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KWITTKEN

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YOTEL TO DEBUT FIRST EVER BRICK AND MORTAR APP STORE™

TAKING MOBILE DEMANDS AND CONVENIENCE TO ANOTHER LEVEL

London, 1 April, 2016: YOTEL, known as “the world’s most radical hotel”, announced plans today to launch the first ever live ‘APP STORE™’, offering direct access to the newest apps at an affordable price.

Further revolutionizing the way consumers access media and information, YOTEL’s Innovation Crew is embracing the idea that an app isn’t just an online offering. For the first time, users can put thumbnail sized, stylish apps into their pocket to interact with their favourite apps in tangible, and more advanced ways.

Four years under development, YOTEL recruited product designers with a strong sensibility and success in the digital space to develop the most ergonomic, compact app designs that complement the brand’s signature cabin design. The hotel believes that physically connecting with apps will provide guests a closer connection to everyday necessities in a world where there is too much noise in the digital space. These tangible connections allow guests to maximize how apps enhance their everyday lives.

“We’re excited to continue to fulfill our reputation as an innovative brand with the new ‘APP STORE™’, said Jo Berrington, VP of Marketing. We know that our guests are digitally savvy and anticipate that they will value the convenience of purchasing an app — right off the shelf! — during their stay. We are beyond thrilled to bring this unique offering to our guests”.

The apps will be available at YOTEL’s Mission Control, a one-stop shop for personal needs. As YOTEL expands into cities such as Boston, Singapore, Miami and San Francisco the APP STORE™ will also dispense apps from vending machines, conveniently located within the hotels.

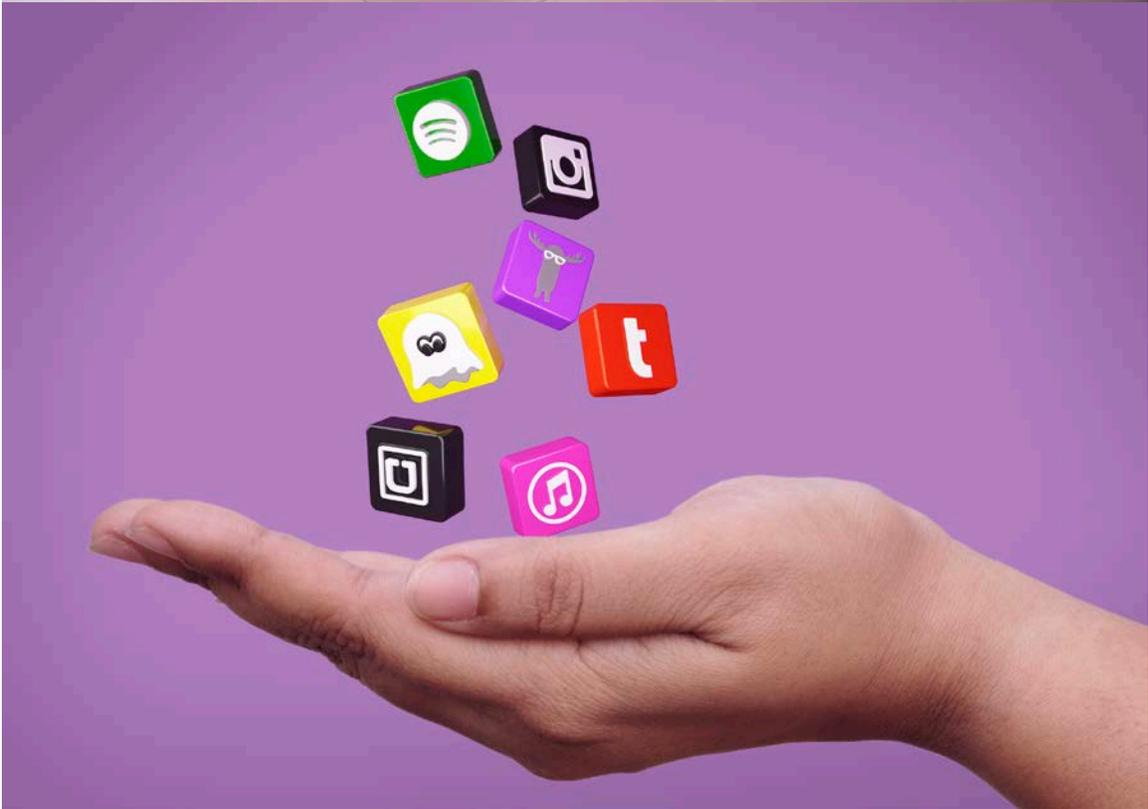
About YOTEL

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 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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