

## FIRST-CLASS ROMANCE - SOME IMPRESSIVE AND CONVINCING REASONS FROM YOTEL TO SPEND YOUR VALENTINE'S WEEKEND IN AMSTERDAM NOORD

**Amsterdam, 5 February 2020:** We can no longer ignore Amsterdam Noord. It's hip, it's fun and ... it's romance. And let's face it, there are only so many times you can look at canals! Between the sheds filled with street art and some excellent local hotspots, you might just find romance with a capital R in Noord - so live on the edge and make the crossing this Valentine's Weekend.

YOTEL gives some convincing reasons to celebrate the day of love in Noord. And did you know it will fall on Friday this year? So, come and settle in for the weekend at one of Amsterdam's trendiest new hotels.

### 1. Bike yourself in love

Take your steel steed tandem and head out. Cycle deeper into North from Buiksloterweg and enjoy a touch of nature in the modern Noorderpark of the lush Vliegenbos. Don't miss the smallest church in Amsterdam: this tiny little white church can be found along Meerpad, just above Vliegenbos.

### 2. 'YO in my heart' cocktail

Whether you are veterans at the going out thing or alternatively need to break some ice to get started, head to Komyuniti bar inside the contemporary YOTEL for a delicious Valentine's cocktail. The "YO In My Heart" cocktail has been specially prepared for this romantic occasion and has hints of ginger, vanilla syrup, lemon juice and protein - the rest is our secret, but we promise it will be a great start to your Valentine's night.

### 3. EYE Film Museum

Take a moment here at the end of the day for a beautiful view of the river IJ with Amsterdam Central Station as a stunning backdrop. With water reflecting on the ceiling, the atmosphere is calm, yet the exhibitions are often a bit controversial. And if just being together is all you want - check out what's on at the cinema!

### 4. Ménage a trois

Just putting it out there as modern love comes in many different forms and everyone is welcome at YOTEL. So when you cannot choose between your Tinder dates or just want to inject some excitement into your relationship, YOTEL offers rooms of all shapes and sizes.

### 5. Stroll through the IJ flea market stalls

This is undoubtedly the biggest flea market in Europe and an excellent way to see if you and your partner have the taste in vintage clothing, furniture and other gadgets. Lose yourself amongst the colourful stalls and enjoy your spoils over a drink at the IJver. The market is open on Saturday 15 and Sunday 16 February at the NDSM wharf. So if you spend the night at YOTEL, you are only a short walk away.

### 6. NDSM street art

Let's face it - street art is so hot! Next year, a brand-new street-art museum will even open on the NDSM shipyard, but until then, you can get lost in the alleys and between buildings to enjoy the great talent on display on every wall, shed or piece of concrete, normally created by a local artist who lives close by.

### 7. High on love at the Amsterdam Tower

(Love) giddiness guaranteed. Experience what it feels like to 'go over the edge' on a steel swing, perhaps it will even bring back the exhilaration of your first kiss. On top of that, the

Tower offers a pretty spectacular view over Amsterdam - if you can stand the cold, check out the MADAM, the panoramic bar one floor down.

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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 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)).

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