



YOTEL win Business Hotel of the Year at the Business Travel World Awards 2009

London, UK – 19 January 2009: YOTEL, the hotel group which draws on influences of Japan, airline travel and luxury yachts, is excited to announce that they have won Business Accommodation of the Year at the Business Travel World Awards 2009.

YOTEL's CEO Gerard Greene was presented the award by sponsors Barclaycard Commercial on Monday night at the Grosvenor House Hotel, London. The awards, organised by *Business Travel World magazine*, were founded to reflect the industry and celebrate excellence within it. Contenders for the awards were nominated, selected and recognized by a judging panel consisting of well respected industry peers.

YOTEL was created by YO! Founder Simon Woodroffe and YOTEL CEO Gerard Greene. The idea was conceived by Simon after he was upgraded into first-class on a flight. He decided to translate the language of luxury airline travel and Japanese capsule hotels into a small but luxurious cabin. Gerard evolved that idea into reality with YOTEL.

Since its first hotel opened at London's Gatwick Airport in July 2007 followed by Heathrow in Terminal 4 in December 2007 and Amsterdam Schiphol Airport just a few months ago YOTEL is enjoying occupancy rates of nearly 200%. YOTEL is the antithesis to the manic and often stressful airport environment offering guests a haven of calm and quiet with luxury bedding, rejuvenating power showers, relaxing mood lighting, practical work station and free WiFi. A unique alternative to the drab, airport hotel offering, guests have been quick to embrace the convenient location, funky décor, simple booking system (www.yotel.com) and excellent customer service.

Gerard Greene, YOTEL's CEO comments: ' Its tough out there at the moment and our mission has always been to provide luxury hotel rooms at affordable prices by getting rid of everything you don't need in the all too common fluffy hotels; perfect for those expense accounts. Our airport hotels have been well received for short stays or overnight and we will be looking to take YOTEL around the globe in both airports and city centres with our partners IFA Hotels & Resorts. Watch this space!'

Simon Woodroffe – founder of all things YO ! said 'At last the honest grail of price innovation and quality has spread to the business traveller. Every business today searches the horizon for cost savings to stay afloat on the rough seas of survival. Here at YOTEL we are delivering prices a business traveller expects with the luxury they're always used to.'

For more information or to book, log onto www.yotel.com

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EDITOR'S NOTES

Business Travel World Awards

<http://www.btwawards.com/home.asp>

Business Accommodation (under 20 properties) - finalists

Guoman

SilverDoor

The Apartment Service

Yotel

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