



YOTEL ANNOUNCES NEW GENERAL MANAGER FOR NORTH AMERICAN FLAGSHIP HOTEL, YOTEL NEW YORK

New York, NY, November 20, 2012 - YOTEL New York, known as the most radical hotel in the world, is proud to welcome Claes Landberg as the General Manager of its North American flagship hotel. Landberg will oversee the strategic direction and lead the daily operations for the continued growth of the Times Square West hotel now into its second year.

“When you plan to develop a brand throughout a country, it’s vital to combine your vision with the most qualified leaders in the industry” said Gerard Greene, CEO of YOTEL. “Claes is vastly experienced in the hotel management industry. It gives me great comfort and excitement to know that such an accomplished hospitality professional will be representing the YOTEL brand in New York”

“I am excited to lead the team at YOTEL New York,” said Landberg. “With our established property in New York, YOTEL brings something new to the North American market – an affordable luxury hotel product that combines smart, innovative design and excellent customer service.

Landberg brings over twenty years of management experience to his new role, most recently joining the YOTEL team from MGM Resorts International where he served as the Vice President of Hotel Operations for the Monte Carlo Resort & Casino in Las Vegas. In this role, he oversaw the entire rooms division, a full-service spa operation, hotel sales, property marketing and entertainment.

Prior to MGM resorts, Landberg spent eleven years in the leisure/gaming industry with Caesars Entertainment in both Las Vegas and Atlantic City, as well as with Station Casinos in Las Vegas. Prior to that, he was at the Hilton New York & Towers in Manhattan.

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About YOTEL

YOTEL was created by YO! founder Simon Woodroffe and YOTEL CEO 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 sqft 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 sqft of flexible entertainment space to include 'Dohyo' restaurant, Club Lounge surrounded by private bookable cabins and DJ at the weekends, New York's largest outdoor hotel terrace and Studiyo 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.

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