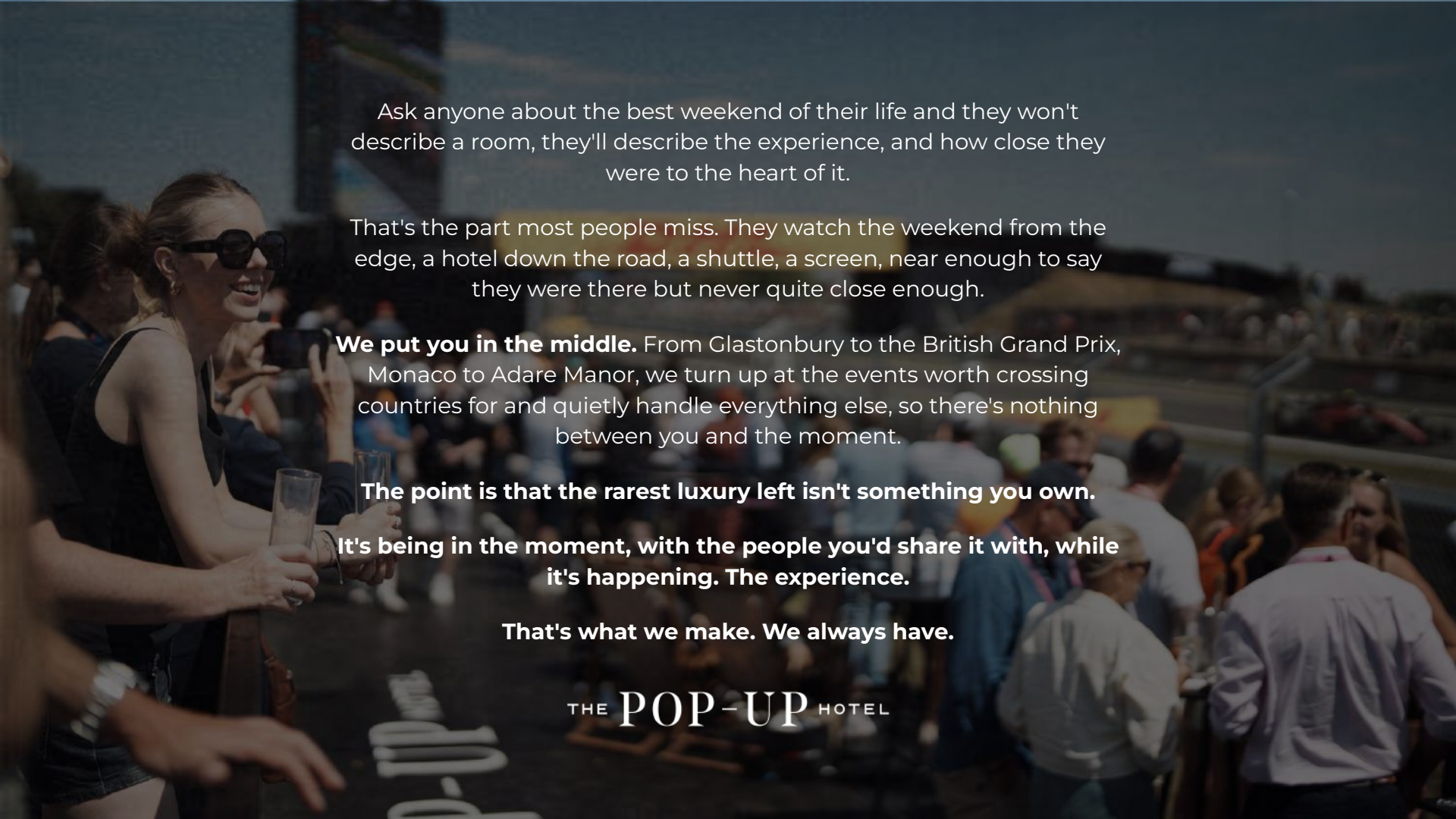
THE ULTIMATE ACCOMMODATION & HOSPITALITY EXPERIENCE, FOR THE 2027 BRITISH GRAND PRIX

THE POP-UP HOTEL

Silverstone

Silverstone
FORMULA 1
BRITISH GRAND PRIX
OFFICIAL AGENT
2025

OFFICIAL ACCOMMODATION



Ask anyone about the best weekend of their life and they won't describe a room, they'll describe the experience, and how close they were to the heart of it.

That's the part most people miss. They watch the weekend from the edge, a hotel down the road, a shuttle, a screen, near enough to say they were there but never quite close enough.

We put you in the middle. From Glastonbury to the British Grand Prix, Monaco to Adare Manor, we turn up at the events worth crossing countries for and quietly handle everything else, so there's nothing between you and the moment.

The point is that the rarest luxury left isn't something you own.

It's being in the moment, with the people you'd share it with, while it's happening. The experience.

That's what we make. We always have.

THE POP-UP HOTEL

A new kind of hospitality

Wake up at the circuit.
Fall asleep to it. Never break the spell.

Our concept is built for fans who refuse to experience Formula 1 from the outside.

No long drives back to a hotel miles away, no queues at the gate each morning, no interruption to the electricity that builds across a race weekend.

Just four unbroken days inside the sport you love, surrounded by a community who feel exactly the same way.

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Everything, trackside, the only hotel inside the race

350 Rooms	1000 Staying guests	**A limited number of specially invited guests**
Trackside a la carte restaurant	**Trackside hotel lounge & bar**	Race views with hot tub and a swimming pool
Live entertainment programme	Luxury toilets, showers & amenities	**Hospitality parking & shuttle**
Spa, salon & iv clinic	**Luxury retail spaces**	Tailored hospitality for clients & vips

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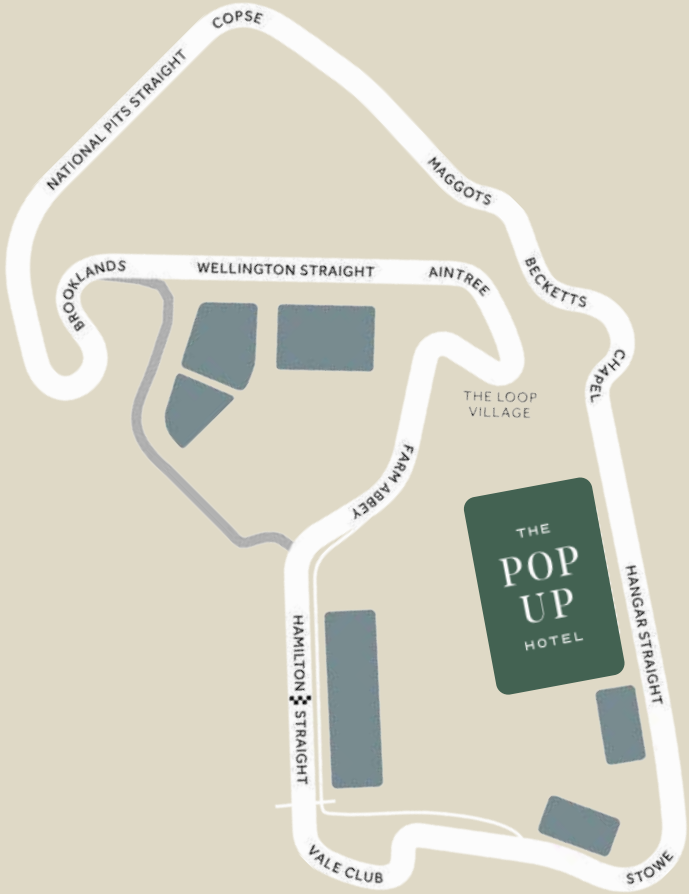
We're in the heart of the circuit

The Pop-Up Hotel sits on the inner track at Silverstone, inside the circuit itself, with the racing wrapped around you on every side.

You're moments from the paddock and the main hospitality venues, close enough to feel the cars before you see them.

It's a rare chance to wake up trackside, skip the daily battle in and out of the circuit, and experience the British Grand Prix weekend from a position no external hotel can offer.



Silverstone | FORMULA 1 BRITISH GRAND PRIX OFFICIAL AGENT 2025

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What's included?

4 nights inside the track, with full access to our trackside venue and the Pop-Up Paddock.

Trackside complemented with luxury amenities, fine dining, entertainment and much more:

Fine dining

The Podium and the Velocity Lounge trackside, plus the Residents Lounge in the Pop-Up Paddock serving breakfast, lunch and dinner.*

Entertainment

Live race feeds, highlights, performances and more live entertainment throughout the weekend.

Race views

3 levels of outdoor terrace, one with hot tubs, one with a pool running directly along The Hanger Straight, as close to the action as you can get.

Luxury amenities

Hot showers and premium conveniences with attendants ensuring they are always clean.

Be pampered

Complimentary facials from Elemis and a self service hair salon. Massage and hair styling from Homewood*.

Easy access

Hospitality parking and complimentary transfers to the inside track hotel.

THE POP-UP HOTEL

*Access to all our spaces is included in your room price. Food, drink and race admission are not. Guests need at least a General Admission pass, which we can arrange. The hotel is a cash free venue. Homewood massage and professional hair styling is a paid service.

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Condé Nast Traveler

"Pop-Up takes a new step into the world of hotels as the UK's first 'transient hotel' sets up"

Conde Nast Traveler

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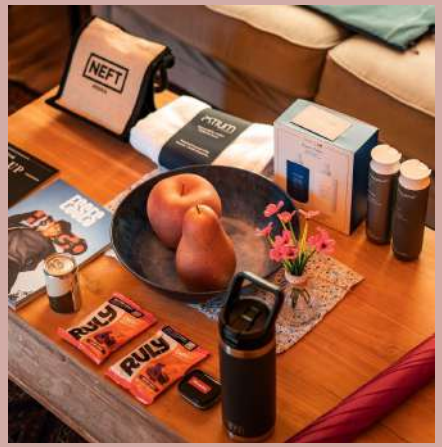
Your arrival

+ Private car park
+ 24hr reception
+ Luggage service
+ Inside track chauffeur
+ Helicopter transfers
+ Champagne
+ Welcome gifts
+ Concierge



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The terrace

+ Race views
+ Hot tub
+ Swimming pool
+ Bar
+ Lounge Furniture
+ Evening Entertainment
+ Terrace Trackview Bar
+DJ/Artist Booth

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Fine dining

+ 250 cover restaurant
+ Race views
+ A La Carte
+ Breakfast, lunch & dinner
+ Chef hosted events
+ Guest Lounge
+ Discreet booth seating
+ Reservable areas

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Lounge bar

+ 500 Capacity lounge
+ Premium cocktails
+ Programme of panels
+ Dedicated stage
+ Live evening music
+ Casual lounge menu
+ Live race feed & screens

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The Pop-Up Paddock

+ Cafe & bar
+ Sim racing lounge
+ Massage & facials
+ Fashion retail venues
+ IV clinic
+ Premium toilets
+ Luxury showers
+ Mclaren Golf Sim
+ Super-Car Garages

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In 2027, how it works

1. Reserve your room

Secure your room now at 2026 prices, held for a limited early-bird window.

Just a 25% deposit, with the balance staged across the year.

2. Your trackside access is included

Every room comes with full access to our trackside venue and the Pop-Up Paddock, all day, every day. The viewing terraces, the pool, the hot tubs, the Velocity Lounge and the bars. Nothing to unlock and nothing to add.

Race admission is separate. Every guest needs at least a General Admission pass for each day they stay with us, and we can arrange these for you. Grandstands, enclosures and Paddock Club too.

3. Dine your way

Choose how you eat and drink with us: bed and breakfast, half board, or all inclusive. Buy by the day or across the weekend, per person, and add it when you book or any time before you arrive.

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The Rooms

Intimate by design

A room with the circuit on the doorstep.

We put you inside Silverstone for the whole weekend: hot tubs, pool and trackside dining a few steps from your door, the racing close enough to hear, and none of the daily battle in and out.

Stay where the action is.

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Trackside, all inclusive
Access included. F&B optional.

Our own venue on the inside of the circuit. Terraces and a pool right on the track, uninterrupted race views, and The Podium and Velocity Lounge at the heart of it. Access is included with every room, all weekend.

Add all inclusive and we look after lunch, dinner and drinks. Otherwise the bar is open to every guest and the Residents Lounge serves food all day.

All inclusive, per person, including VAT:

- **Thursday, £299**
- **Friday, £319**
- **Saturday, £499**
- **Sunday, £599**
- **Saturday and Sunday, £899**
- **Friday to Sunday, £1,199**
- **Thursday to Monday, £1,299**

Grandstands, enclosures and Paddock Club?
Our concierge can help with those too.

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Dine your way

Eat and drink with us, your way, all weekend.

Priced per person, not per booking. Food and drink across our terraces, lounge and restaurant while you watch. Or just breakfast and dinner if your days are spent out on the circuit.

None of it is compulsory. Add a package when you book or any time before you arrive, and the bars are open to every guest.

Then the options underneath:

- **Bed and breakfast, £98 per person. Breakfast every morning.**
- **Half board, from £197 per person. Breakfast and dinner, with half a bottle of wine.**
- **All inclusive, from £299 per person. Lunch, dinner and drinks all day.**

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The Rooms

We offer a variety of ‘room’ types to suit everyone’s needs. From 7* RVs with kitchen, living space and en-suite bathroom - to spacious tents with king-sized beds.

All our rooms include premium linens, hair & body products and of course; an unbeatable inside track location.

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The Deluxe – £3,799*

Priced for 2. Space for 2.

Our Bell Tents offer a classic, romantic, boutique stay. Comfortable, stylish and convenient.

+ King or twin framed beds & memory foam mattresses
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Blankets and cushions
+ Bedside tables
+ Light
+ Mirror
+ Welcome and large central rug
+ One car parking pass included
+ Power suitable for charging devices

*Pricing inclusive of VAT. Prices do not include food, drink, spa services, salon services, event admission.

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The Deluxe Grand - £4,199*

Priced for 2. Space for up to 4 guests.

Our Bell Tents offer a classic, romantic, boutique stay. Comfortable, stylish and convenient.

+ Up to 2 additional guests**
+ King or twin framed beds & memory foam mattresses
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Blankets and cushions
+ Bedside tables
+ Light
+ Mirror
+ Welcome and large central rug
+ One car parking pass included
+ Power suitable for charging devices

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The Superior Room - £4,499*

Priced for 2. Space for up to 3 guests.

A new, bespoke design; the Superior is a welcome upgrade to the traditional Bell Tent with vaulted ceilings, taller walls and a porch. The design grants extra room and head space.

+ Up to 1 additional guest**
+ King or twin framed beds & memory foam mattresses
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Blankets and cushions
+ Bedside tables & coffee table
+ Outside table & chairs
+ Hanging rail
+ Sofa
+ Lighting
+ Mirror
+ One car parking pass included
+ Power suitable for charging devices

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The Burt - £4,749*

Priced for 2. Space for 2.

The Burt is a bespoke design offering a large vaulted ceiling, windows, and plenty of space.

+ King or twin beds with memory foam mattresses
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Blankets and cushions
+ Bedside tables
+ Storage
+ Lighting
+ Mirror
+ Welcome and large central rug
+ One car parking pass included
+ Power suitable for charging devices

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The Burt Grand – £4,999*

Priced for 2. Space for up to 4 guests.

The same Burt design but larger to accommodation additional guests (or luggage).

+ Up to 2 additional guests**
+ King or Twin beds with memory foam mattresses
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Blankets and cushions
+ Bedside tables & coffee table
+ Lighting
+ Mirror
+ Welcome and large central rug
+ One car parking pass included
+ Power suitable for charging devices

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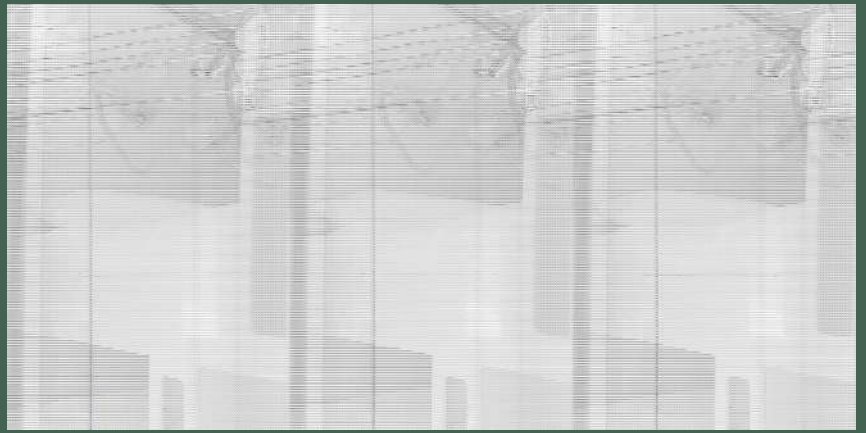
The Hotel Suite – £4,999*

Priced for 2. Space for up to 3 guests.

Our Hotel Suite has its own En-suite shower room with a proper flushing toilet. It also comes with air conditioning and heating - perfect for whatever the British weather throws at us!

+ Up to 1 additional guest**
+ En-suite bathroom with) shower, basin and toilet
+ Double bed and single bunk
+ Linens, duvets and pillows
+ Towels and toiletries
+ Air conditioning and heating
+ Personal safe and lockable door
+ Hanging space, storage and laptop table
+ Power and shaver socket
+ One car parking pass included



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Safari - £5,999*

Priced for 2. Space for 6 guests.

The Pavilion is a larger 'quadrilateral' version of the Burt Grand with even more space to accommodate large groups. Room for 6 guests.

+ Option of 4 additional guests**
+ King or Twin beds
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Bedside tables
+ Storage box
+ Room lighting
+ Mirror
+ Welcome rug
+ Power suitable for charging devices
+ One car parking pass included

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Motorhome 2 Berth - £7,299*

Priced for 2. Space for 2.

This 2 berth Classic Motorhome comes fitted with all the expected amenities for couples to enjoy their stay including a modern shower, toilet and a comfortable dinette

+ En-suite with shower, chemical toilet & basin
+ Double bed, positioned either as a drop down bed above the dining area or fixed at the rear of the motorhome (layouts vary)
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Hot & cold water, heating and lighting
+ Fridge with freezer compartment
+ Solar panel, USB, 12V and 240V sockets
+ Lockable
+ One car parking pass included

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Motorhome 4 Berth - £7,499*

Priced for 4. Space for 4.

The ultimate option for convenience, security and comfort. A fixed double bed in the rear with a second pull down double from the ceiling over the dining area.

+ En-suite with shower, chemical toilet & basin
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Hot & cold water and heating
+ Fridge-freezer and plenty of storage
+ Lighting, USB, 12V and 240V sockets
+ Lockable
+ One car parking pass included

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Motorhome 5 Berth - £7,999*

Priced for 5. Space for 5.

The ultimate option for convenience, security and comfort. A large lounge converts to twin beds or a large double. A second double bed pulls down over the dinette area which converts to a third bed.

+ En-suite with shower, chemical toilet & basin
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Hot & cold water and heating
+ Fridge-freezer
+ TV
+ Plenty of storage
+ Lighting, USB, 12V and 240V sockets
+ One car parking pass included

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Motorhome 6 Berth – £8,499*

Priced for 6. Space for 6.

The ultimate option for convenience, security and comfort. Over-cab large double, second double over dinette area and two fixed bunks in the rear - perfect for families or friends.

+ En-suite with shower, chemical toilet & basin
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Hot & cold water and heating
+ Fridge-freezer and TV
+ Plenty of storage
+ Lighting, USB, 12V and 240V sockets
+ One car parking pass included

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Tenthouse - £9,499*

Priced for 4. Space for 6.

A further extension on our romantic canvas tent options. The Tenthouse offers up to three bedrooms with proper beds and a stylish living area. Room for up to six guests.

+ Two bedrooms to sleep 4 guests
+ Option of up to 2 additional guests in a third bedroom**
+ A 6m x 6m Canvas Pavilion Tent
+ King and/or twin beds with mattresses
+ Bedding – duvets and pillows
+ Linens – sheets, duvet covers and pillowcases
+ Towels and toiletries
+ Furnished living area
+ Carpeted floor
+ Room lighting including lanterns in the bedrooms
+ Hanging rails
+ Full length mirror
+ Deckchairs
+ Car parking pass included
+ Power suitable for charging devices

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Airstream - £9,499*

Priced for 2. Space for 2.

The iconic america trailer is ideal for all motorsports fans looking for comfort and convenience.

+ En-suite with shower, chemical toilet & basin
+ Large double bed
+ Premium linens, duvets and pillows
+ Heating
+ 240v power
+ Fridge-freezer
+ Outside table & chairs
+ Lots of storage
+ Lounge area
+ Soundsystem
+ One car parking pass included

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Safari Suite - £9,499*

Priced for 2. Space for 4 guests.

Our most premium room for up to four. Entirely custom design creating a unique Safari style experience with En-suite amenities.

+ En-suite with shower, proper flushing toilet & basin
+ Option of up to 2 additional guests**
+ King or Twin beds
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Lighting and full Length Mirror
+ Sofa & Coffee Table
+ Hanging Rail
+ Outside seating
+ Power suitable for charging devices
+ One car parking pass included

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Airstream XL – £9,999*

Priced for 2. Space for 4.

The iconic america trailer with room for 4 people and a large living area.

+ Up to 2 additional guests**
+ En-suite with shower, chemical toilet & basin
+ Large double bed
+ Premium linens, duvets and pillows
+ Heating
+ 240v power
+ Fridge-freezer
+ Outside table & chairs
+ Lots of storage
+ Lounge area
+ Soundsystem
+ One car parking pass included

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Airstream RV - £10,499*

Priced for 2. Space for 5.

The historic motorsports touring RV is a classic filled with amenities, comfort and design.

+ Up to 3 additional guests**
+ En-suite with shower, chemical toilet & basin
+ Large double bed
+ Premium linens, duvets and pillows
+ Heating
+ 240v power
+ Fridge-freezer
+ Outside table & chairs
+ Lots of storage
+ Large lounge area
+ Soundsystem
+ One car parking pass included

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Tenthouse Suite - £12,999*

Priced for 4. Space for 4.

A further extension on our romantic canvas tent options. The Tenthouse Suite offers up to two bedrooms with proper beds, a stylish living area and an En-suite shower room. Room for up to four guests.

+ A 6m x 6m Canvas Pavilion Tent
+ En-suite shower with shower, flushing toilet & basin
+ Two bedrooms to sleep 4 guests comfortably
+ King and/or twin beds with mattresses
+ Bedding – duvets and pillows
+ Linens – sheets, duvet covers and pillowcases
+ Towels and toiletries
+ Furnished living area
+ Carpeted floor
+ Room lighting including lanterns in the bedrooms
+ Hanging rails
+ Full length mirror
+ Deckchairs
+ Car parking pass included
+ Power suitable for charging devices

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5* American RV's - £12,999*

Priced for 4 guests. Space for 4.

Luxurious and spacious interiors offer a home away from home experience with all the mod cons, power, heating, tv, and much more.

+ Sleep two in rear bedroom, two on pull out sofa.**
+ En-suite with shower, chemical toilet & basin
+ Kitchen and living area
+ Premium linens, duvets and pillows
+ Towels and toiletries
+ Hot & Cold Water
+ Fridge-freezer
+ Heating
+ Plenty of sockets
+ Lots of storage
+ One car parking pass included

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Tipi Tenthouse – £15,999*

Priced for 6. Space for 12.

Our own bespoke design with a large living and dining area and, up to five bedrooms. Perfect for those wanting to spend quality time with friends and family. Room for up to ten guests.

+ Three bedrooms to sleep up to 6 guests comfortably
+ Option of up to 6 additional guests 3 additional bedrooms**
+ King and/or twin beds with mattresses
+ Bedding – duvets and pillows
+ Linens – sheets, duvet covers and pillowcases
+ Towels and toiletries
+ Large, furnished living and dining area
+ Side tables
+ Cushions and throws
+ Carpeted mat floor with rugs
+ Room lighting including lanterns in bedrooms
+ Hanging rails
+ Deckchairs
+ Car parking pass included
+ Power suitable for charging devices

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The Pop-Up ÖÖD House - £16,999*

Priced for 2 guests. Space for 2

Brand new for 2026, our Pop-Up Ood House. En-suite with separate living and bedroom area. Room for 2 guests.

+ En-suite shower, toilet and basin
+ King size bed
+ Floor heating
+ Air conditioning
+ Full linens including duvets and pillows
+ Towels and toiletries
+ Lighting
+ Table and chairs
+ Kitchenette with quartz worktops
+ Integrated fridge
+ Power
+ Car parking pass included

*Pricing inclusive of VAT. Prices do not include food, drink, spa services, salon services, event admission. **Charges apply.

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Tipi Tenthouse Suite - £21,999*

Priced for 6. Space for 10.

Perfect for those wanting to spend quality time with friends and family, our own bespoke design. En-suite shower room with a large living and dining area and, up to five bedrooms. Room for up to ten guests.

+ En-suite shower room with shower, flushing toilet and basin
+ Three bedrooms to sleep up to 6 guests comfortably
+ Option of up to 4 additional guests in a 4th & 5th bedroom**
+ King and/or twin beds with mattresses
+ Bedding – duvets and pillows
+ Linens – sheets, duvet covers and pillowcases
+ Towels and toiletries
+ Large, furnished living and dining area
+ Side tables
+ Cushions and throws
+ Carpeted mat floor with rugs
+ Room lighting including lanterns in bedrooms
+ Hanging rails
+ Deckchairs
+ Car parking pass included
+ Power suitable for charging devices

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