



## YOTEL APPOINTS NEW VICE PRESIDENT OF DEVELOPMENT FOR NORTHERN EUROPE

November, Amsterdam – YOTEL, the affordable luxury hotel group, today announced the appointment of Jurian Schouwe as Vice President for North European Development. With more than 19 years of experience in the hotel industry, Jurian is set to drive the company’s strategy for expansion in Northern Europe from his base in Amsterdam.

Jurian will be responsible for growing both YOTEL and YOTEL*AIR* brands in this part of Europe through securing management contracts and long term leases in key markets such as Amsterdam, Brussels, Berlin, Munich, Frankfurt, Hamburg, Copenhagen, Stockholm, Vienna and Zurich.

‘We are really pleased to have Jurian join us at a time where we’re already seeing a strong development pipeline. Jurian will strengthen our team and lend his already substantial experience, skills and network to support our strategy in Europe for the rollout of our brands’, said Jason Brown Chief Development Officer of YOTEL. ‘We are confident that he will help us achieve our goal of being the ‘go to’ affordable luxury hotel brand in Europe’.

Jurian joins YOTEL from NH Hotels where as Vice President of Development he was responsible for developing properties across Benelux, Germany, Central and Eastern Europe. He has also held various positions amongst which at airport hotel Golden Tulip Accra, Ghana.

YOTEL is in a stage of rapid growth, having recently opened its YOTEL*AIR* Paris location in the transit area of Paris, Charles de Gaulle Airport. It has plans to open another YOTEL*AIR* location in Singapore Changi Airport (2018) and has six new city YOTELs currently under construction, set to open in 2017 are Boston, Singapore and San Francisco. Future hotels to open in 2018 are Miami, Brooklyn and Dubai. YOTEL is also looking for opportunities in Southern Europe, the United Kingdom and Ireland.

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Notes to editors

## 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 seven new hotels under development globally, including another YOTELAIR in Singapore Changi Airport (2018); and six new city hotels currently under development; Singapore Orchard Road (2017), San Francisco (2017), Boston (2017), Miami (2018), and Dubai Business Bay (2018) and Williamsburg, Brooklyn (2018)

Co-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.

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