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INDUSTRY NEWS

Iconic concept arrives

Yotel will bring its revolutionary hotel concept to Singapore with a 600-cabin property on fashionable Orchard Road. The hotel is due to open in 2018. It will act as a springboard into Asia for Yotel, following the opening of its 669-cabin hotel in New York City's Times Square.

YO! founder Simon Woodroffe and Yotel CEO Gerard Greene conceived of the cabin concept to provide a flexible

and convenient 'first class' hotel experience at affordable prices. It was inspired by first class airline cabins.

"Given Yotel is heavily inspired by Asian culture, it is fantastic that we are launching such an iconic project as our first project in Asia," Greene said. "The location is one of the best in Singapore and we have fantastic partners in the Hong Fok Group, which shares our vision. Yotel will bring a unique hotel experience to Singapore. It's a perfect time for the city to embrace a new and exciting brand, a first for Singapore and the launch of affordable luxury for the hotel scene in Asia."

