



## YOTEL to open air-side hotel in Amsterdam Airport Schiphol

### Revolutionary new hotel concept announces new site

6 August 2008 - YOTEL, the revolutionary new hotel concept that is creating a stir across the hotel industry, has started the construction of a 55 cabin YOTEL at Amsterdam Airport Schiphol. It is YOTEL's first air-side hotel - scheduled to open early 2008 inside Schiphol's terminal after passport control on the second floor of lounge 2. Close to Pier D.

Amsterdam Airport Schiphol is one of Europe's busiest airports and is the perfect site for YOTEL - a dynamic environment servicing business and leisure travellers with over 44.2 million passengers passing through it per year.

"We are delighted that YOTEL will be opening its doors inside our airport terminal. We consider YOTEL a valuable addition to our existing services and facilities," said Freek Vermeulen, Business Development Manager at Amsterdam Airport Schiphol.

YOTEL was created by YO! Founder Simon Woodroffe and YOTEL CEO Gerard Greene. The idea was conceived by Simon after he was upgraded into first-class on a flight. He decided to translate the language of luxury airline travel and Japanese capsule hotels into a small but luxurious cabin which Gerard Greene evolved into today's reality.

Gerard Greene – YOTEL CEO said:

'In line with YOTEL's global expansion strategy, I am delighted to be working in partnership with Schiphol Group and announcing YOTEL's first airside location. Yotel will be offering Schiphol customers affordable space to work, relax, sleep, refresh or be entertained – just for a few hours during transit or an overnight stay in a fantastic location.'

YO! Founder - Simon Woodroffe said

'The radical approach of the YOTEL brand with the signature YO! formula of innovation and entertainment fits well with Schiphol's visionary picture of the new world.

We are looking to make the airport experience as pleasurable as possible and we expect YOTEL to be extremely popular with a range of consumers'.

Following a major investment by Kuwait-based IFA Hotels & Resorts and an agreement with the British Airport Authorities YOTEL opened its first hotel inside the terminal building of London's Gatwick Airport in July. At London Heathrow, a 32-cabin YOTEL will open within Terminal 4 in the autumn. Other international locations are already under negotiation and will be announced shortly.

Talal Jassim Al-Bahar, Chairman and Managing Director of IFA HR stated, "We're very excited about the opening of the first international YOTEL. YOTEL is different from other investments we have in the hotel sector and we truly believe it represents the future. It is a brand that is going to grow exponentially in the next few years"

### **About YOTEL**

YOTEL was created by YO! Founder Simon Woodroffe and YOTEL CEO Gerard Greene. The idea was conceived by Simon after he was upgraded into first-class on a flight. He decided to translate the language of luxury airline travel and Japanese capsule hotels into a small but luxurious cabin. Gerard Greene evolved that idea into reality with YOTEL.

YOTEL will open its first two hotels inside the terminal buildings of London's Heathrow and Gatwick airports during 2007, following a major investment by Kuwait-based IFA Hotels & Resorts. At London Heathrow, a 32- cabin YOTEL will open within Terminal 4, while at London Gatwick, a 46- cabin YOTEL is open within the South Terminal building, following an agreement with the British Airport Authorities (BAA). Other international locations are already under negotiation and will be announced shortly.

Simon Woodroffe is the creator of worldwide restaurant phenomenon YO! Sushi and is a well-known entrepreneur from the UK following a stint as a "dragon" on the popular UK BBC2 television series The Dragons' Den whereby aspiring entrepreneurs vie for support from established business people.

## **About IFA Hotels and Resorts:**

IFA Hotels & Resorts (IFA HR) is a major investor in YOTEL but also a leader in the development of premier integrated and mixed-use hotel and tourism resort projects throughout Europe, the Middle East, the Indian Ocean region, Africa and Asia.

Listed on the Kuwait Stock Exchange, with a market capitalization of over US\$ 1 billion, IFA HR's main shareholder is Kuwaiti based International Financial Advisors (IFA). The company's South African arm, IFA Hotels & Resorts Limited, was listed on the JSE Limited during February 2006. In January 2007 the company invested in listed Thai developer Raimon land.

Globally, IFA HR has entered into strategic alliances and joint venture partnerships with leading companies such as Kingdom Hotel Investment Group (Saudi Arabia), Nakheel (UAE), Istithmar (UAE), United Investments Portugal, (Portugal) Raimon Land (Thailand), Ohlthaver & List (Namibia), and into strategic alliances with RCI (part of the Cendant's Group), Moreland Developments (Pty) Ltd (South Africa) and Boschendal Ltd. ( South Africa).

IFA HR has aims to link its resorts to new parts of the globe, such as the US, the UK, Mauritius, Eastern Europe and further into the Far East. This will offer investors and tourists alike access to world class facilities through a network of hotels, residential resorts, vacation and residence club destinations.

[www.ifahotelsresorts.com](http://www.ifahotelsresorts.com)

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