a flavour of the neighbourhood through our hotel before heading off to explore the city for themselves.”

Eric Viale, Managing Director Southern Europe, IHG commented: “Hotel Indigo is IHG's fastest growing boutique brand and is set to double over the next 3-5 years. The brand is now at home in over 100 different and vibrant neighbourhoods globally, which is an incredibly exciting milestone. We provide guests with the best of both worlds – the promise of a design-led hotel and the reassurance of a consistently upscale experience with the IHG name behind it.”

The hotel is home to the new [SERRA](#), a restaurant that is dedicated to producing good food that has a positive impact on people and the planet. A combination of terra (the soil) and serre (the greenhouse), the name SERRA is a tribute to nature as both aspects help to grow food. Offering a quick bite at Urban Picnic or a delicious menu at Garden Kitchen, Serra is centred around the ethos that good food has a positive impact on people and the planet. Serra describes itself as “authentic, eco-friendly, locavore” with everything being sourced or grown within 100 miles of the hotel.

There are more than 112 Hotel Indigo properties open globally with 102 in the hotel pipeline. In Europe alone, there are 37 hotels open in key neighbourhoods with a further 19 due to open in the next 3 - 5 years*.

Recently, IHG opened the highly anticipated [Hotel Indigo® Hakone Gora](#), the boutique lifestyle brand debut in Japan.

For further information or bookings, [please visit our website](#)

Double rooms start from €109

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