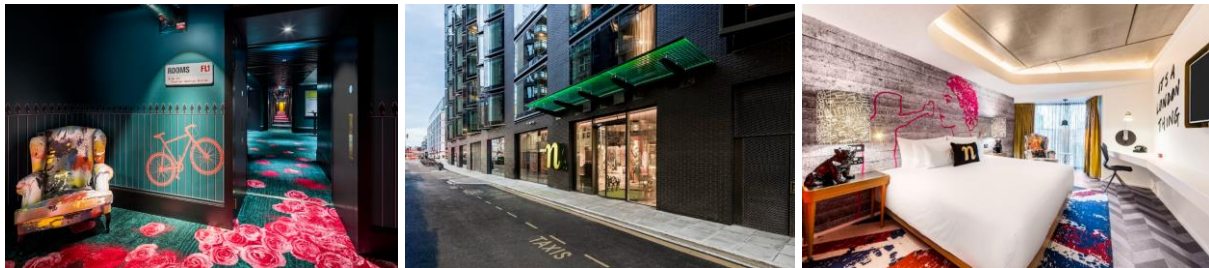




## nhow London Offers Free Bike Hire for Festive Adventures

The hotel is offering complimentary use of Brompton foldaway bikes encouraging guests to explore local festive attractions



Left to right: Corridor, façade and bedroom.  
Download images [here](#).

**05 December 2024.** Shoreditch hotel nhow London (<https://www.nhow-hotels.com/en/nhow-london>) is offering guests free Brompton bike hire\* to explore the Christmas delights of local attractions including Hackney, Spitalfields and nearby Columbia Road Flower Market.

Guests can use the foldaway bikes for easy travel across the capital, with a wide range of eye-catching Christmas markets and events in East London in easy reach. They include:

**Yokimono Japanese Christmas Market** - This unique market takes place from December 6 to 8 at The Factory Dalston, a hub of creativity in Hackney. With Yokimono meaning 'good things' in Japanese, this

market is filled with traditional and contemporary Japanese art and crafts, food and culture and authentic Christmas gifts. There will also be live performances from Japanese artists and demonstrations such as tea ceremonies and bonsai making.

**Christmas at Old Spitalfields Market** - The historic market transforms every year into a winter wonderland with twinkling lights, seasonal stalls offering unique gifts and a bustling atmosphere. This year, the market will host The Greenhouse Theatre, the UK's first zero-waste theatre, and a Christmas show called The Lost Library of Spitalfields, playing twice daily until December 24.

**Christmas Wednesdays on Columbia Road** - The vibrant and beloved Columbia Road Flower Market has a charming tradition of late-night Christmas shopping on Wednesdays. From November 27 to December 18, stalls and local shops will open from 5 to 9 p.m.

**Winter by the River** - Until January 5, this festival transforms the Thames riverside into a festive winter wonderland bustling with market stalls selling artisanal crafts, unique gifts and seasonal treats. New for 2024 is the Swift Stone curling experience at London Bridge City Pier.

**Rooms Through Time, Winter Past** - For guests looking for a unique Christmas experience beyond the markets, The Museum of The Home in Hoxton is hosting its annual Rooms Through Time Winter Past exhibition, which showcases how Christmas celebrations have evolved in London over the last 400 years across different periods and communities.

nhow London is known for its London Reloaded design style and has been beautifully decorated with funky Christmas decorations adorning its cool features, such as the Big Ben rocket in the lobby and Notting Hill-style room doors. Stays in December start from £190.

*\*Brompton foldaway bikes are available to guests on a first-come, first-served basis.*

Ends

**Notes to Editors:**

## about nhow Hotels & Resorts

nhow Hotels & Resorts is Minor Hotels' disruptive brand, known for its iconic establishments. Inspired by the cities in which they are located and designed by the leading creative minds of our times (Foster+Partners, OMA,

founded by Rem Koolhaas, Karim Rashid, Sergei Tchoban, Teresa Sapey and Matteo Thun, among others), nhow is simultaneously a hotel and a creative hub. Each nhow establishment becomes a landmark in its city, a melting pot for creativity. At a nhow hotel everything is unexpected, thought-provoking and surprising. Every room, restaurant and lobby are an invitation to meditate, a call to take action in our lives, as embodied by the slogan #changenhow. Each guest will live their own personal experiences with one thing in common: the wow factor! Located in key urban districts undergoing a transformation, the nhow hotels quickly emerge as landmarks for self-discovery and experimentation through 'artivism'. Why wait? The time is now, nhow.

For more information, visit [www.nhow-hotels.com/en](http://www.nhow-hotels.com/en)

## about Minor Hotels

Minor Hotels is a global hospitality group operating over 540 hotels, resorts and residences in 56 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 200 hotels by the end of 2026.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#), the world's largest alliance of independent hotel brands, and participates in the [GHA DISCOVERY](#) loyalty programme.

For more information, please visit [minorhotels.com](http://minorhotels.com) and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

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