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By Heidi Mitchell • September 29, 2023

## London Is Having a Big Hotels Moment. These Are the 6 Openings of 2023 We're Most Excited About

*Take advantage of the strong dollar at these ultra-luxurious debuts across the pond.*



### The BoTree



A guest room at the BoTree in London, Courtesy of the BoTree

With so many luxury hotels opening in London this year, you'd be forgiven for forgetting about the fallout of Brexit, news of inflation, and the myriad other problems supposedly plaguing the capital of Britain. But if you pull back, all these

high-end retreats arriving to the Big Smoke actually make sense. London is, after all, the most connected city in all of Europe, with six international airports and a train system Americans could only dream of. The Elizabeth Line, for one, costs about \$13 and takes only 30 minutes to get from Heathrow to the city center. Add in the nearly historic high of the dollar against the pound, and it's no wonder that Americans coming to London this past year have outpaced the record-high of the same group in 2019.

It'll be hard to decide where to spend the night when there are [so many incredible retreats in London](#) to choose from, including the still-being-renovated [Dorchester London](#) and the newly expanded [Beaumont](#). But here are six brand-new hotel debuts that we're psyched to spend our strong dollars on this fall.

## The BoTree

- **Neighborhood:** Marylebone
- **Why we love it:** An eco-conscious luxury retreat with a party vibe
- **Loyalty program:** I Prefer Hotel Rewards
- [Book Now](#)

Set in the heart of the West End, where Marylebone, Mayfair, and Soho intersect, the [BoTree](#) is a “conscious luxury” escape (according to owner Rishi Sachdev) that welcomes visitors with a vibrant downstairs scene and a surprisingly irreverent take on the high-end hotel room. Thanks to F&B overseen by Tao Group Hospitality, the ground floor's Italian restaurant, Lavo, is always thumping with stylishly dressed young people, while its sister, the BoTree Bar, is aflutter with Londoners getting their flirt on.

Upstairs (past a tree trunk made out of 3D-printed trunks) and a gaggle of floral arrangements, 199 guest rooms radiate an eco-friendly vibe with some bold moves (note the massive floral prints behind each fluffy bed). The BoTree charges a steep price for such a cool-kid hangout, but the service and the people-watching make a trip to this epic corner of London worth the price of entry. (Plus, you can always just come for a Negroni.) *From \$800*

<https://www.afar.com/magazine/londons-best-new-luxury-hotels-2023>