

YOTEL appoints Brendan Daly as General Manager of First Asia Property

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YOTEL, the revolutionary hotel concept, has announced the appointment of Brendan Daly as General Manager of its first flagship property in Asia, YOTEL Singapore.



BRENDAN DALY_YOTEL

YOTEL Singapore is slated to open early 2017 and will be located in the heart of Orchard Road, a prime location for leisure and savvy business travellers alike. It will feature 610 state-of-the art cabins, providing a flexible and convenient 'first class' hotel experience at an affordable price.

Brendan brings an impressive resume of over 25 years' experience in hospitality, having worked his way through the ranks from front office to senior leaderships roles. Brendan has been based in Australia and Asia throughout his career, working for several respected hotel companies in the region, including Starwood and Accor, in both pre-opening and operating capacities.

"I am delighted to take on this new challenge in Singapore. YOTEL is one of the most innovative and exciting concepts in the industry, and I can't wait to establish the YOTEL brand here in Asia," says Daly. "I'm looking forward to building and leading a talented team to represent YOTEL and establish its strategic direction as a leading lifestyle hotel within Singapore's competitive hospitality landscape."

Following responsibility for the pre-opening and launch of the first aloft in South East Asia in 2012, Brendan has spent the last three years as General Manager of Amari Pattaya, Thailand where he oversaw operations of the hotel complex, comprising 523 guestrooms, seven restaurants and bars, banqueting, off-site catering and a spa, before joining YOTEL.

Brendan will relocate to Singapore in May to lead the hotel through its pre-opening phase and beyond. His priorities during this period will be the appropriate talent acquisition of the senior team and crew. In addition to securing a talented team, he will be leveraging his industry expertise to develop a strategic position for YOTEL in order to establish it as a prominent and profitable lifestyle hotel in Asia. YOTEL's strong value proposition and Millennial appeal will help set the property apart in Singapore.

Upon opening, Brendan will become the face of YOTEL in Asia, working to nurture the brand culture internally and externally, manage all operational aspects of the property and focus on propelling sales and future growth.

CEO Hubert Viriot commented, "Brendan is a perfect fit for YOTEL. He brings a wealth of hospitality experience, professionalism and a proven track record of running successful hotel operations. We know that Brendan will not only deliver on our objectives and achieve great results, but also live and breathe our brand and embrace our culture. We're truly excited to have him on board to front our first Asia property."

Following the opening of YOTEL Singapore, the company will expand its country presence with the opening of a YOTEL airport hotel at Singapore Changi Airport in 2018.

YOTEL Singapore address: 360 Orchard Road, Singapore, 238869