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# Boston's Newest Boutique Hotel: The Boxer

## Hersha unveils the newest full service boutique hotel and restaurant in the heart of Downtown Boston

**BOSTON, MA (May 20, 2013)** – The Boxer, Boston's newest full service boutique hotel, makes its debut today in the West End neighborhood. Following a multi-million dollar renovation, the 80-room hotel has been completely transformed as a modern and eclectic boutique with echoes of Boston in its design.

The Boxer opens with a new restaurant, Finch, serving American fare with a modern New England twist and some ingeniously crafted cocktails. Inspired by the property's iconic Flatiron architecture and prime downtown Boston location, Hersha Hospitality Trust (NYSE: HT) acquired the hotel in May 2012, previously named the Bulfinch Hotel. The Boxer joins the Independent Collection, a growing portfolio of boutique hotels inspired by authentic neighborhoods, local heritage and indigenous travel experiences.

The Boxer name is symbolic of, and celebrates, the independent spirit of individuals who stand strong for their beliefs, bringing forth the very essence of Boston as a proud, loyal city with an unshakeable sense of itself and its significance in history.

"We purchased the hotel with the vision to transform the property," commented the company's President and Chief Operating Officer Mr. Neil H. Shah. "The Boxer is surrounded by the culturally rich neighborhoods of Beacon Hill, North End, and Faneuil Hall, with unbeatable proximity to the TD Garden. We knew it would be the perfect addition to the Independent Collection, appealing to independently minded travelers with discerning taste for what is authentic and local about the places they visit and where they stay."

The Boxer occupies Boston's historic Flatiron Building, built in 1904 on the western edge of the Bulfinch Triangle. J. Brice Design of Boston reimaged the property with an industrial chic aesthetic, weaving in elements of the hotel's decidedly New England roots. An 1860's archived map of Boston spans the entire lobby ceiling; while a vintage hotel key rack with antique style gold keys greets guests checking in at the front desk.

Guestrooms are custom-designed with the unique architecture of the historic Flatiron building in mind. Rooms are painted a deep slate blue and furnished with industrial inspired modern open frame wardrobes, softened by fisherman's knit bed scarf in a classic plaid pattern over a tufted bed. Work spaces are punctuated with ergonomic desk chairs reminiscent of classic Scandinavian design and bathrooms feature custom designed vanities with Calcutta marble

tops. The Boxer utilizes the charm of the building's unique shape, to provide a new and different experience with each room key.

Amenities include: iHomes with iPhone docking stations, minibars with an assortment of snacks and beverages, 32" flat screen TVs and Keurig coffee makers. The Boxer also provides complimentary Wi-Fi and newspapers, a 24-hour fitness center, a computer kiosk in the lobby and valet service for all guests. The hotel is pet-friendly.

In the restaurant, Finch, antique glass lights and farmhouse wood communal dining tables emanate eclectic downtown cool, juxtaposed with vintage inspired wing back chairs. Finch is open daily for breakfast, light bites and dinner, serving up American fare with a focus on New England classics. Finch also offers a handcrafted cocktail program that is rooted in the classics but uses modern twists and techniques. Many of the cocktails pay homage to The Boxer's surroundings in the city of Boston. Liquid delights (\$10 each) at Finch include: Finch's Dirty Bird (martini with Ketel One, whiskey sour pickle brine, whisper of Vermouth, sour pickle); North End Saint (Avisi prosecco, St. Germain, Italian cookie on the side); and, West Ender (Hendrick's Gin, splash Byrrh Grand Quinquina Aperitif, seltzer and fresh lime).

Finch is open seven days a week from 6:30a.m. until 10:00p.m. The bar shakes up cocktails through 11:00p.m. on Friday and Saturday. Finch is also available for private events, functions and meetings, and can accommodate up to 70 guests.

The Boxer and Finch are located at 107 Merrimac Street in Boston's West End neighborhood. For more information, please visit [www.theboxerboston.com](http://www.theboxerboston.com) or call 617.624.0202.

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#### **ABOUT THE INDEPENDENT COLLECTION:**

The Boxer is owned by Hersha Hospitality Trust (NYSE: HT) and managed by HHM. HHM currently operates 115 branded and independent hotels in the nation's leading markets. The company provides turnkey hotel management and asset management for properties with leading brand affiliations and the company's newly launched [Independent Collection](#) of which The Boxer is a member.

[The Independent Collection](#) is a growing collection of smaller, more intimate boutique lifestyle hotels located in truly unique neighborhoods of gateway cities across the U.S. The hotels of the [Independent Collection](#) are developed for the *independently minded* traveler and invite guests to experience the true spirit of the city.