

YOTEL CHECKS INTO CLERKENWELL WITH FIRST CENTRAL LONDON OPENING



July 2020 – YOTEL, the innovative global hospitality brand for smart, tech-savvy travellers, has today announced it will officially open its first central London hotel in Clerkenwell on 1st August. The launch of [YOTEL London](#) makes the brand set to be the first new hotel to open in the city since lockdown.

Following the launch of YOTEL Edinburgh and YOTEL Amsterdam last year and with others due to open in Glasgow and Porto later this year, YOTEL London will be the third European city-centre hotel for the brand as it continues its impressive global expansion.

Each of the hotel's **212 modern cabins** (YOTEL speak for bedrooms) are equipped with signature YOTEL features such as the space-saving adjustable SmartBed™ with super comfortable gel cooled mattresses, refreshing rain showers, Smart TVs, multiple power and USB charging ports and free super-fast WiFi. With an impressive collection of cabin types ranging from solos, doubles, triples and bunks to the extra-roomy VIP Suite and with epic city views, YOTEL offers the comfort you would expect from a boutique hotel, without the hefty price tag.

A hotel experience driven by minimalistic design and clever use of technology, guests are encouraged to check-in via the **YOTEL App** and download a **SmartKey** for seamless lo-touch cabin entry. Self-service kiosks located in Mission Control offer an alternative way to check-in and check-out in under a minute whilst crew are on hand 24/7 to help with anything from local tips to extra towels.

At the heart of the hotel is **Komyuniti**, a stylish all-day restaurant and bar serving up street food inspired bar snacks and larger plates from bao buns to flatbreads, all washed

down with a range of local craft beer and speciality cocktails. The split-level area, ideal for both work and play, seats 120 with a range of cosy booths, sofas and social tables and bathed in light thanks to its glass ceiling atrium.

Guillermo Gomez, General Manager of YOTEL London, said: *“Every detail of our hotel has been designed to reflect those who want to make the most of their time and money without compromising on a comfortable and modern hotel experience. Our convenient location means easy access in and out of the city as well as offering the opportunity to live like a Londoner and enjoy the neighbourhood as the locals do.”*

With its enviable location in Clerkenwell, central London's creative hub, the hotel is walking distance from excellent transport links such as Farringdon, Barbican and Old Street. The heritage-rich neighbourhood is also filled with plenty of workshops, boutiques and pop-up shops and is recognised for its top-notch restaurants and food markets, including Exmouth Market and Smithfield.

Additional amenities at YOTEL London include two creative meeting spaces equipped with AV technology. Guests can also work up a sweat in the 24/7 gym and pick up a snack from the Grab and Go station. A bespoke piece of art by London based urban pop artist, Rich Simmons welcomes guests into the hotel and reflects the heritage of the area.

Hubert Viriot, YOTEL CEO, said: *“We are so pleased to be bringing YOTEL back home to where it all began. London has a special place in our hearts as our first ever hotels opened here in both Heathrow and Gatwick back in 2007. Our headquarters are also based in London, it's been fantastic to be so close to this project and see it all come to life. Clerkenwell is such a vibrant and creative area and I hope our guests enjoy exploring everything that it has to offer as much as we do.”*

Ahead of its launch and in response to the current situation, ensuring the safety of crew and guests remains YOTEL London's number one priority. [#SmartStay](#), a package of safety measures and resources has been implemented at each hotel worldwide. #SmartStay measures include increased frequency of cleaning, enhanced food safety protocols, hand sanitiser stations and social distancing reminders.

Rates at YOTEL London start from £85 per night.

To learn more about YOTEL London or to book a stay, visit: yotel.com/London



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For further information on YOTEL please visit yotel.com

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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, Amsterdam and London. YOTEL is expanding rapidly with new projects under development globally, including Porto, Glasgow, 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.