



Cheval Collection nears 1,000 units globally

31.03.2025 - Cheval Collection is closing in on 1,000 units across its existing 14 properties and is in active discussions to add to its growing global portfolio.

The group is continuing to pursue a strategy of expansion through management contracts, with further properties due to be announced this year.

The opening of the Cheval Maison – Expo City Dubai in March takes the group to over 950 units, after adding more than 500 since opening its Lexham Gardens by Cheval Maison property in London in 2021.

The group is also due to make its debut in Saudi Arabia in 2027, with Cheval Maison Riyadh.

Daniel Johansson, director of development and acquisitions, Cheval Collection, said: “The serviced apartment sector is now firmly in the mainstream for investors considering a move into hospitality.

“Our brands offer luxury products with efficient operations; the best of both worlds for owners looking to enter or expand in the sector. Guests are also drawn to the flexibility of our apartments, which provide a high-end backdrop to their break, be that for business or leisure.

“The expansion in the market, combined by our reputation of more than 40 years owning and operating serviced apartments, means we are having conversations in dynamic locations around the world.”

Cheval Collection has also become the first serviced apartment operator in Europe to join the Global Hotel Alliance’s loyalty programme, GHA Discovery.

Johansson added: “We believe that serviced apartments are being considered in the same space as hotels by both owners and guests and being part of a loyalty programme means that we can offer everything which goes along with that.

“The programme will reward guests, but also create another route for feedback, ensuring that we can continue to improve our offering.”

The company is in talks with a number of investors and developers in European and the UK.



About Cheval Collection:

Cheval Collection is an award-winning luxury hospitality company specialising in high quality serviced apartments worldwide. The collection includes the Cheval Residences, Cheval Maison and MY Locanda brands. Cheval Collection has extensive expertise and resource available to take on new projects, from inception to opening alongside support functions across the business, from technical services, operations and facilities management to revenue and reservations, human resources and sales and marketing.

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