



## YOTEL EDINBURGH INVITES FRINGE PERFORMERS FOR ONE NIGHT STAND-UP

*Innovative hotel group offers 240 complimentary rooms this August*

**July 2019, Edinburgh, UK** – YOTEL Edinburgh, the tech-inspired hotel group's first city centre hotel in Europe, officially opens its doors this week (Monday 29 July) and to celebrate is launching One Night Stand-Up, an incredible city first initiative – offering free hotel rooms to Edinburgh Festival Fringe performers throughout the festival.

The 276-room property will offer 10 complimentary cabins (YOTEL speak for rooms), per night, with a total of 240 throughout August. YOTEL Edinburgh will give both up-and-coming and established Fringe performers looking for much needed accommodation, the chance to enjoy a night in Edinburgh's newest and smartest hotel.

The initiative invites accredited Fringe performers to take part in a series of open-mic sessions, from 12 noon – 1pm each day for the entire Festival (2 – 26 August), for a chance to win a free night's accommodation.

Those who receive the best reception from hotel guests will be rewarded with a complimentary stay that night in the hotel, becoming some of the first guests to experience YOTEL Edinburgh.

**Stuart Douglas, General Manager of YOTEL Edinburgh, said:** "There's nowhere quite like Edinburgh during August, so to be opening a new hotel this time of year is incredibly exciting. It's no secret that rising accommodation costs for both performers and guests is an ongoing issue, and so to thank the city for welcoming us with open arms, we wanted to give something back."

"Affordable hotel rooms in the city centre are like gold dust and we have a unique opportunity to use our hotel to support the performers who bring so much to our city at this time of year. Even if they have already secured and booked accommodation elsewhere, they can still escape and enjoy a one-night-stand with us in the heart of the city. We're really excited to see who might come through our doors this month!"  
Continued Douglas.

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 smart hotel 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 and without the hefty price tag.

The hotel's multifunctional public areas provide a sense of community with spaces for co-working and socialising, including a 360-degree cinema room and YOTEL's signature



KOMYUNITI area which offers flexible spaces along with areas to relax and entertain and a full bar.

**ENDS**

For further information on YOTEL please visit [www.yotel.com](http://www.yotel.com)

For further press information or images please contact

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#### **NOTES TO EDITORS:**

##### **ONE NIGHT STAND UP**

- Auditionees will perform in front of existing YOTEL crew and guests and must bring along proof of their listing in the Fringe programme
- Performers will be scheduled on a first come, first served basis and will be 'judged' by YOTEL crew and guests
- Once the audition window closes at 1pm, YOTEL Edinburgh will notify the winning performers of their free stay, either in person or by SMS.
- 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 six airport hotels in London Gatwick, London Heathrow, Amsterdam Schiphol and Paris, Charles de Gaulle, Istanbul Airport, Singapore Changi and five city centre hotels in New York, Boston, San Francisco, Washington D.C. and Singapore. YOTEL is expanding rapidly with new projects under development globally, including London, Edinburgh, Glasgow, Geneva, Amsterdam, Miami, Dubai, Mammoth, Park City, Porto, New York Long Island City, 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.