



30 October 2008

Forget the underground in the 1960's - YOTEL goes underground in the noughties

Hotel group bids on tunnel complex under the City of London

YOTEL, the hotel group which draws on influences of Japan, airline travel and luxury yachts, have expressed a keen interest in purchasing the 1940's Kingsway Tunnel which runs 100 feet beneath the city of London, for a luxury leisure and hotel complex.

Currently situated inside the terminal buildings at Heathrow and Gatwick airports and recently opened in Schiphol Airport Amsterdam, YOTEL plan to transform the tunnel complex into an underground destination of a pod-style hotel, lounge, bar and club further signalling the Group's intent on expansion and innovative use of space and location.

The Kingsway Tunnel, which consists of two main tunnel avenues running directly below High Holborn, were built in 1940's and are steeped in 20th century history. They had been previously used as an air raid shelter during the London blitz, a military headquarters and as a secret location which housed the telephone exchange linking the presidents of the USA and the USSR during the Cold War.

YOTEL founder Simon Woodroffe

"The quantum leap in developing Yotel was to face the windows onto the corridors it means that we can go where others can't. If we had done market

research on that I don't think we'd have had a thumbs up but the most common customer response today is 'why hasn't it been done before?'

YOTEL delivers luxury at a great price and is accessible to all. We are intent on taking the YOTEL concept around the world as well as underneath it! Not only to airports but also in city centres as Gerard and I had always planned"

YOTEL is the antithesis to the manic and often stressful airport environment offering guests a haven of calm and quiet with luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting, practical work station and free WiFi. Bookable by the hour, YOTEL's cabin's start from as little as £25 (€35 at Schiphol) online at www.yotel.com

-Ends-

For further information please contact

Jo Berrington

+44 (0) 207 100 8015

jo@yotel.com

Georgina Coates/Sophie Hood

0207 632 4800 / yotel@threepipe.co.uk