# No. 124 by GuestHouse. The best new place to stay in Brighton?



As the vibrant city of Brighton buzzes with anticipation, No. 124 by GuestHouse is set to become the latest jewel in its crown. Opening next month, this coastal hotel promises a rich blend of elegance and character, making it a perfect sanctuary for overnight guests, day visitors, and locals alike. With the inaugural reveal of its chic Bar, Terrace, Lounge, Games Room, and Courtyard, No. 124 will soon be followed by the FieldTrip Spa and the resident restaurant, Pearly Cow.

Nestled within the bustling cultural heart of Brighton, No. 124 offers a mesmerizing view over the English Channel. The hotel is housed in a regency-style building that artfully unites three meticulously restored Victorian and Georgian townhouses. Each corner and crevice pays homage to Brighton’s spirited history and vibrant local culture, emphasised further by playful details like in-room record players and guest pantries available across all GuestHouse properties.

Spearheading the project, new Hotel Director Ben Swindells brings vital experience and passion to No. 124. Fresh from his role as Group Operations Director at GuestHouse Hotels, his additional responsibility will see him orchestrating the operation of the hotel’s rooms, food and beverage offerings, the Pearly Cow restaurant, as well as weddings and events. Swindells is known for his dedication and foresight in elevating hospitality experiences to new heights. As he enthusiastically puts it, the aim is to build a space that mirrors Brighton’s diversity and vibrancy while fostering an inclusive environment.

Swindells comments, “We’re thrilled to bring No. 124 by GuestHouse to Brighton, a city that perfectly aligns with our vision of creating vibrant, one-of-a-kind boutique hotels. We’ve assembled a passionate team dedicated to creating a hotel that truly reflects the city’s diverse and colourful character. The local community has been incredibly supportive, and we’re excited to collaborate with local suppliers to offer our guests an authentic Brighton experience. We believe this city has been waiting for a place like No. 124 - where locals and visitors alike can enjoy a warm, welcoming space full of personality.”

This fourth and largest venture by GuestHouse Hotels undoubtedly enriches Brighton’s hospitality scene with its unique blend of laid-back luxury and vivid charm. As the group’s flagship property and new headquarters, No. 124 stands as a testament to Brighton’s enduring allure. Emphasising comfort with rates starting at £295, including breakfast, it’s poised to offer an inviting and inclusive experience for all who seek to immerse themselves in the vibrant tapestry of this extraordinary city.

## References

* <https://www.hrh.co.uk/hotel/no-124-brighton-by-guesthouse/> - Corroborates the opening of No. 124 by GuestHouse in October 2024, and the inclusion of a FieldTrip Spa and the Pearly Cow restaurant.
* <https://www.guesthousehotels.co.uk/no-124-kingsroad-brighton/stay-at-no-124/> - Details the restoration of three Victorian and Georgian townhouses and the various amenities such as in-room record players and guest pantries.
* <https://www.mrandmrssmith.com/luxury-hotels/no-124-by-guesthouse-brighton> - Mentions the hotel's location on the promenade, the restoration of Victorian and Georgian townhouses, and the presence of a disco ball and record players in rooms.
* <https://eat-drink-sleep.com/2023/11/09/no-124-by-guesthouse-brighton/> - Provides information on the hotel's opening in October 2024, its location on the seafront, and the inclusion of a wellness concept and Pearly Cow restaurant.
* <https://www.visitbrighton.com/accommodation/no-124-brighton-p2323551> - Confirms the hotel's opening in October 2024, its location on King’s Road, and the amenities such as the FieldTrip Spa, Pearly Cow restaurant, and the Courtyard.
* <https://www.hrh.co.uk/hotel/no-124-brighton-by-guesthouse/> - Details Ben Swindells' role as Hotel Director and his responsibilities, including the operation of rooms, food and beverage offerings, and events.
* <https://www.mrandmrssmith.com/luxury-hotels/no-124-by-guesthouse-brighton> - Highlights the hotel's alignment with Brighton’s vibrant culture and the aim to create an inclusive environment.
* <https://eat-drink-sleep.com/2023/11/09/no-124-by-guesthouse-brighton/> - Mentions the collaboration with local suppliers to offer an authentic Brighton experience and the hotel's unique blend of laid-back luxury and vivid charm.
* <https://www.visitbrighton.com/accommodation/no-124-brighton-p2323551> - Confirms the hotel’s rates starting at £295, including breakfast, and its position as a flagship property for GuestHouse Hotels.