



## **John Graham Checks in as New Construction Director at YOTEL**

London, UK: October 15, 2007 - YOTEL, the revolutionary new hotel concept that is redefining the hotel industry is pleased to announce that John Graham has joined the group as Construction Director.

With an impressive background in the hotel and service industry spanning nearly nine years, covering businesses including Travelodge and Pizza Hut UK Ltd, John joins YOTEL at a very exciting time for the capsule hotel concept. YOTEL Gatwick - the first hotel in the UK inside an airport, launched in June 2007 and is already achieving 120% occupancy rates; YOTEL Heathrow is set to follow with the same success and is due to open in late November 2007.

John commented, "YOTEL is a fresh idea that is taking the hotel industry by storm - I am hugely excited to be working for such an innovative company which is pushing the boundaries within the hotel construction industry."

During his tenure at Travelodge John directed the construction of 80 hotels delivering 7,500 bedrooms to the Travelodge business, whilst at Pizza Hut John was in charge of opening 165 new restaurants and the refurbishment of 380 existing sites.

YOTEL plans to roll out further locations for its 'first-class airline inspired cabins' starting with London Heathrow in November and Amsterdam Schiphol early next year, with more city centre and airport locations are set to follow.

Gerard Greene, CEO

"I'm delighted that Johns on board where he joins an excellent executive team that have very ambitious expansion plans for YOTEL - Johns experience will prove invaluable to achieving our goals over 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 opened its first hotel inside Gatwick's South terminal in June 2007 and will open Heathrow and Schiphol in November 2007 and early 2008 respectively, following a major investment by Kuwait-based IFA Hotels & Resorts. At London Heathrow, a 32-cabin YOTEL will open within Terminal 4, while at Schiphol, a 55-cabin YOTEL will be the first airside YOTEL.

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.

## **For further information please contact:**

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