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YOTEL NEW YORK LAUNCHES 'THECLUB'- AN INNOVATIVE PROGRAM FOR BUSINESS TRAVELLERS AND THEIR COMPANIES

New York, NY (May 19, 2014) — YOTEL New York is pleased to announce the launch of **TheClub@YOTEL**, an original loyalty program for business travelers and their companies. As part of this program apart from a range of benefits, members will receive VIP tickets to regular events known as **4 ON 'FOUR'**. **4 ON 'FOUR'** is a series of networking events featuring 4 industry leaders speaking on subjects that reflect YOTEL's brand – innovation, entrepreneurship, design and technology. **TheClub@YOTEL** is just the first step in a series of exciting initiatives that will continue to capture the growing millennial market travelling on business.

“In addition to complimentary Wi-Fi and co-working/casual meeting spaces, which we already offer to business travellers, YOTEL is continually looking at ways to enhance the guest experience, stated Claes Landberg, General Manager, YOTEL New York. “Perfect for small to medium sized companies **TheClub @YOTEL** gives them even more value and rewards for their loyalty - in the spirit of our innovative mind set, we are inviting them to be part of our brand new **4 ON FOUR** series of events.”

TheClub@YOTEL is tailored specifically to business travelers and offers unique incentives. Available to members only, **TheClub@YOTEL** offers benefits including:

- 10% discount every time you book (with no black-out dates)
- A dedicated email address for support
- A complimentary YOTEL gift for you (or one of your travelers) every 10th stay
- Exclusive invites to the '4 ON FOUR' series
- A 10% discount card for food & beverage purchased on 'FOUR'
- 20% discount for overnight leisure stays on select weekends and holidays
- Quarterly reporting for tracking spend

TheClub@YOTEL brings enhanced value to business travelers and companies alike that require hotel accommodations in NYC of around 50 to 100 nights a year. Membership can be requested online at yotelnewyork.com/theclub and is free to all approved members.

The 4 on 'FOUR' series will take place on 'FOUR,' the hotel's public space and activity hub situated on the fourth floor. The events will be a forum for conversations, cocktails and will give the opportunity for like-minded companies and members to connect directly with each other and the series' speakers. 4 on 'FOUR' events are invite only or accessible through joining TheClub@YOTEL. The first event is May 20th, 2014.

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About YOTEL

YOTEL was created by founders Simon Woodroffe and Gerard Greene. Inspired by first class travel, they have translated the language of luxury airline travel and Japanese influence into a small but luxurious cabin. YOTEL's first city centre location 2 blocks from Times Square at 10th Avenue and West 42nd Street features 669 stylish cabins. 'Premium' cabins come with convertible beds for saving space, monsoon showers, technowall with TV and MP3/iPOD connectivity, workstation and free super strength WiFi. For the 'extra' factor there are 19 'First' cabins, some with private outdoor terraces and hot tubs and three 1,100 sq.ft .VIP 2 cabin suites with 360 degree views, rotating king size beds and dining tables that convert to a billiard table! YOTEL New York is home to YOBOT, the world's first robotic luggage concierge, and 'FOUR' with 20,000 sq.ft of flexible entertainment space with partner China Grill Management that includes East & West in the Club Lounge, Dojo event space and New York's largest outdoor hotel terrace and Studio for meeting, cinema screening and parties. YOTEL New York received its LEED "Gold" Rating from the U.S. Green Building Council in 2012, signifying the hotel's dedication to environmental initiatives. YOTEL currently operates three terminal airport properties at London Heathrow, London Gatwick and Amsterdam Schiphol and will be opening a 600 cabin property on Orchard Road, in the city centre of Singapore in 2018.

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