



## **YOTEL New York Brings Back '12 Days of Travel Surprises' With a Twist YOBOT Surprises Guests with Tech-Savvy Travel Gifts for the Holidays**

**New York, December 1, 2016:** NEW YORK, December 2016 - In keeping with tradition, YOTEL New York, together with Norwegian Air, Flight 001, LugLoc and RHA, are bringing back the successful '12 Days of Travel Surprises' initiative to celebrate the holiday season. Playing into the brand's true innovative spirit, starting today YOTEL guests will have the opportunity to win travel and tech-savvy gifts throughout the month of December.

The main attraction, YOBOT, the hotel's luggage storing robot will deliver each gift to 12 lucky guests this month (another 12 will be rewarded online). On a normal day, the enormous luggage-storing robot holds guests' luggage in any of the 150 bins situated behind a transparent glass wall at the hotel's ground entrance –a fun way for guests to store baggage. The interactive experience allows guests to use a touchscreen to transport their luggage to the storage bin via a giant robotic arm. Luggage can then be easily retrieved with the simple scan of a custom barcode.

This holiday season, YOTEL will make this unusual experience even more enticing by stocking select bins with unique travel accessories and tech-focused gifts for those staying at the hotel. Each guest who uses the YOBOT during the month of December will have a chance to win one of the carefully curated prizes: round-trip flights with Norwegian Air, RHA premium stainless steel headphones, travel accessories from Flight 001, free stays at YOTEL and a Bluetooth smart luggage geo-locator from LugLoc. If one of the stocked vaults is selected at random, YOBOT will bring the gift to the guest before proceeding to store their baggage.

Eligible participants may also play online at [yotel.com/sweepstakes](http://yotel.com/sweepstakes). Visitors to the site will be prompted to log in and select a virtual YOBOT bin each day for a chance to win a range of travel surprises. Participants are encouraged to share their excitement by tagging #YOBOTSANTA in social media posts.

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### **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 into 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 three airport hotels in London Gatwick, London Heathrow and Amsterdam Schiphol airports; and one city hotel in the heart of Manhattan, New York. YOTEL is expanding rapidly with eight new hotels under development globally, including two new airport hotels set to open at Paris Charles de Gaulle Airport (2016) and Singapore Changi Airport (2018); and six new city hotels currently under construction in Williamsburg, Brooklyn (2017) Singapore Orchard Road (2017), Miami (2018), San Francisco (2017), Boston (2017) and Dubai (2018).

Founded by YO! Founder Simon Woodroffe OBE, YOTEL's HQ is in London and has offices in Boston and Dubai. Its major partner and shareholder is IFA Hotels and Resorts KSCC based in Dubai. For More Information, please visit: <http://www.YOTEL.com>

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