



## YOTEL Invites Guests to get Creative with DiYOrama Launch Interactive Guest Experience Plays up Nostalgia

**New York, October 18, 2016:** With most things in life, the mantra ‘the bigger, the better’ reigns supreme, but with a continued consumer interest in efficiency and value this no longer applies to the hospitality industry.

Known for its clever design and intuitive guest experience, YOTEL positively embraces the size of its compact ‘cabins,’ showcasing the ways in which the brand separates itself from the traditional hotel experience through smart design combined with the curation of individual experiences for every guest.

As fall approaches and the nights draw in, the team at YOTEL is injecting a dash of nostalgia to the guest experience. During November guests staying with YOTEL New York will have the opportunity to head down memory lane, and re-discover their inner childhood using creativity to decorate their very own DiYOrama based on the YOTEL cabin design.

Dioramas, partially three-dimensional scaled models of a landscape typically showing events, scenes or cityscapes, are often used for purposes of education or entertainment. Through partnering with artist Ian Sklarsky, a diorama was rendered that reflects the cabin design, complete with YOTEL’s SmartBed™, iconic floor pattern, shower and impressive room views. This initiative will kick off October 27<sup>th</sup>, 2016, at which time guests staying at the NYC property will be able to pick up a blank diYOrama to design using their own clever design techniques. Materials will be available for guests at Mission Control on a first come, first serve basis and will continue until supplies last.

Everyone will be encouraged to submit a photo of their finest work via Instagram [tag #diYOrama] for a chance to win free YOTEL stays and more!

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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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