



Y0131: YOTEL EDINBURGH IS CALLING

Edinburgh's newest hotel offers free hotel nights as it introduces the city's first smart telephone box

July 2019, Edinburgh, UK – YOTEL Edinburgh, the tech-inspired hotel group's first city centre hotel in Europe, officially opens its doors next week (Monday 29 July) and to celebrate will introduce the city's only smart telephone box to the streets of Edinburgh tomorrow (Friday 26 July).

Aptly named, Y0131, the smart telephone box, situated on Castle Street, will attract passers-by to enter the booth giving ten lucky people the opportunity to win the Ultimate YOTEL Sleepover. The telephone will ring throughout the day (between 7am – 5pm) awarding those who answer with the prize of a free night's accommodation.

The purpose built, brightly coloured phone box will provide an interactive portal that will introduce residents and passers-by to YOTEL Edinburgh. As well as a phone, the iconic booth houses a photo booth allowing personalised postcards to be created, and smart screens that will show some of the city's most well-known influencers.

The 277-room property is set to open its doors on Queen Street next week (Monday 29 July), with seamlessly designed contemporary cabins (YOTEL speak for rooms). YOTEL Edinburgh will also be home to Scotland's first IMAGINEX, a 360-degree screening room at the heart of the hotel built from eight state-of-the-art projectors that will showcase content all year round – from film screenings and art installations to brand presentations.

Stuart Douglas, General Manager of YOTEL Edinburgh, said: "Our hotel is driven by contemporary design and technology and with 0131 being the local dialling code for the city, Y0131 felt like a great way to give a taste of YOTEL to the local community ahead of the hotel opening next week.

"Y0131 is an exciting way to meet the people of Edinburgh and we're looking forward to welcoming the ten lucky people who successfully pick up the ringing phone."

Following the success of YOTEL in New York, Boston, San Francisco and Singapore, Edinburgh's smartest hotel is situated centrally on Queen Street. YOTEL Edinburgh is driven by contemporary design and technology and is the hotel of choice for people who like boutique hotels, but without the hefty price tag.

Cabins are inspired by the luxury of first-class airline travel and features space-saving design delivering extraordinary value. From the VIP Suite to Premium Cabins, YOTEL Edinburgh offers something to suit every traveller's needs, without compromising on comfort and convenience.

The hotel's multifunctional public areas provide a sense of community with spaces for co-working and socialising, including a standalone café called KOHI as well KOMYUNITI, the beating heart of the hotel where guests can eat, drink and connect with likeminded people.

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For further information on YOTEL please visit www.yotel.com

For further press information or images please contact
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NOTES TO EDITORS:

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- YO0131 is a purpose-built interactive phone booth
- It will be located on Castle Street (between George Street and Princess Street) for one day only between 7am and 5pm on Friday 26th July 2019
- Passers-by who successfully answer the ringing phone, need to give their name and email address and will receive an email to then formally make their booking
- There are ten complimentary rooms to be won, and the phone will ring at any time throughout the day
- At 5pm the competition closes, and the phone booth will be moved to YOTEL Edinburgh's reception
- Full T&Cs can be found [here](#)

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 seven airport hotels in London Gatwick, London Heathrow, Amsterdam Schiphol and Paris, Charles de Gaulle, Istanbul Airport (2), Singapore Changi and six city centre hotels in New York, Boston, San Francisco, Washington D.C, Singapore and Edinburgh. YOTEL is expanding rapidly with new projects under development globally, including Amsterdam, Porto, London, Dubai, Geneva, Long Island City, Miami, Park City, Mammoth, Atlanta and Melbourne.

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.