



Press Release

YOTEL and YOTELAIR Istanbul Airport open doors for business in April...

Istanbul, 15 February 2019 - YOTEL, one of the most contemporary brands of airport and city hotels in the world, is preparing to open the doors of their first operation in Turkey at Istanbul Airport. YOTELAIR and YOTEL Istanbul Airport, will operate 451 rooms (or cabins as they are known at YOTEL) in two separate areas of the terminal, making it one of the three largest airport hotels in the world in terms of room capacity.

YOTEL Istanbul Airport, which is preparing to open its doors in April, is known for its adaptable modern design and technology focussed approach to the guest experience. Operating in London, Amsterdam, Paris, New York, Boston, San Francisco and Singapore, the rapidly expanding UK-based YOTEL is known as the world's most innovative brand of long and short stay accommodation.

*On kicking off first operations in Turkey in April, **Bora Goymen, General Manager of the new YOTEL Istanbul Airport** said: "We are absolutely delighted to open our first hotel operation in Turkey next month. As one of the most powerful and influential economic centers in the world, located in the heart of the historic Silk Road linking continents, Istanbul has become known for blending cultural heritage with global modern enterprise. YOTEL Istanbul Airport marks the biggest airport hotel investment we have seen in Turkey to date. The comfort and convenience of the new hotel is reminiscent of offering travellers on the Silk Road a relaxing haven. Istanbul Airport is playing a huge part in increasing air traffic to the region and we are proud and excited to be part of this journey. The success of this project bodes well for future investments in Istanbul and other cities in Turkey.*

"The number of hotels in development or operation is due to reach 60 in 2023", Bora Goymen provided information about YOTEL's international operations and stated they currently operate 8 hotels around the world. He said: *"In addition to our current portfolio of the hotels, we will be opening a YOTELAIR in Singapore Changi Airport as well as new YOTELs in London, Dubai, Edinburgh, Miami, Amsterdam, Glasgow, Porto, Long Island City, Geneva, Park City (Utah) and Mammoth (South California). By 2021, YOTEL will operate 27 hotels around the globe and is targeting 60 hotels in development or operation by 2023."*

Goymen: "We offer an innovative stay experience" - Bora Goymen emphasized the change in travel and accommodation habits and said that the concept of luxury has been redefined. Goymen said *"In the past, the main purpose of traveling was to reach your desired destination safely and quickly. In today's world, all experiences along the journey have gained importance. In recent years, travel habits and expectations from modern travellers have changed globally and quite significantly. There is a universal desire for travellers to be able to work and stay connected on the go, to be able to charge multiple gadgets at any given point in time and of course the ability to switch seamlessly from work to play."*

“The modern traveller is expecting their regular home comforts when they travel and without paying the hefty price tag. What has become most important to people is the quality of their sleep, their shower, exceptional food and the ability to connect and recharge 24/7. Even keeping fit on the go is seen as a new luxury. What we have found at YOTEL is that it is important to our guests to experience a sense of community with other like-minded travellers, clearly reflected in the design of YOTEL’s signature public spaces. At YOTEL our design is minimalistic, a tad futuristic and inspired by technology with a touch of local influence. It is however always important to us that design is first and foremost practical and comfortable and fulfil the needs of the guests. All of this is reflected in the design of YOTEL Istanbul Airport’s adaptable meeting and multifunctional public spaces, stylish cabins and implementation of technology, all ensuring a seamless stay.”

A total of 451 rooms in two separate locations within the terminal

YOTEL will offer 277 landside rooms (cabins) in YOTEL Istanbul Airport and 174 airside rooms at YOTELAIR Istanbul Airport making it 451 cabins in total, ranging from Premium and First Cabins to VIP Suites; **Bora Goymen** says, *“We create an inclusive multifunctional environment for our guests, and everyone is welcome. YOTEL is however especially perfect for domestic and international travellers before early morning flights, long transits or even corporate meetings within the airport. Our guests tend to be digitally natural regardless of age, independent explorers, making informed choices based on trustworthy independent recommendations – they are always on the move, outward-facing with a global outlook and ready to switch seamlessly from work to play. Since both YOTEL and YOTELAIR are conveniently located inside the main terminal building, it will be easily accessible to both business and leisure travellers, as well as airline crew and other businesses within the airport. Ideal for guests who value time and efficiency without the hefty price tag.*

YOTEL Istanbul Airport offers future trends...

Bora Goymen, General Manager of YOTEL Istanbul Airport also gives information about YOTEL’s high-tech services. He says, *“In today’s world, people choose to create their own schedules and time has become a real commodity. Understanding the changing needs of the modern traveller, it has become important in the travel and hospitality Industry to introduce new and quicker methods saving time. At YOTEL we offer smart design and technology in both ‘airside and landside’ zones allowing guests the freedom to get on with their lives without interruption. Guests can connect to free super-fast WiFi everywhere in the hotel and cabins, there are multiple charge and USB points to allow guests to charge different gadgets at the same time, the space saving SmartBed can be converted from a couch to a bed by the touch of a button and guests can stream their own content to SMART TVs. Adjustable mood lighting in the cabins allow guests to tailor make their cabins to their personal preferences by the touch of a button.*

In keeping with the ethos of creating a sense of community, the hotels offer formal and informal meeting spaces, areas for co-working and relaxing, restaurant and bars, smart vending for food on the go and an always open gym for those who like to keep fit on the go.”

In addition to Mission Control, YOTEL’s version of the reception desk, guests have access to 24/7 airline style check-in kiosks avoiding long queues normally experienced at traditional hotels and allowing guests to check in under a minute, always having access to crew should they need assistance. Guest can furthermore use their own mobile devices as keys to the cabins. Quite unique to YOTEL is the fact that guests can book by the hour for a minimum of four hours, making it ideal for day stays and shorter transfers, or just to those who want to quickly freshen up.

All in all, the hotels offer guests a tranquil space away from the normal hustle and bustle of what is to become on the busiest airports in the world, allowing them to work or relax for as long or short as they might need.

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About YOTEL

Inspired by the luxury of first-class travel and uncompromisingly designed around guests, YOTEL takes the essential elements of luxury hotels into smaller, smart spaces and deliver extraordinary value and a sense of community with areas for co-working, social gatherings and exercise in sought after locations. Premium Cabins include YOTEL's signature adjustable SmartBed™ with rejuvenating rain showers and SMART TVs, multi power and USB points and easy connectivity.

YOTEL currently operates four airport hotels in London Gatwick, London Heathrow, Amsterdam Schiphol and Paris, Charles de Gaulle and four city centre hotels in New York, Boston, Singapore and San Francisco. YOTEL is expanding rapidly with new projects under development globally, including Istanbul New Airport, Singapore Changi Airport, London, Edinburgh, Glasgow, Geneva, Amsterdam, Miami, Dubai, Mammoth, Park City, Porto and New York Long Island City.

YOTEL's major shareholders include a controlled affiliate of Starwood Capital Group, the Talal Jassim Al-Bahar Group, United Investment Portugal and Kuwait Real Estate Company (AQARAT).

YOTEL was created by YO! founder Simon Woodroffe OBE, who inspired by first class travel, translated the language of luxury airline travel into a small but luxurious cabin (www.yo.co.uk).

Visit www.yotel.com for more information.