



YOTEL to open new city hotel in Amsterdam

Already operating four YOTELAIR properties in Europe, YOTEL today announced their second European city hotel in Amsterdam Noord.

June 2017 (London) – YOTEL has announced plans to open its first city property in the Netherlands to complement its YOTELAIR Schiphol airport hotel, marking its sixth hotel property in Europe. Due to open in late 2019 with 204 cabins, it will be located at Asterweg, Amsterdam Noord. Built alongside a sidearm of the River IJ, the hotel is at the epicentre of the up-and-coming Buiksloterham neighbourhood for start-ups and creative businesses. This will be YOTEL’s second city centre hotel in Europe, following the recently announced London Clerkenwell property.

The project is being developed by Being Development, an innovative and fast growing real estate developer based in Amsterdam, and is currently in the planning stages. The finished hotel, designed by the up-and-coming architecture practice StudioNineDots, will include: significant outdoor space, an outdoor terrace next to the water, boat docking spaces and a unique sustainable water system. YOTEL and its partners will also be collaborating with the local art community to incorporate art and design into the hotel and grounds.

Known for its smart design, cabins will include YOTEL’s signature space saving adjustable SmartBed™, monsoon rain shower, technowall which includes adjustable mood lighting and smart TV with easy connectivity to own devices. In addition to the luxurious and comfortable cabins, YOTEL Amsterdam will also feature the Club Lounge concept with a restaurant and bar as well as space to work and relax. All cabins and communal areas will be served by super-fast and free WiFi connectivity.

Hubert Viriot, CEO of YOTEL said, ‘Over the past year, we have been talking about the unprecedented rate of expansion of the YOTEL brand across the globe with the opening of a new YOTELAIR in Paris Charles de Gaulle and breaking ground in both London and Dubai. This year alone we will be opening three new city hotels in Boston, Singapore and San Francisco. We are delighted about embarking on our YOTEL Amsterdam venture with Being Development which is the next step in expanding our portfolio of affordable luxury hotels in Europe.’

He continued: ‘As with all our existing hotels, we will integrate our signature technology elements and individually curated and designed public spaces, we look forward to partnering with the local community in doing so. This will be our first hotel to have access to waterways and boat docking facilities and will have a beautifully designed terrace on the water surrounded by gardens – the perfect escape from a hectic day of work or sightseeing.’

With sustainability important to all partners, YOTEL is working with Being Development to create a unique circular water system that will collect, store, filter and re-use water. The building will also be BREEAM Excellent certified.

‘Water usage in hotels is often very high, and we are pleased to be working with YOTEL to put sustainability at the heart of the hotel’s design,’ said Dirk Dekker, Co-founder, Being Development. ‘We have long identified as an environmentally-focussed real estate developer, letting economic, environmental, and social sustainability guide each decision. This hotel will be a prime example of a building that naturally fits into the neighbourhood while being a positive influence on the environment.’

Amsterdam Noord was formerly home to a working class industrial community, but is now in the midst of significant development, with residences and offices being built and home to companies like Red Bull and MTV Studios. The area offers guests the opportunity to explore a newly developed area with exciting

entertainment and activities located nearby. It is also home to the A'dam Tower and the EYE film museum, which both host a range of restaurants, bars and look-out points over the city.

The hotel will be situated only thirty minutes from the YOTELAIR property at Amsterdam Schiphol airport, allowing guests to travel seamlessly between city and airport locations, similar to YOTEL's recently announced hotel in London Clerkenwell and existing hotels at London Heathrow and Gatwick airports.

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About Being Development

Being Development is an ambitious company developing sustainable real estate based on an end user perspective, while respecting the natural environment. Being Development's goal is to create sustainable values in real estate, to elevate the quality of life and to create a social inclusive and sustainable society.

Being Development (re)develops apartment complexes, hotels, offices, and mixed-use buildings for a comprehensive range of end-users. Each development is approached with an open mind and with economic, environmental and social sustainability guiding each decision. Through interaction, listening and 'feeling' Being Development is able to really understand the specifics of the location, the current and future users.

For more information, please visit www.beingdevelopment.com or contact Bas van Dam | bvandam@beingdevelopment.nl | 06-21711188

About YOTEL

Inspired by first class travel, YOTEL translates the language of luxury airline travel into small but luxurious 'cabins'. Uncompromisingly designed around guests, YOTEL City hotels are taking the essential elements of luxury hotels in smaller, smart spaces and deliver a sense of community with areas for co-working, social gatherings and exercise. Premium Cabins include YOTEL's signature adjustable SmartBed™ with luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting and 'techno wall' with smart TVs, multi power points and easy connectivity.

YOTEL currently operates four airport hotels under the YOTELAIR brand in London Gatwick, London Heathrow, Amsterdam Schiphol and Paris, Charles de Gaulle airports; and one city hotel in the heart of Manhattan, New York. YOTEL is expanding rapidly with eight new hotels under development globally, including another YOTELAIR in Singapore Changi Airport (2019); and seven new city hotels currently under development in Boston (2017), Singapore (2017), San Francisco (2017), London Clerkenwell (2018), Amsterdam (2019), Miami (2019) and Dubai Business Bay (2019).

YOTEL was created by YO! founder Simon Woodroffe OBE, who inspired by first class travel, translated the language of luxury airline travel into a small but luxurious cabin (www.yo.co.uk). YOTEL's HQ is in London and has offices in Boston, Singapore and Dubai. Its major partner and shareholder is IFA Hotels and Resorts KSCC based in Dubai.

For More Information, please visit the development section on:

<http://www.yotel.com/en/development>

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