

REVOLUTIONARY AND SUSTAINABLE HOTEL BRAND, YOTEL, LANDS IN AMSTERDAM NOORD



Amsterdam, October 2019 - YOTEL, the innovative global hotel brand for smart, tech-savvy travellers, will open its doors in Amsterdam Noord on **Monday 4 November**. Complete with an all-day dining concept, a stunning deck and a one of a kind outdoor cinema, the 202-cabin hotel offers a slick experience enhanced by clever use of technology and sustainable design at a surprisingly affordable price.

The brand's first hotel in mainland Europe, [YOTEL Amsterdam Noord](#) is at the epicentre of the up-and-coming Buiksloterham neighbourhood, built on the sunny bank of the Tolhuis Canal. Home to start-ups and creative businesses, the area is also brimming with hip bars, experimental festivals and modern architecture, making it an ideal base for modern travellers.

Cabins - YOTEL speak for rooms - are equipped with signature YOTEL features such as the space-saving adjustable SmartBed™, cool action gel memory foam mattresses, refreshing amenities from Urban Skincare, rejuvenating rain showers, adjustable mood lighting, free super-fast WiFi, HD SMART TVs with Chromecast and much more.

At the centre of the action, guests will find KOMYUNITI, the hotel's relaxed all-day social space, which spills out on to an alfresco waterside deck. The light and airy restaurant and bar will offer a menu of small and large plates, sharing platters and snacks with ingredients sourced from local partners and coffee seasonally selected by speciality roaster, [Workshop Coffee](#). An inviting place for guests and locals to both work and play, KOMYUNITI will also run a programme of neighbourhood events such as yoga and running clubs along with film screenings under the stars at its cosy outdoor cinema.

"We opened one of our first hotels at Schiphol Airport, so it was only natural for us to return and introduce our city hotel concept to a nation who has always embraced us.

"Amsterdam Noord is a thriving cultural hub offering global travellers an exciting opportunity to discover an alternative side of the city. With super easy access to the

centre of town and an array of cool businesses right on our doorstep, it made perfect sense for us to open here. YOTEL is not like anything else in town and we hope our guests enjoy what we have to offer," **said Hubert Viriot, YOTEL CEO.**

Developed by [Being Development](#), and designed by [Studioninedots](#), also based in Amsterdam Noord, the hotel also boasts top notch sustainability credentials. Benefitting from a unique water system which collects, stores, filters and recycles water, the hotel also utilises energy saving LED lighting and sensors to ensure nothing is kept running when not in use. Guests who arrive by electric car will also be able to charge their vehicles at one of the hotel's 10 charging points.

Joy Maroulas, General Manager of YOTEL Amsterdam Noord added: *"We're planning to shake up the scene in Noord, offering a stylish place to work and play. We are extremely proud that our building and our sustainability initiatives will also have a positive impact on the environment."*

Additional amenities include time saving airline-style self-service kiosks, a modern gym open 24/7, bicycle and e-bike rental and space for mooring boats.

YOTEL Amsterdam Noord marks the second city centre YOTEL in Europe, following the opening of YOTEL Edinburgh New Town in July and complements the brand's YOTELAIR hotel at Amsterdam Schiphol. YOTEL Porto, Glasgow and London are slated to open early 2020, as part of the brand's impressive global expansion plans.

For more information about YOTEL Amsterdam Noord or to book a stay, visit: www.yotel.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 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, 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).

Visit www.yotel.com for more information.