



The type of room the Hollander will offer in Chicago. CreditAdrian Gaut/Grupo Habita

The Hollander

Best known for its design-focused boutique hotels in Mexico, Grupo Habita will open its first American property with shared rooms at the Hollander in Chicago this month. In the trendy neighborhood of Wicker Park, the Hollander will hold 66 beds spread among 12 private rooms and eight shared rooms, each with their own bathrooms. Amenities include a bike shop, a coffee shop and a room for special events.

The company already runs a hostel, Downtown Beds, in Mexico City, but plans to make the Hollander more social-media-centric by offering guests what it calls the Social Stay, the opportunity to link Instagram accounts to a reservation through which fellow roommates can get to know one another other before check-in.

“This is a generation about social media that lives constantly in a visual world and we want to bring them to a physical world, which is a Social Stay,” said Carlos Couturier, a founder of Grupo Habita.

Beds in shared rooms will start at \$45 a night (private rooms from \$165). The property will be a neighbor of a more upscale hotel from the group, the Robey, also set to open late this month.