

the Pop-Up hotel

# FORMULA 1 BRITISH GRAND PRIX 2025

Fri 04 Jul - Mon 07 Jul  
Silverstone, England



 Silverstone

# YOUR ACCOMMODATION & HOSPITALITY **RE-ENGINEERED**

Experience the thrill of the British Grand Prix 2025 like never before with The Pop-Up Hotel, launching for the first time at this iconic event. Known for its luxury glamping accommodations at prestigious events across the UK, The Pop-Up Hotel offers a perfect blend of comfort, style, and proximity to the action.

Imagine watching the exhilarating race by day and retreating to your beautifully appointed tent or cabin by night — complete with premium bedding, en-suite bathrooms, and exclusive amenities. It's more than just a stay, it's an unforgettable experience.



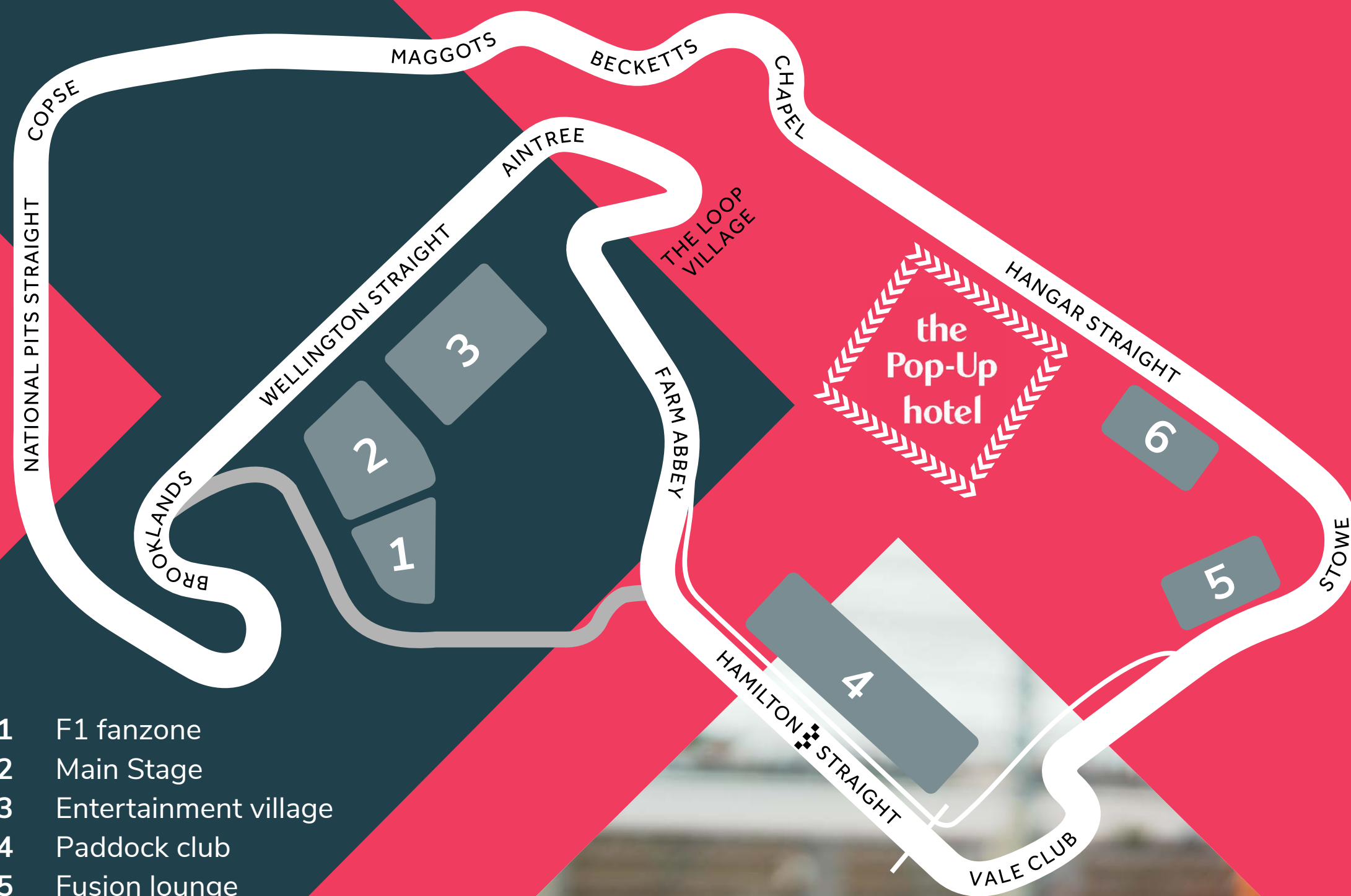
# THE **ULTIMATE** FORMULA 1 WEEKEND

The **Pop-Up Hotel** brings you closer to the heart of the action while offering an escape from the hustle and bustle. Relax in our sophisticated hospitality areas, indulge in gourmet dining, and enjoy unrivalled service in a setting that elevates your Grand Prix weekend.

With tailored packages to suit your every need, this is your chance to enjoy world-class racing and top-tier luxury in one unforgettable package. Book your stay now and make the **2025 British Grand Prix** a memory that lasts a lifetime.



# YOU'RE **INSIDE** THE TRACK



- 1 F1 fanzone
- 2 Main Stage
- 3 Entertainment village
- 4 Paddock club
- 5 Fusion lounge
- 6 Octane terrace

Stay closer to the action than ever before with **The Pop-Up Hotel** at the British Grand Prix 2025, located inside the iconic Silverstone Circuit along the Hangar Straight. This unrivalled location places you at the very heart of the race, offering a front-row seat to the high-speed thrills of Formula 1. Feel the roar of the engines and witness the drama unfold just steps from your luxurious accommodation. No other stay brings you this close to the excitement, creating an immersive experience that simply cannot be matched.

Enjoy the ultimate Formula 1 experience, blending top-tier comfort with the pulse-pounding energy of race day. Make your Grand Prix weekend extraordinary with an unbeatable stay at The Pop-Up Hotel.



# WHAT'S INCLUDED

Irrespective of accommodation and hospitality package, you'll receive the same level of service at The Pop-Up Hotel, including:

- Trackside a la carte restaurant serving breakfast, lunch, dinner and an overnight menu\*
- Trackside bar available all until late\*
- Outdoor terrace trackside along hanger straight with premium views of the race
- Access to hot-tubs
- Programme of live entertainment including music, talks and panels
- Luxury toilets and showers
- Car Parking Passes (1 per 4 people)
- Private shuttle from car parking to hotel.
- Access to our spa services including massage\*
- Access to Pop-Up Paddock a brand retail experience.

\*All food, beverages and spa services are charged at an additional cost

The hotel offers an entirely new way for fans to experience the British Grand Prix. Located inside the track, the best hospitality venues, fan zone and stage are all a short walk away.





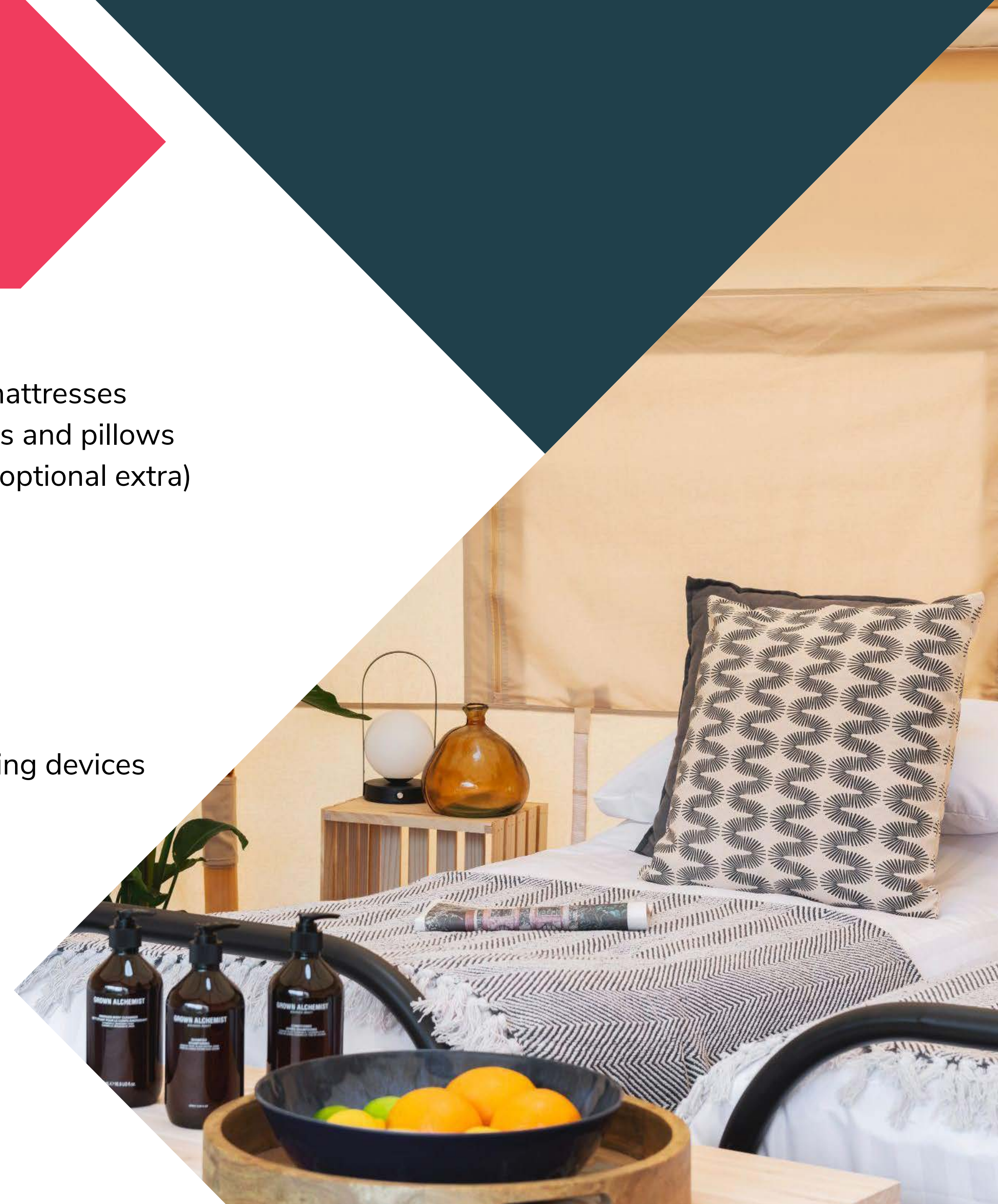
# YOURS FOR THE WEEKEND



# THE BURT

Burt is a bespoke design exclusive to Pop-Up Productions. Combining the height of a Yurt with the romantic look and feel of a bell tent creates a spacious, light and practical space without internal poles. Spacious for 2, and with the option to add to additional guests (charges apply) this space also benefits from zippable windows and blinds.

- King or twin beds with mattresses
- Full linen including duvets and pillows
- Towels (and toiletries as optional extra)
- Cushions and throws
- Bedside tables
- Room lighting\*
- Mirror
- Welcome rug
- Large central rug
- Power suitable for charging devices



# THE BURT GRAND

The same bespoke design as The Burt but with even more space to accommodate additional guests.

- Single or double beds with mattresses
- Full linen including duvets and pillows
- Towels (and toiletries as optional extra)
- Scatter cushions
- Bedside tables
- Storage box
- Room lighting\*
- Luxury matting
- Entrance rug
- Power suitable for charging devices





The image shows the interior of an American RV. The top half features a bedroom with a large bed, white linens, and a dark headboard. The bottom half shows a living area with a white leather sofa, a coffee table, and a tiled floor. A decorative white arrow graphic points from the living area towards the text on the right.

# THE AMERICAN RV

With luxurious and spacious interiors, they really do provide a home from home experience. All the mod-cons, plenty of power, heating, refrigeration, TV and so much more. This isn't camping! Space for 4 guests.

- Priced for 4 guests
- En-suite bathroom with (hot water) shower and toilet
- Sleeps two in the rear bedroom
- Sleeps two on the first pull out sofa, guests will need to make up the bed as required
- Bedding - duvets and pillows
- Linens - sheets, duvet covers and pillowcases
- Towels and toiletries
- Central Heating
- Large fridge freezer
- TV
- Two car parking passes included
- Power

# THE AIRSTREAM

This iconic American trailer comes in 3 sizes; Deluxe, XL Deluxe and Airstream Motorhome.

- Priced for 2 guests
- En-suite bathroom with (hot water) shower, basin and toilet
- Proper bed
- Bedding - duvets and pillows
- Linens - sheets, duvet covers and pillowcases
- Towels and toiletries
- Central Heating
- Full Sized Fridge
- TV / DVD and stereo
- Lockable door
- One car parking pass included
- Power suitable for charging devices



# LUXURY MOTORHOMES

Our Motorhomes sleep 4,5 or 6 people they benefit from heating, air conditioning, fridges, tvs, radios, plenty of power sources and lights and much more. AS well as en en-suite toilet and shower, this makes Motorhomes one of the most practical and comfortable options available.

- Spacious living areas
- Shower & toilet
- Sink
- Fridge
- Freezer
- Hot/Cold Water
- Sockets
- TV
- Lockable
- Premium linens, real beds
- Sound proofing, secure and private



# YOUR HOSPITALITY OPTIONS



With some of the best hospitality offerings at the Formula 1 British Grand Prix, you'll want the opportunity to experience all that the circuit has to offer over the weekend. We've selected 3 of the best, offering a variety of package, view and location, all within walking distance of **The Pop-Up Hotel**.



## Fusions

**Location:** Vale (Pit Entrance), vibrant garden terrace with choice track views.



## Octane

**Location:** Hangar Straight, relaxed atmosphere in front of a key DRS zone.



## Paddock Club

**Location:** Pit Straight, right above the garages, you can't get closer to the action.



# ABOUT US



Condé Nast  
**Traveler**

“Pop-Ups take a new step into the world of hotels as the UK’s first ‘transient hotel’ sets up”



**VOGUE**

“The ultimate vehicle to a luxe festival experience”

The Pop-Up Hotel is a renowned leader in luxury glamping and bespoke hospitality, with a proven track record of delivering unforgettable experiences at some of the UK’s most prestigious events, including the world-famous Glastonbury Festival. Known for blending comfort, style, and impeccable service, we’ve redefined event accommodation, offering unique stays that go beyond traditional lodging.

Our expertise in creating high-end, immersive environments in dynamic settings makes us uniquely positioned to offer an unparalleled product at the British Grand Prix 2025. With years of experience catering to discerning guests, we provide an exceptional balance of convenience, luxury, and exclusivity, ensuring that your stay is as extraordinary as the event itself.



First and last impressions count and we know Silverstone is notoriously difficult to get to and from. That's why we can offer a full concierge service including **private cars** and **helicopter transfers**, ensuring that your journey matches our service.

When bookings, please request more information on any of these service, or if there is anything else we can do to make your stay unforgettable.



# CONCIERGE

# CONTACT US

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 <b>Silverstone</b>	FORMULA 1 BRITISH GRAND PRIX OFFICIAL AGENT 2025
OFFICIAL HOSPITALITY	

