



SWISS TIMING FOR INNOVATIVE HOTEL GROUP YOTEL AS IT INTRODUCES NEW EXTENDED STAY YOTELPAD BRAND TO SWITZERLAND

The brand behind cleverly designed YOTEL and YOTELAIR hotels, makes its entrance into the Lake Geneva Region with three purposefully designed YOTELPAD properties.

5 March 2019, LONDON UK - With more individuals moving cities and doing so more regularly, the advent of flexible accommodation and co-working spaces is a new trend across the globe. Recognising this market trend, YOTEL recently launched YOTELPAD across North America– the brand is a unique take on longer stay accommodation providing a plug-and-play model, access to be part of a community and all without the hassles of daily chores.

Home to some of the world's most important non-profit organizations (NGO), many of the largest multinational companies (MNC), top universities and R&D centres, the Lake Geneva Region will soon welcome the innovative brand's first YOTELPAD in Europe.

Hubert Viriot, CEO of YOTEL said, "The Lake Geneva region is a natural location to introduce YOTELPAD to Europe. Centrally located and concentrating an unusually high proportion of global organizations, the region is home to an exceptionally dynamic and mobile workforce and welcomes frequent international business travellers, visiting their headquarters or attending conferences at the UN or elsewhere. Unsurprisingly, demand for affordable, short-term lease options is very high, yet housing stock is limited, and local tenancy laws typically require long term commitments. As a result, there is a high proportion of frustrated demand, either overpaying for residential accommodation or staying at traditional hotels in the Geneva and Lausanne city centres, miles from the business zones where MNCs and NGOs are typically located. Eventually, residents and visitors alike end up losing hours commuting on the congested Geneva - Lausanne A1 highway. This unique situation led us to identify a clear opportunity to roll out YOTELPAD across the region, minutes from the actual demand generators."

The hotel group completed a survey with several MNCs and NGOs in the Geneva and Vaud cantons and the response was overwhelming in expressing a need for such a hospitality offering in the region. This led YOTEL to develop three YOTELPAD projects (438 keys) fifteen minutes from the Geneva and Lausanne city centres in Plan-les-Ouates, Etoy and Pregny-Chambésy, immediately giving it the scale to operate efficiently.

Viriot continued, "YOTELPAD is a phenomenal brand as it provides total flexibility at an affordable price. Guests simply need to plug in and choose how long they want to stay from a day to a year. The rest is hassle free: no cumbersome tenancy contract or utility bills, and access to a community. There is nothing comparable in this region and we are therefore confident YOTELPAD will thrive and hopefully open up opportunities to roll out our other brands YOTEL and YOTELAIR."

YOTELPAD takes the essence of luxury serviced apartments into purposefully designed compact homes, known as 'PADs', fulfilling the requirements of the global citizen at an affordable price. Each PAD cleverly arranges YOTEL's popular SmartBed™, super-fast free WiFi, ample storage space, a kitchenette, bathroom and adaptable work and dining areas – all within a space up to 30sqm. In addition, guests have access to world class facilities including innovative public areas, 24/7 health club and ample meeting and co-working spaces. Guests can also enjoy regular community-focused events to network and socialise with like-minded people, healthy food options from a GRAB+GO and choose from a vast selection of pay-as-you-go services such as housekeeping, laundry and transportation.

YOTELPAD Lake Geneva will not only resonate incredibly well with employees headquartered in Switzerland, but people from across the globe working for organisations such as the UN, Red Cross or other giant MNCs such as Nestle and Ferring. With top universities in the region like EPFL, HEC, EHL and the University of Geneva, YOTELPAD will also be a great solution for international students on exchange programmes, foreign scholars and visiting parents.

Although the market is dominated by major businesses and organisations, the area also poses outstanding natural beauty ideal for exploring by leisure travellers from the convenience of their PAD.

YOTEL currently has several YOTELPADs under development in Dubai, [Miami](#), [Park City \(Utah\)](#), and [Mammoth \(South California\)](#).

MORE ABOUT THE LAKE GENEVA YOTELPADs

YOTELPAD Geneva Plan les Ouates – Opening 2020

The first YOTELPAD to open in Switzerland in 2020 will be in Plan les Ouates – a 118 PAD new-build, located on Route de la Galaise, Geneva’s industrial and business centre. A stone’s throw away from large corporates such as Vacheron Constantin, Patek Philippe, Frederic Constant, Rolex, Ralph Lauren, Clarins and ST Microelectronics, making it an ideal hub for business travellers with three private meeting rooms able to hold 12-16 people, a gym, a bar, a GRAB+GO for a quick bite to eat and parking facilities. The PAD will have great transport links to the city and is a 20-minute drive to the airport by car.

YOTELPAD Etoy – Opening 2020

The second PAD to open in 2020 will be in Etoy – a town nestled between Lausanne and Geneva, a 30 minute drive from Geneva airport. This PAD will be the largest of the three, with 212 PADs and will include a gym, a wellness centre, a roof top bar, meeting rooms, a home cinema and space for music and games. In addition to the YOTELPAD, the surrounding development will also include large scale office and meeting space as well as a major business centre, positioning it perfectly as an economic zone between Geneva and Lausanne and an ideal work and meeting destination. The property is close to businesses such as Chiquita, Ferring, Medtronic, Gem’s in the area, as well as many outdoor activities to explore. YOTELPAD will provide guests with complimentary electric bicycles and there will be ample parking space.

YOTELPAD Geneva Pregny – Opening 2021

The third PAD is conveniently located in Pregny-Chambésy, only steps away from the United Nations and will open with 108 PADs in 2021 on Chemin des Crêts-de-Pregny. Guests will have access to a bar, gym, terrace, GRAB+GO food options, electric bikes and onsite parking. The hotel is located only 15 minutes from the airport by bus and 15 minutes away from Geneva train station. The area is surrounded by large international organisations as well as many embassies.

Notes to Editors

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. 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 airports and five city centre hotels in New York, Boston, Singapore, San Francisco and Washington D.C. 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 and Porto.

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.