

HNR HOTEL NEWS

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Marriott's Series Brand Debuts in Miami Beach and Santa Monica

By Marriot



FOUND Hotel, Santa Monica, Series by Marriott - Image Credit Marriott International

Hawkins Way Capital has opened the first two Series by Marriott hotels in the United States, located in Miami Beach and Santa Monica, marking the brand's U.S. debut.

Hawkins Way Capital has announced the opening of the first two hotels under the Series by Marriott brand in the United States. The properties, located in Miami Beach and Santa Monica, began operations on November 10 and November 13, 2025, respectively. This development follows a strategic partnership between Hawkins Way Capital and Marriott International, announced in September 2025, to convert six properties into FOUND Hotels under the Series by Marriott brand.

The Miami Beach property, named **FOUND Miami Beach**, features updated interiors, a remodeled pool and lobby, and upgraded technology and entertainment systems. It also includes a 1,000-square-foot restaurant and bar, Bar Luca, which connects the lobby and pool terrace.

The Santa Monica property, **FOUND Santa Monica**, offers enhanced guestrooms and public spaces, updated signage, and building-system improvements. It also features a refreshed food and beverage program at the Cliffdiver restaurant and provides on-site parking. The hotel is situated near Santa Monica Pier and the city's dining and retail districts.

Both hotels are managed by FCL Management, a company specializing in managing boutique and flag hotels. The partnership aims to expand the Series by Marriott brand across major U.S. markets, including Santa Barbara, Chicago, San Francisco, and San Diego.

The collaboration between Hawkins Way Capital and Marriott International is part of a broader strategy to reposition and manage underperforming hotels, leveraging Marriott's global distribution platform and loyalty network. The initiative aims to introduce design-focused, mid-upscale hotels in urban and leisure markets, catering to the demand of both leisure and corporate travelers.