



## YOTEL NEW YORK PRESENTS '12 DAYS OF TRAVEL SURPRISES'

### YOTEL Robot Surprises Guests with Travel Gifts from Flight 001 and JetBlue

New York, NY, December 2015 — Keeping with the brand's true innovative spirit, YOTEL New York, together with Flight 001 and JetBlue celebrate the season by offering guests the opportunity to win travel-themed gifts throughout the month of December.

The initiative is made possible by YOBOT, YOTEL's beloved luggage storing robot that will personally deliver the gifts to guests in Ground Control. The enormous, friendly and efficient luggage-storing robot holds guests' luggage in any of the 150 bins situated behind a transparent glass wall. The interactive and playful experience allows guests to use a touchscreen to transport their luggage to the storage bin via a giant robotic arm. The luggage can then be easily retrieved with the simple scan of a custom barcode.

This holiday season, YOTEL will make the experience even more exciting by stocking select bins with special travel-oriented gifts for those staying at the hotel. While guests use YOBOT to store their luggage, they will have the unique opportunity to win JetBlue travel certificates, hotel stays and fun travel essentials from Flight 001. If one of the stocked vaults is selected, YOBOT will bring the gift to the guest before proceeding to store their baggage.

Together with Flight 001 and JetBlue, YOTEL will also join in the gifting festivities. JetBlue will contribute round-trip travel certificates, while YOTEL will offer two night stays at its New York location in a Premium View Cabin. Gifts from Flight 001 will range from rolling luggage and travel essentials, to beauty accessories and more.

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 with #YOBOTSANTA

For more information, please contact [YOTEL@kwittken.com](mailto:YOTEL@kwittken.com).

## About YOTEL:

Inspired by first class travel, YOTEL translates the language of luxury airline travel into a 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 luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting and YOTEL's signature adjustable 'SmartBed' and 'techno wall' with smart TVs, multi power points and easy connectivity.

Conceived for busy international travellers, YOTEL Airport hotels provide everything for a guest to relax, refresh, sleep and connect within global transportation hubs. Guests may choose exactly what time they would they like to check in and out, giving total flexibility to travellers in transit, staying the night before an early departure or to freshen up on arrival before a meeting in the city.

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 (2017), Boston (2017), San Francisco (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.

[yotel.com](http://yotel.com)