

## THE RISE OF THE “INSTAFAMOUS” - YOTEL EDINBURGH GIVES GUESTS A GLIMPSE INTO THE LIVES OF THE CITY’S SOCIAL STARS IN AN EXCLUSIVE TELL-ALL EVENT

*Innovative hotel launches YO-TELLS – a series of events showcasing the city’s smartest thinkers.*

**October 2019, Edinburgh, UK** – [YOTEL Edinburgh](#) is launching a series of inspiring free events, aptly named YO-TELLS, to showcase a variety of the smartest, most fun and interesting thinkers in the city.

Launching on **Thursday 21 November**, the innovative hotel group will start the series with an exclusive tell-all event on the rise of the “InstaFamous” in the city, bringing together a panel of Edinburgh’s up-and-coming social media stars.

Hosted by renowned travel journalist and blogger, [Caoilfhionn Rose](#), the event will give guests the opportunity to get up close and personal with some of the most inspiring individuals on Scotland’s social media scene, as they reveal where it all began and what they’ve learnt along the way, sharing their top tips on how to build a loyal following and how to become a social media superstar.

**Caoilfhionn Rose, travel journalist and blogger, said:** “The Instagram community in Edinburgh is incredible and the rise of the social stars in the city is fascinating to watch. Our “InstaFamous” panel have managed to engage audiences and build a community who rely on their opinion for recommendations in beauty, fashion, dining out and things to do in the city.

“For me, Instagram is a form of inspiration, a place to connect with like-minded people and I’m excited to speak to some of the leading influencers in the city and to host the debut YO-TELLS event.”

Caoilfhionn will be joined by a panel of Edinburgh’s most engaging social pin-ups, including fashionista [Aoife Malone](#), blogger [Daniel Benjamin](#), [WearWhatWorks](#) blogger Caoilfhionn McMonagle, and foodie enthusiast Pippa Perriem of [Eatinburgh](#).

**Stuart Douglas, General Manager at YOTEL Edinburgh, said:** “We’re thrilled to be launching the first in a series of YO-TELLS events. Our aim is to showcase some of Edinburgh’s smartest thinkers from a range of industries and communities in the city.

“The “InstaFamous” event will give the audience insight into how our stellar panel have built their social media followings into a personal brand and hear about the amazing opportunities they’ve had along the way. Future events in 2020 will involve speakers from the worlds of food, sport and technology.”

The event will take place on Thursday 21 November at 7pm in Imaginex, the hotel’s 360-degree projection space, which offers a unique opportunity for film screenings, social events, product launches and more.

Tickets are free and include a complimentary drink on arrival. To reserve your space visit: <https://www.eventbrite.co.uk/e/yo-tells-rise-of-the-instafamous-tickets-78177291383>  
YOTEL Edinburgh opened earlier this year and is the tech-inspired hotel group's first city centre hotel in the UK. The 276-room hotel offers an experience driven by sleek minimalistic design and clever use of technology for those who appreciate quality but don't need the fuss of a traditional luxury hotel.

### **ENDS**

Visit [www.yotel.com](http://www.yotel.com) for more information.

For further press information or images, contact [yotel@stripecommunications.com](mailto:yotel@stripecommunications.com)

### **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 seven city centre hotels in New York, Boston, San Francisco, Washington D.C., Singapore, Edinburgh and Amsterdam. YOTEL is expanding rapidly with new projects under development globally, including Porto, Glasgow, 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](http://www.yo.co.uk)).