



OSCAR is the AI agent that shows brands how culturally intelligent they are - and what to do about it.

OSCAR CULTURAL INTELLIGENCE INDEX

Affordable hotels

TOP 5

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The ranking

RANK	BRAND	SCORE	SCORE BANDS
01	Mama Shelter	74	Culturally Magnificent 81-100
02	The Hoxton	70	Culturally Strong 61-80
03	citizenM	68	Culturally Active 41-60
04	Locke	64	Culturally Passive 21-40
05	Moxy Hotels	59	Culturally Invisible 1-20

INTRODUCTION

Affordable need not mean anonymous. This ranking spotlights five design-led hotel brands occupying the ground between budget chains and five-star luxury, assessed for their broader cultural intelligence: behaviour, traction, distinctiveness, bravery and enduring impact. The OSCAR figures are standard Cultural Intelligence scores-not bespoke measures of campaign activity, influencer use or social reach.

5

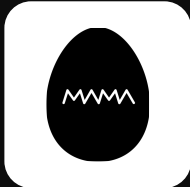
BRANDS RANKED

74

LEADING SCORE

NO. 1

Mama Shelter

74
/100CULTURALLY
STRONG

Mama Shelter earns its place through a vivid mix of design-led affordability, playful interiors and genuinely social hospitality. Its bars, restaurants and shared spaces feel more urban clubhouse than conventional hotel, while its humour cuts through a sea of tasteful sameness. The next challenge is turning local atmosphere into lasting cultural authorship.

[Read the OSCAR snapshot](#)

NO. 2

The Hoxton

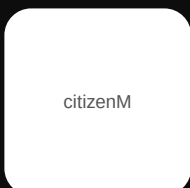
70
/100CULTURALLY
STRONG

The Hoxton earns its place among Britain's leading accessible lifestyle hotels by making hospitality part of city life: sociable ground floors, design-literate spaces and locally inflected food and programming invite guests and residents alike. Yet the category has caught up. Its next advantage must come from reciprocal neighbourhood contribution and a sharper worldview-not another handsome chair.

[Read the OSCAR snapshot](#)

NO. 3

citizenM

68
/100CULTURALLY
STRONG

citizenM makes accessible luxury feel like an operating system, not an advertising line: compact rooms, expressive communal spaces, contemporary art and self-directed technology work in concert. Its irreverent, design-conscious proposition remains distinctive in this affordable-hotel field, though imitators have narrowed the gap. The next disruption should add human connection to frictionless efficiency.

[Read the OSCAR snapshot](#)

NO. 4

Locke

64

/100

CULTURALLY
STRONG

LOCKE

Locke brings uncommon cultural intelligence to the affordable hotel conversation, recasting the aparthotel as a design-conscious blend of home, workplace and neighbourhood venue. Its autonomy, communal spaces and local programming feel attuned to fluid urban lives. Yet tasteful interiors travel further than its ideas; to lead culture, Locke needs an ownable ritual or worldview around temporary belonging.

[Read the OSCAR snapshot](#)

NO. 5

Moxy Hotels

59

/100

CULTURALLY
ACTIVE

Moxy Hotels

Moxy earns its place among Britain's culturally astute affordable hotels by turning compact rooms, bar-led check-ins and energetic communal spaces into a coherent alternative to hospitality's beige competence. Its cheeky, design-conscious formula remains recognisable, but now widely imitated; lasting relevance depends on replacing prescribed fun with more inclusive sociability and genuine local authorship.

[Read the OSCAR snapshot](#)

Mama Shelter leads by turning hospitality into an extrovert social proposition, with The Hoxton close behind on neighbourhood fluency. citizenM, Locke and Moxy bring distinctive models, but each faces the same problem: yesterday's disruption has become today's lobby furniture. The next winners will not merely borrow local culture; they will contribute to it, memorably and reciprocally.

How OSCAR scores Cultural Intelligence

Each masterbrand is assessed across Brand Behaviour, Cultural Traction, Category Distinctiveness, Creative Bravery and Enduring Impact. Each dimension contributes up to 20 points to the overall score. The list theme determines which brands are considered and how the editorial story is framed; the ranking uses OSCAR's standard Cultural Intelligence score.



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