

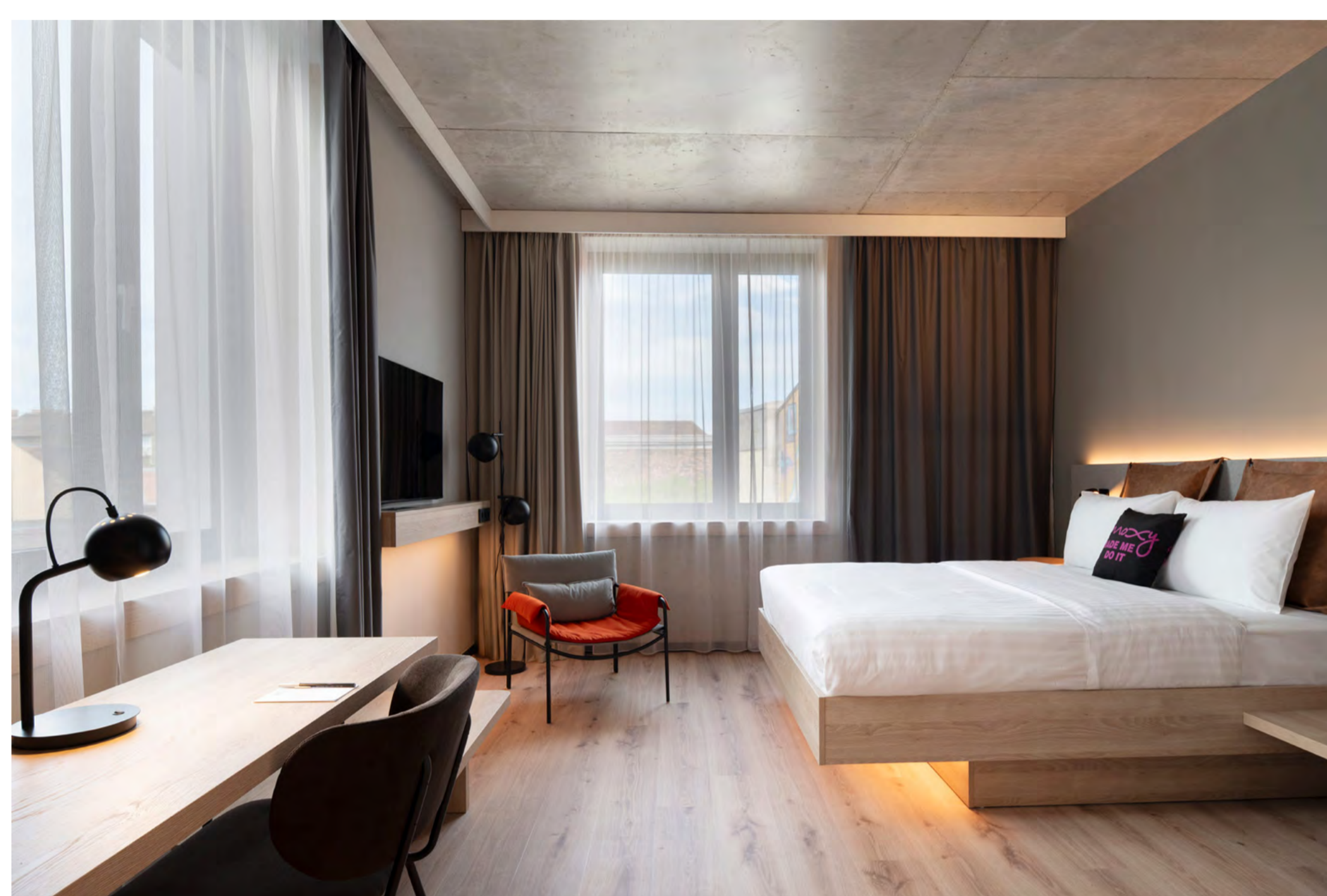
Moxy Hotels makes Hungarian debut

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[Moxy Hotels](#) has debuted in Hungary with the opening of Moxy Budapest Downtown.

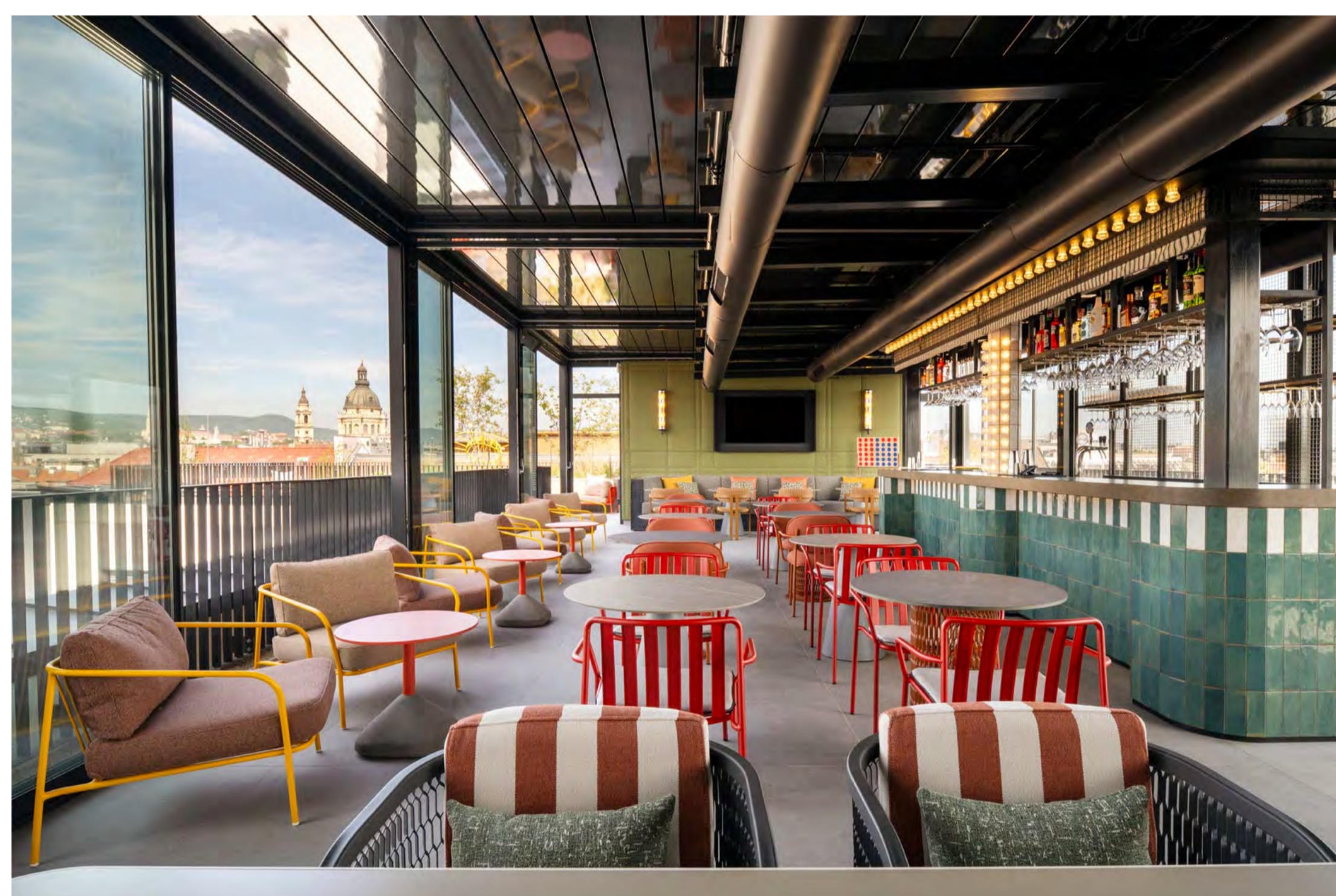
Located in a neighbourhood renowned for its architecture, creative scene and nightlife, the new hotel is set in a former dance institution. Throughout its design, Moxy Hotels' showcases subtle references to ballet, movement and the free-spirited legacy of Empress Elisabeth ("Sisi"), a former Queen of Hungary.

Created by Austrian architects and designers BWM, the interiors blend industrial textures and theatrical lighting to create a bold ambience, anchored by a large graffiti artwork by local artist Áron Hidvégi in the lobby, reflecting the contrast between Budapest's historic identity and its modern creative energy.



Moxy Budapest Downtown's 281 guest rooms offer modern comfort, functional technology and a workspace, while public areas include Bar Moxy, a 24/7 fully equipped fitness centre and two purpose-built meeting and event spaces. Inspired by Sisi's passion for horse riding, Saddle & Sky emerges as the hotel's rooftop bar, and is set to be joined by future restaurant concepts at street level as the hotel integrates itself into the neighbourhood's social fabric.

Developed by Hungarian real estate developer and investment firm Forestay Group, the project forms part of a broader urban revitalisation vision for central Budapest. Beyond introducing the first Moxy Hotels property to Hungary, the development contributes to the ongoing transformation of Kazinczy Street and the surrounding district into a vibrant mixed-use urban destination combining hospitality, gastronomy, culture and community spaces.



Moxy Budapest Downtown also has a strong commitment to sustainable urban development. The project earned BREEAM Excellent certification, positioning it among the region's leading environmentally conscious hospitality developments. The main sustainability features include energy-efficient building systems, solar panels, and more than 80 EV charging stations.

As part of the project, 81 mature trees and more than 10,000 perennial ornamental plants and shrubs have been incorporated into the area surrounding the hotel, contributing to greener urban spaces and enhanced biodiversity in the heart of Budapest.

"Moxy Budapest Downtown marks an important milestone for the brand as it enters the Hungarian market," says Sandra Schulze-Potgieter, Vice President, Premium, Select & Midscale Brands, Europe, Middle East & Africa, Marriott International. "Budapest's creative energy, nightlife and cultural scene make it a perfect fit for Moxy Hotels, and we look forward to welcoming guests to the brand's latest European opening."

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