



## YOTEL TO LAND AT GATWICK AIRPORT WITH LAUNCH OF RADICAL CABIN CONCEPT

YO! Founder Simon Woodroffe launches stylish yet affordable cabin hotel

London, UK: 20 June 2007 - YOTEL, the revolutionary new hotel concept that is redefining the global hotel industry, is today launching with 46 stylish cabins at Gatwick Airport – South Terminal, with other city and airport locations to follow. Inspired by first-class airline cabins, YOTEL is the first hotel to be located inside a UK airport terminal. YO! Founder Simon Woodroffe conceived the innovative YOTEL cabins to provide a flexible and convenient ‘first class’ hotel experience at affordable prices. The next generation cabins come fully equipped with en-suite bathrooms, free Wifi and wired internet access and ‘techno wall’ entertainment systems.

YOTEL provides the ideal solution to early morning flights and long scheduled transfers, as well as unexpected flight delays and cancellations. The cabins will be bookable for just a few hours enabling delayed and transfer passengers to relax in privacy in front of a movie or to enjoy a refreshing shower with their favourite music playing. In addition, passengers leaving on those early morning flights can stay the night before to catch some valuable extra hours of sleep, safe in the knowledge that they are just a casual stroll away from their departure point. For additional simplicity, YOTEL cabins can be booked in advance online.

“Designed to offer a solution to boring and expensive hotels around the globe”, says CEO Gerard Greene, the cabins come with all the facilities you would expect from a comfortable hotel room to enable work, relaxation, sleep, refreshment and entertainment. Designers built upon the technology and advanced use of space seen in business class airline cabins and luxury yachts to realise the three tier YOTEL cabin system.

Cabins come as 'Premium', 'Standard' – both with enough room for two, en suite bath rooms, in cabin entertainment and room service – and soon to come - 'Economy' cabins, which come with all the same amenities except en-suite bathrooms.

Features within the cabins include:

- Techno wall with clothes storage, pull down working desk with charging points, network cable socket and free Wifi and wired internet access
- Mood lighting and luxury bedding to induce relaxation
- Bathroom with luxury fittings including shower, bespoke revitalising body wash, hairdryer, and soft towels with a heated mirror
- Flat screen TV system with over 60 free TV stations including Sky Sports plus on demand blockbuster and classic movies. 80 radio channels plus a jukebox with over 5,000 music tracks and a headphone jack
- Snacks, club meals and refreshments ordered from the TV system and then delivered to your cabin or the ability to visit 'The Galley' where the cabin crew are available 24 hours a day

In addition - the Premium cabins include:

- A double bed that deploys to a couch by the touch of button (think first class private cabins on an aircraft)
- Input for your own MP3/CD player to play your own music choice through the TV speakers

"In the 21st Century luxury will be available to everybody at the right cost and this is a taste of that future," comments Simon Woodroffe, Founder of YO!. "Travelling can be a painful experience so we are looking to making it as pleasurable as possible for YOTEL customers. We expect this radical approach to be extremely popular with a range of consumers and are looking to expand YOTEL globally."

Talal Jassim Al-Bahar, Chairman and Managing Director of IFA HR stated, "We're very excited about the opening of the first 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"

Gatwick Airport is the UK's second busiest airport and the busiest international single runway airport. In 2006, Gatwick Airport welcomed over 34 million passengers, flying to around 200 destinations on a choice of over 80 airlines.

"YOTEL is a fresh hotel concept and we are delighted to welcome this innovative new experience. Travellers benefit from such a great choice of world-wide destinations and airlines at Gatwick, it is always exciting to launch a new service which brings more choice for travellers", Andy Flower, BAA Gatwick's Managing Director.

YOTEL will also be opening at Heathrow Airport in the coming months and are planning to open at other major international cities and airports. "We like to think it's the iPod of the hotel industry"

Prices for a Standard cabin will range from £25 for four hours and from £55 overnight, while a Premium cabin will cost from £40 for four hours, and from £80 overnight. Bookings can currently be made from 1 July on line at [www.yotel.com](http://www.yotel.com) or by calling +44 (0) 207 100 1100.

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#### 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 will open within the South Terminal building, following an agreement with the British Airport Authorities (BAA). 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)

#### YOTEL Partners

YOTEL has partnered with some great brands to provide exclusive benefits for YOTEL customers, including:

- Blueback – will organise any car journey for YOTEL guests, and can arrange a pick up, and drop off to/from the airport sites from/to central London at a fixed special promotional rate for YOTEL customers.

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

- MUJI – YOTEL customers will be able to buy a range of MUJI travel and cosmetic accessories and stationery on site. Products are functional and neutral - the range includes anything from a toothbrush and toothpaste to stylish travel wallets and gifts.

[www.muji.co.uk](http://www.muji.co.uk)

Cobra Beer – YOTEL has chosen Cobra as its official beer partner because, in addition to being great to drink on its own, Cobra also acts as an excellent accompaniment to all cuisines.

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

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#### About Gatwick Express

Gatwick Express is the fastest, most comfortable way to travel to the UK's second biggest airport. The only dedicated rail-air link to Gatwick Airport, the Gatwick Express speeds you directly between the airport and central London, in just 30 minutes non-stop. Gatwick Express departs every 15 minutes, from dedicated platforms at London's Victoria station and the platform at Gatwick Airport is conveniently positioned directly beneath the south terminal. A quick escalator ride up into the terminal will have you at check-in within minutes.

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

Day before check in

Airlines at Gatwick offering day before check-in at the South Terminal include:

- XL
- MyTravel
- Thomas Cook
- Thomson Fly
- easyJet
- Virgin Atlantic

Airlines at Gatwick offering day before check-in at the North Terminal include:

- British Airways
- First Choice

For further details log on to [www.gatwickairport.com/daybefore](http://www.gatwickairport.com/daybefore)

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