



BROWN'S HOTEL
LONDON

A ROCCO FORTE HOTEL



EXCLUSIVE GROUP
EXPERIENCES

IN LONDON



BROWN'S HOTEL LONDON

Welcome to Brown's Hotel, considered the British capital's most coveted address since first welcoming guests in 1837. Set in the centre of Mayfair, the now-legendary London hotel has hosted everyone from royals and presidents to renowned authors and artists. Add your name to the guest book and follow their footsteps into our elegant Italian restaurant, Charlie's into the clandestine Donovan Bar; the traditional Drawing Room; or out onto Albemarle Street, amidst the city's most celebrated galleries, restaurants, parks and boutiques.

From Brown's, we invite you to experience the very best of the city. To take in London's tastes, sights and smells with guided tours, private views and exclusive access to its world-leading art, fashion, culture and cuisine. To get the best of Brown's, too, with a cocktail masterclass in our bar, a treatment in our spa sanctum, or an extraordinary event hosted here at the hotel. Our dedicated events team and expert concierges will be honoured to show you their city and the signature Rocco Forte service.



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For more information, please contact our Sales Executive,
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LONDON WATERWAYS

City boat excursions

Pick your pace on some of the world's most famous waterways – a spectacular way to see the city that sprung up around them. Thrill-seekers can take a white-knuckle speedboat trip down the Thames, blasting past landmarks on this adrenaline-pumping river tour – stopping, of course, to take in the sights and the iconic cityscape. Prefer to take it slow, or see a different side of London? Try a gentle wend down Regent's Canal with a canal cruise from Little Venice to vibrant Camden Town, where you can take in the sights at a relaxed pace, drinks in hand.



STAR QUALITY

Press events

From lunches and press parties to film junkets, the flexible events space, exceptional catering offerings, private access and complete discretion of our team make Brown's the ideal setting for press events. Our dedicated events team will work with you to select the right space in the hotel, bringing your vision to life with a tailor-made menu and design scheme.

CULTURE VULTURES

Bespoke cultural experiences

From the British Museum and the National Portrait Gallery to the Tate, London is home to some of the world's greatest museums and galleries. Our concierge can arrange tailor-made routes, guided tours and private access to the city's cultural cornerstones, ensuring an exclusive, immersive experience.

For something a little different, we have partnered with premier family party organisers Sharky and George to create a set of unique, themed experiences. Ideal for corporate groups and families alike, try the Agatha Christie-themed Mystery at Brown's for some whodunnit fun; the Phileas Fogg Food Challenge; or the Brown's Adventure, which sets groups off across town in a series of challenges.



OUTSTANDING OCCASIONS

Meetings and events

Whether throwing a grand dinner for 100 in the restaurant at Brown's, a glittering drinks party in the Donovan Bar, a reception in the Drawing Room or taking over the whole hotel for a wedding, our events and culinary teams are on hand to make your occasion at Brown's unforgettable. For hosts, all our shared spaces, bedrooms and suites are available for private hire, while six well-equipped, light-filled meeting rooms with tailored menus from the chefs at Brown's.

CREATIVE CAPITAL

Art tours

Discover every side of one of the world's most creative cities, home to huge names in the international art world and a phenomenal number of galleries, contemporary and classical.

Start with the city at its creative coolest on a guided tour of East London's street art sites – from Shoreditch to Petticoat Lane, you'll see works by big names such as Banksy as well as a clutch of young, underground artists. At the other end of town, you'll find a veritable treasure trove of top private galleries around Brown's. Enjoy a curated tour of the West End's best, meeting artists and dealers and exploring private collections, or embark on a special fashion-themed art tour.





WELCOME TO CHARLIE'S

The menus at Charlie's celebrate British culinary heritage with creative, contemporary flair, while embracing a bygone era of service.

Overseen by Adam Byatt, produce and its provenance and seasonality are of utmost importance, and each dish comprises authentic ingredients personally sourced by the team from the highest quality suppliers across the world. From succulent Sunday roasts and traditional classics served on Brown's sparkling silver trolley, to tempting sharing plates and mouth-watering desserts, Charlie's is the quintessential contemporary British restaurant in Mayfair.

HIT THE ROAD

Mini Cooper trips

What better way to explore London than in one of the icons of British engineering, the Mini Cooper? Join Small Car Big City for your very own Italian Job, as you navigate the city's narrow streets with a fleet of other classic Minis. Available for bespoke sightseeing experiences and group activities such as on-road treasure hunts.



IN THE MIX

The Donovan Bar

An homage to seminal photographer Terence Donovan, our fêted cocktail bar is helmed by master mixologist – “the Maestro” Salvatore Calabrese. On his Donovan Bar cocktail menu, you will find an exquisite selection of signature and historic drinks, as well as some of the world’s rarest spirits. Enjoy an expertly crafted concoction and watch the action unfold in the bar, or become a cocktail connoisseur yourself in an expert-led spirit-tasting session or mixology class.

LUXURY LONDON

Luxury artisan tour

Attracting some of the globe's top tailors, shoemakers and craftspeople to the city's boutiques, jewellers and fashion houses, London's luxury credentials are famous the world over – with Brown's perfectly placed among them. From royal jewellers to luxury leatherworkers, go behind the scenes with a guided tour of Mayfair's studios and workshops, meeting the makers of some of the most highly coveted luxury goods in the world as you are invited into their prestigious workspaces.



TEA TIME

Afternoon tea

Indulge in this most British of traditions in our award-winning Drawing Room— beloved by Queen Victoria herself and still the city's most celebrated afternoon tea. For something extra special, our afternoon tea experience features a tea masterclass and tasting with our tea sommeliers, followed by the classic afternoon tea menu of canapés, cake, kir and - of course - the finest leaf tea.

TASTE OF THE TOWN

Guided food tour

Gastronomes will have their taste buds delighted and their appetites sated on a culinary tour that takes in the historic tastes of London and celebrates its myriad international communities. From the pie houses, Kosher delis and curry houses of the East End to the Queen's favourite cheese purveyor in Mayfair, plus the bustling Borough Market and historic London pubs, our city-wide tasting tour will give you a true taste of its diverse, distinctive gastronomic scene and the passionate people behind it.





OUR ACCOMMODATION

Rooms and Suites

Imbued with the comfort and personality of home yet the high-style finishings and amenities of a five-star hotel, each of our 115 rooms and suites has been designed individually by Olga Polizzi to reflect their location, merging history and modernity for charming, characterful living space. Larger parties can make the most of group check-in, as well as their own group experience manager for the smoothest possible start to your stay.

BACKSTAGE PASS

Behind the scenes tours

Feel the spirit of The Proms with backstage access or see the best of British art without the crowds, going behind the scenes at London's famed royal theatres and galleries: the Royal Albert Hall, Royal Opera House or the Royal Academy. Together a "holy trinity" of British high culture, this is an extraordinary way to immerse yourself in these revered arts institutions.





ONE FOR THE TEAM

Teambuilding activities

Whether your team is after a bit of action or some time to unwind, we have a wide array of tailor-made teambuilding activities on offer for corporate groups. From hands-on experiences like escape room challenges or cookery classes to opportunities to explore the city by bike or boat, plus unique tours of London's breweries, history or secret sights, there is ample opportunity to get to know each other and our city.

HIDDEN GEMS

The Crown Jewels

Take in the historic – and somewhat notorious – Tower of London with a Yeoman Warden (Beefeater Guard) as your guide on a private VIP tour. Pass by Traitors' Gate and Scaffold Site before arriving at Jewel House for a private viewing of the spectacular Crown Jewels. Evening visitors are also invited to witness the Ceremony of The Keys, the 700-year-old traditional "locking up" of the tower each day.





LOCATION

Brown's Hotel is:


- 30-minutes from London City Airport
- 45-minutes from London Heathrow Airport
- 70-minutes from London Gatwick Airport
- 10-minutes from Euston and Victoria Stations
- 15-minutes from St Pancras International and King's Cross Station
- Nearest Underground: Green Park

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ACCOMMODATION

- 33 suites
- 82 rooms

RESTAURANT & BARS

- Charlie's
- The Drawing Room
- The Donovan Bar

MEETINGS & EVENTS

- 6 meeting rooms (4 interconnect)
for up to 120 guests
- Business Centre
- Wi-Fi in public areas and all rooms

THE SPA AT BROWN'S

- 3 treatment rooms (including
a double suite)
- 24-hour gym



ROCCO FORTE HOTELS

HOTEL DE ROME

BERLIN

HOTEL AMIGO

BRUSSELS

THE BALMORAL

EDINBURGH

HOTEL SAVOY

FLORENCE

BROWN'S HOTEL

LONDON

THE CHARLES HOTEL

MUNICH

MASSERIA TORRE MAIZZA

PUGLIA

HOTEL DE LA VILLE

ROME

HOTEL DE RUSSIE

ROME

ROCCO FORTE HOUSE

ROME

VILLA IGIEA

PALERMO

ROCCO FORTE PRIVATE VILLAS

VERDURA RESORT, SICILY

VERDURA RESORT

SICILY

HOTEL ASTORIA

ST PETERSBURG

FUTURE OPENINGS:

ROCCO FORTE HOUSE

MILAN

THE CARLTON

MILAN