



# 5 MINUTES WITH YOTEL

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# A FIRST CLASS HOTEL EXPERIENCE AT AN AFFORDABLE PRICE

Translating the language of luxury airline travel and a touch of Japanese influence into a smartly designed luxury cabin, YOTEL's efficient design generates up to 50% more rooms than traditional hotels on any given site. Proof that 'affordable luxury' is the future of the hotel industry.

## OUR BRAND DNA

WE ARE A UNIQUE, GLOBAL, DIGITAL BRAND THAT DELIVERS AN EXTRAORDINARY, INNOVATIVE EXPERIENCE WITH EXCEPTIONAL SERVICE. UNCOMPROMISINGLY LOCATED AND DESIGNED AROUND OUR GUESTS, OUR SMART SPACES DELIVER OUTSTANDING VALUE. RELAX, WORK AND PLAY...



# OUR TIMELINE



## 2002

YOTEL was created by YO! Founder Simon Woodroffe OBE and Gerard Greene. Inspired by first class travel, they translated the language of luxury airline travel into a design for a small but luxurious cabin.

## 2005

YOTEL signs a financing deal with IFA Hotels and Resorts. The first prototype cabin, designed by specialist aircraft cabin designers Priestman Goode, was exhibited at the 100% Design Show in London.

## 2007

YOTEL opens it's first AIRPORT hotels in the terminals of London's Gatwick and Heathrow Airports.

HEATHROW  
GATWICK

## 2008

YOTEL opens in Amsterdam Schiphol Airport, the first airside hotel.

SCHIPHOL

## 2011

YOTEL opened its first CITY hotel in New York, a 669 bedroom hotel with over 20,000sqft of public space, just West of Times Square.

NEW YORK

## 2014

YOTEL announces new AIRPORT hotels for Changi (Singapore) airport and Charles De Gaulle (Paris) and a CITY hotel also in Singapore.

CHARLES DE GAULLE

CHANGI SINGAPORE

## 2015

YOTEL announces plans to develop CITY hotels in Boston, Brooklyn, San Francisco and Miami in the US and their first hotel in the Middle East in Dubai. There are now 7 new hotels under development across the globe.

BOSTON  
WILLIAMSBURG  
MIAMI  
SAN FRANCISCO



# REDEFINING TRADITIONAL HOSPITALITY

Targeted at the independent, digitally savvy guest that's always on the move, switching seamlessly between work to play. YOTEL delivers intuitive service, value and efficiency with self service airline style kiosks, a fully responsive website, app and free Wifi.

Inspired by First Class travel YOTEL's 'cabins' are uncompromisingly designed around guests, integrating the essential elements of luxury hotels into smaller, smart spaces. Flexible spaces suited to individual needs where guests can refresh, relax and sleep.

All cabins include YOTEL's convertible signature adjustable 'Smartbed' with luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting and a functional 'techno wall' with smart TVs, multi power points and easy connectivity.

The brand offers a range of cabin types to suit every space and every guest. YOTEL's public spaces consist of flexible elements with spaces designed for work, exercise and social gathering.

# PIONEER AND LEADER OF AFFORDABLE LUXURY



LOW

PRICING LEVEL

HIGH

HIGH

LUXURY LEVEL

LOW

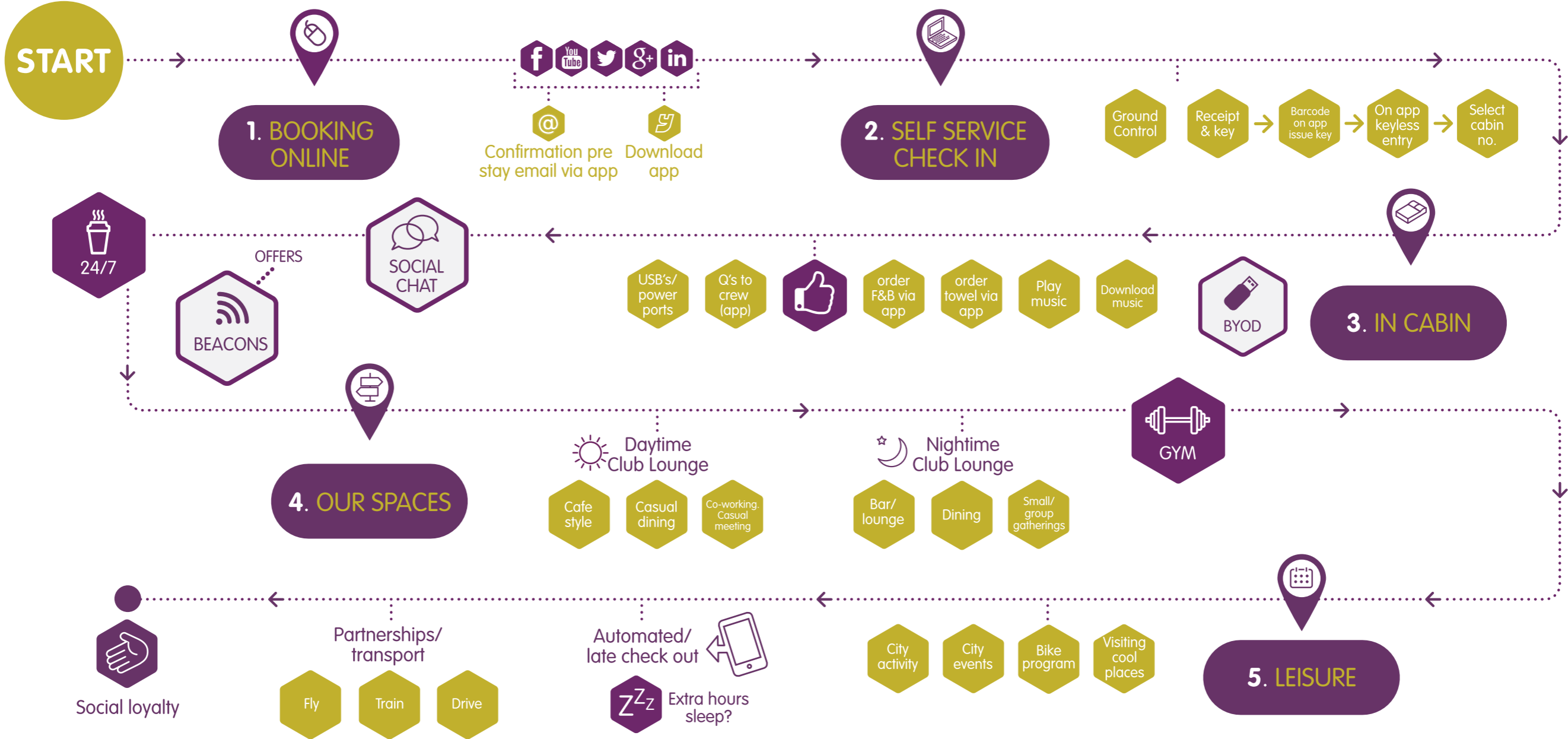
# OUR BRANDS

	CITY	STUDIO	AIRPORT	RESORT
	City Centre/Urban hotels	City Centre/Urban locations. In combo with City product primarily.	In terminal/linked terminal hub airport locations. Airside/landside.	Urban style resort locations.
	100 - 600 rooms	As available	50 - 150 rooms	50 - 150 rooms
MUST HAVES	<ul style="list-style-type: none"> <li>• Mission Control</li> <li>• Selection of cabin types Premium (15 to 25sqm), First and VIP cabins</li> <li>• Club lounge/café/co-working</li> <li>• Food to Go</li> <li>• Gym</li> </ul>	SHARED WITH HOTEL <ul style="list-style-type: none"> <li>• Mission Control</li> <li>• Club lounge/café/co-working</li> <li>• Food to Go</li> <li>• Gym</li> </ul>	<ul style="list-style-type: none"> <li>• Mission Control</li> <li>• Premium cabins (10 to 25sqm)</li> <li>• Food to Go</li> </ul>	<ul style="list-style-type: none"> <li>• Mission Control</li> <li>• Selection of cabin types Premium (15 to 25sqm), First and VIP cabins</li> <li>• Club lounge/café/co-working</li> <li>• Food to Go</li> <li>• Gym</li> </ul>
OPTIONAL	<ul style="list-style-type: none"> <li>• Meeting spaces</li> <li>• Signature F&amp;B outlets</li> <li>• Retail</li> <li>• Terrace (and/or Pool)</li> <li>• Car Park</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting spaces</li> <li>• Signature F&amp;B outlets</li> <li>• Retail</li> <li>• Terrace (and/or Pool)</li> <li>• Car Park</li> </ul>	<ul style="list-style-type: none"> <li>• Mini Club lounge/café/co-working</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting spaces</li> <li>• Signature F&amp;B outlets</li> <li>• Retail</li> <li>• Terrace (and/or Pool)</li> <li>• Car Park</li> </ul>

# DNA OF OUR PROJECTS

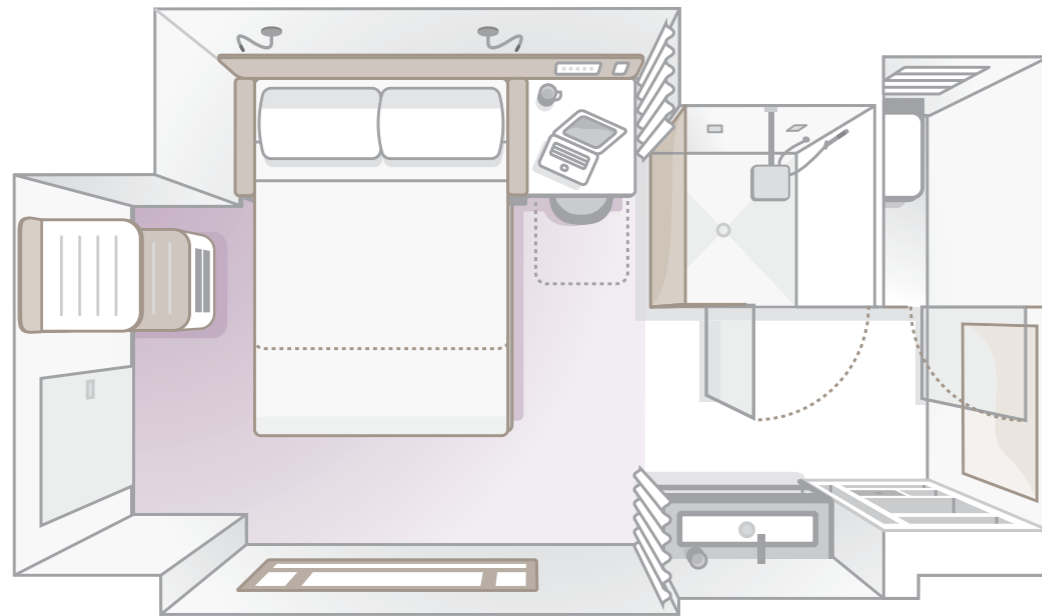


# CUSTOMER JOURNEY



# CITY PREMIUM

- 15.7sqm to 17.7sqm (170sqft to 190sqft)
- Fully adjustable 'SmartBed' with luxury bedding
- Techno wall with flat screen TV, iPod/MP3 connectivity and multi power points
- Monsoon rain shower, heated towel rail and de-misting mirror
- Laptop safe
- Super silent heating and ventilating unit

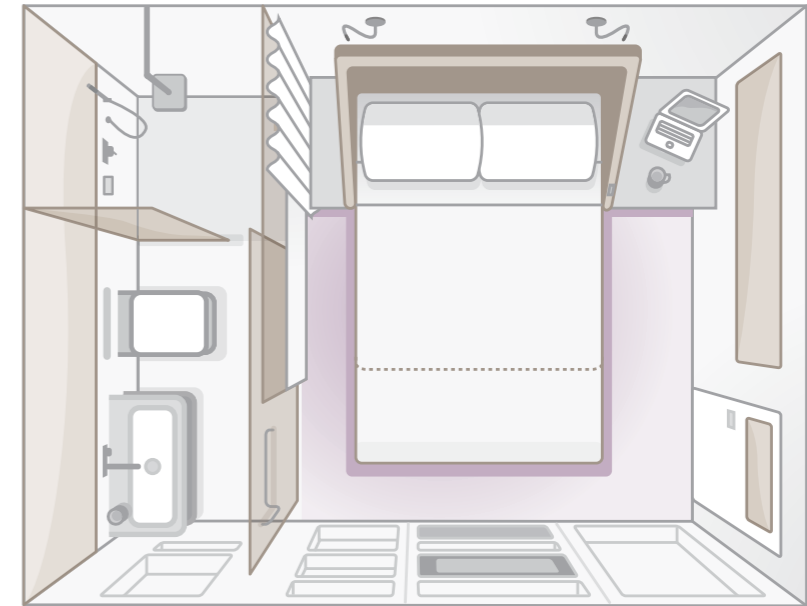
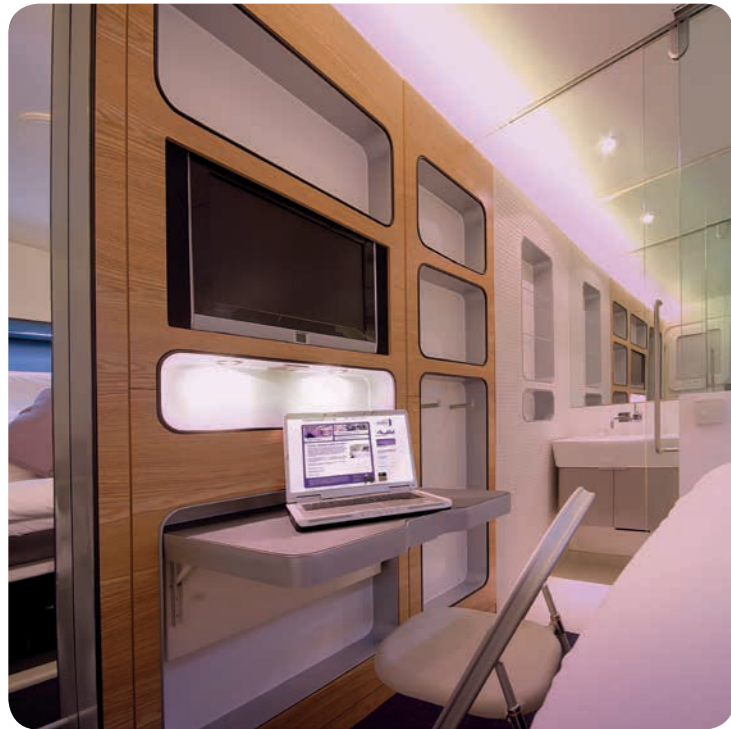




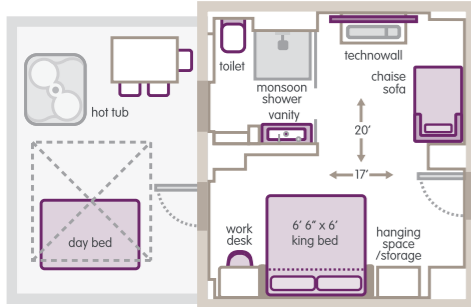
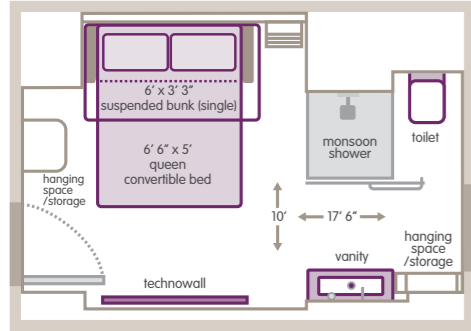


# AIRPORT PREMIUM

- 8.4sqm (90sqft)
- Fully adjustable 'SmartBed' with luxury bedding
- Techno wall with flat screen TV, iPod/MP3 connectivity and multi power points
- Monsoon rain shower, heated towel rail and de-misting mirror
- Lap top safe
- Super silent heating and ventilating unit
- Optional internal/external window



# THE EXTRA FACTOR



For YOTEL city locations we also have options of:

## PREMIUM BUNK CABIN

- Queen bed
- Overhead bunk style bed for an extra one !

## FIRST CABINS

Approx 30sqm (325sqft)

- King beds
- Lounge seating
- Larger walk in shower/bathroom
- Optional private terraces and hot tubs

## VIP CABINS

Approx 100sqm (1075sqft)

- Suite style king size one bedroom cabin
- Lounge seating
- Larger bathroom with tub



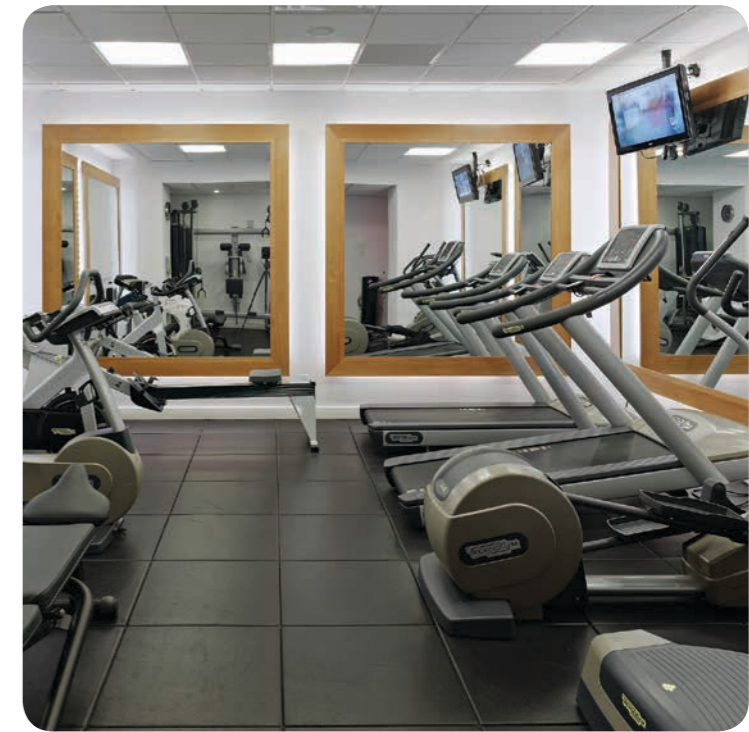
# FLEXIBLE BY DESIGN

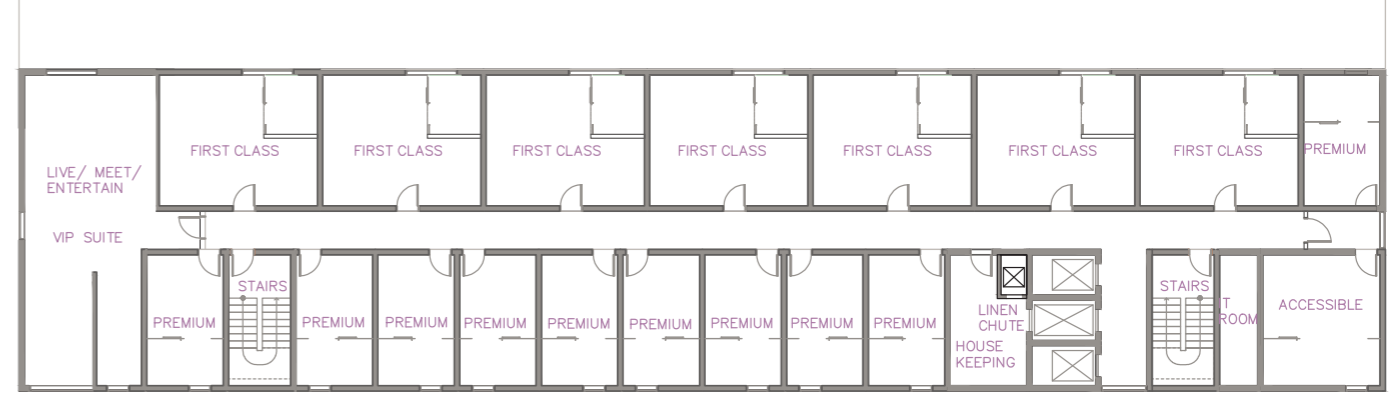
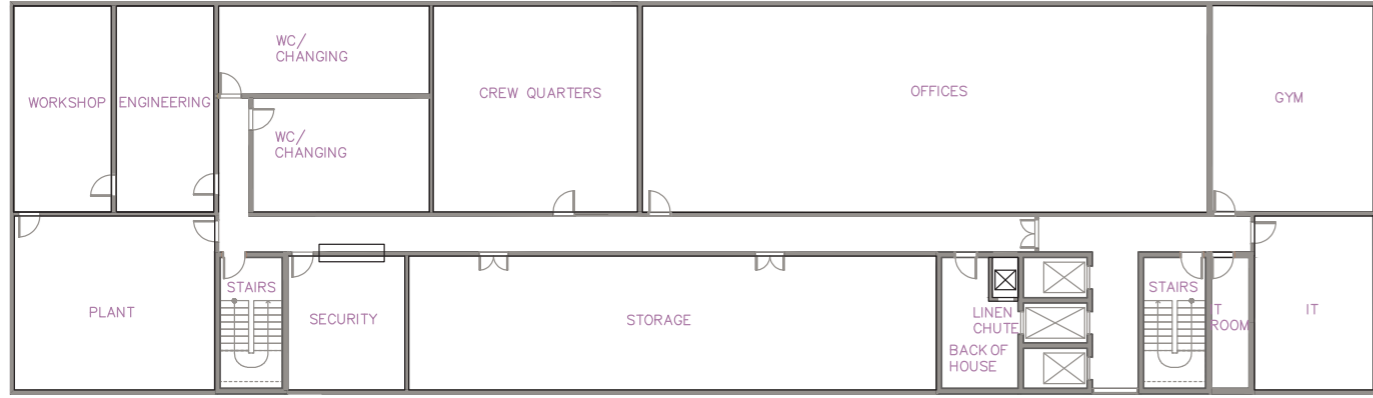
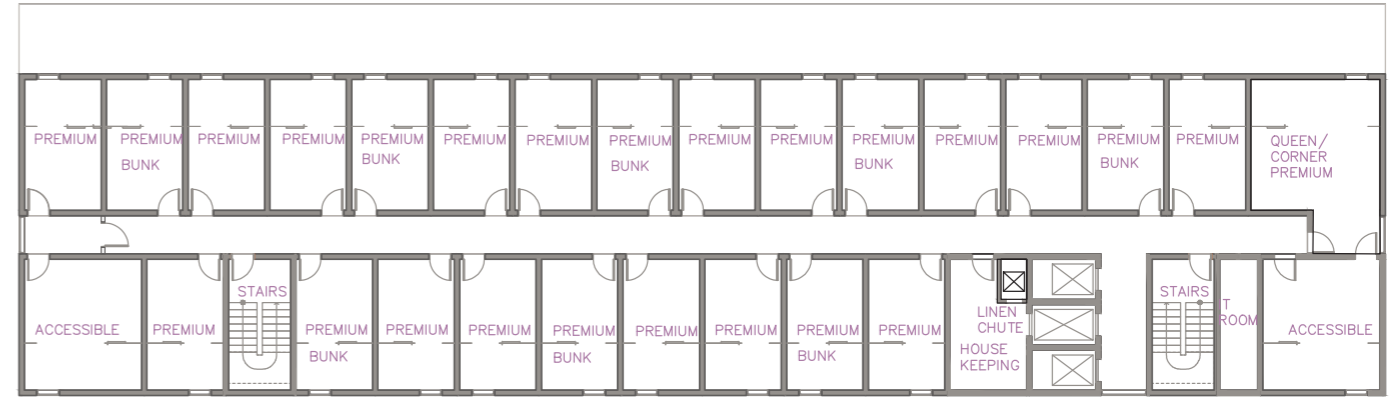
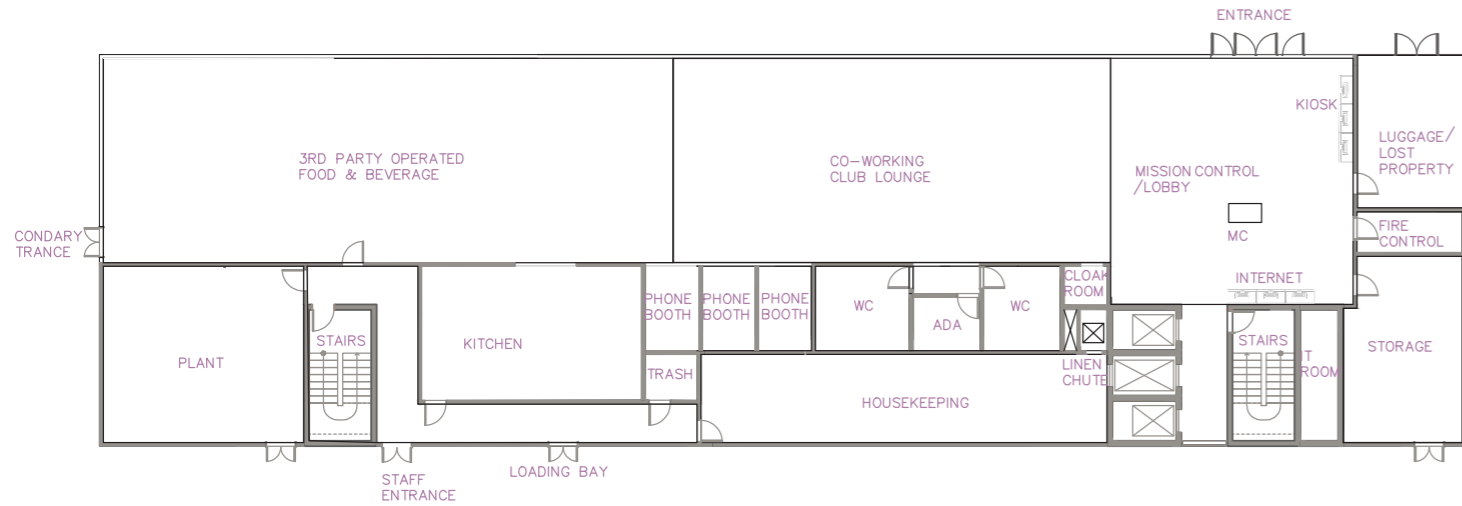
**Work, rest and play...** our spaces are flexible, transformable and are perfect for socialising, networking, casual meetings, entertaining and events.

- Mission Control is at the heart of the action in our public space, it's both a meeting point and a 24/7 help desk
- Signature Club Lounge acts as a social hub and encompasses flexible meeting and co-working spaces, a restaurant and bar
- Every YOTEL comes with a gym

The extra factor...

- Private meeting rooms
- Rooftop deck
- Pool deck
- Signature restaurant

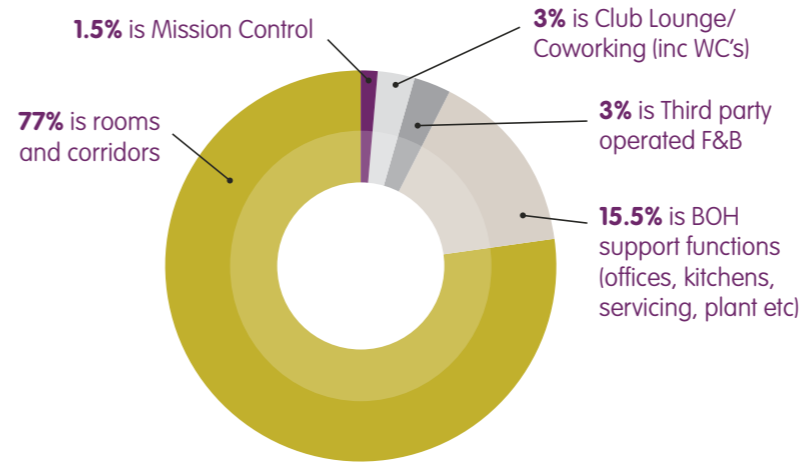
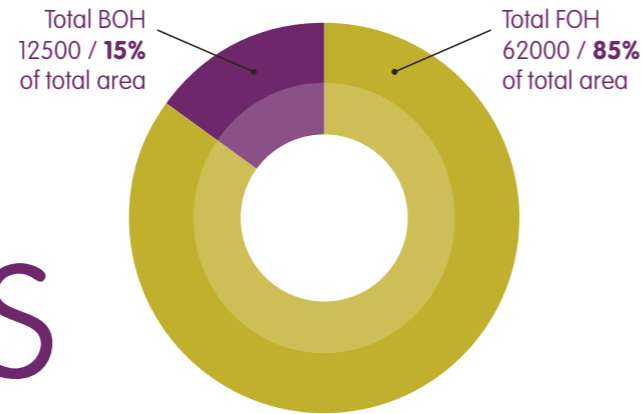




BASED ON 300 KEYS

OF WHICH OF THE OVERALL TOTAL APPROXIMATELY ...

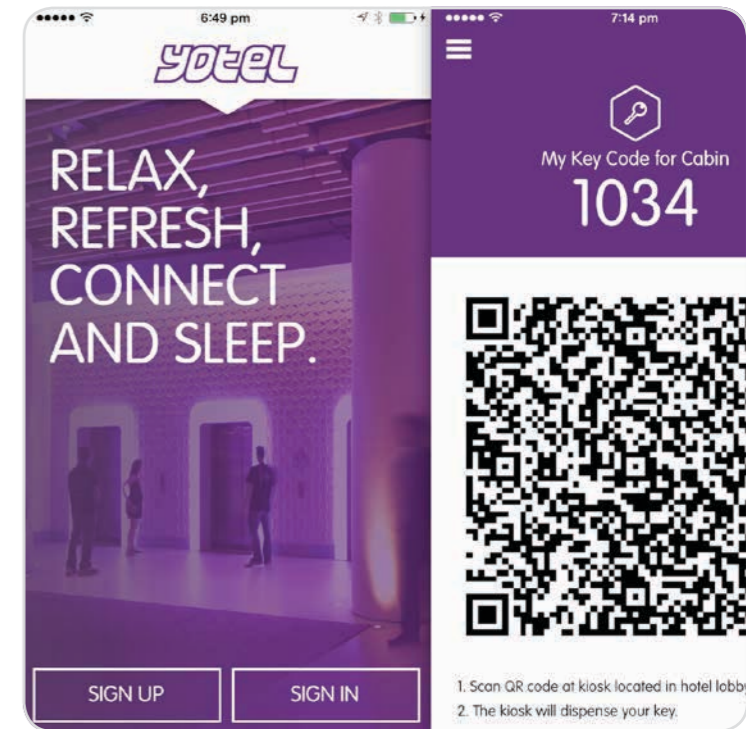
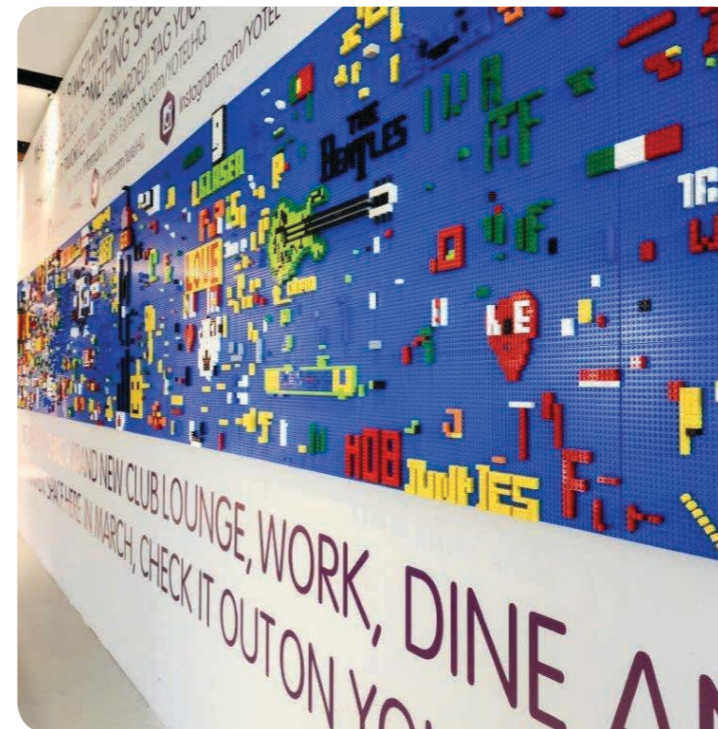
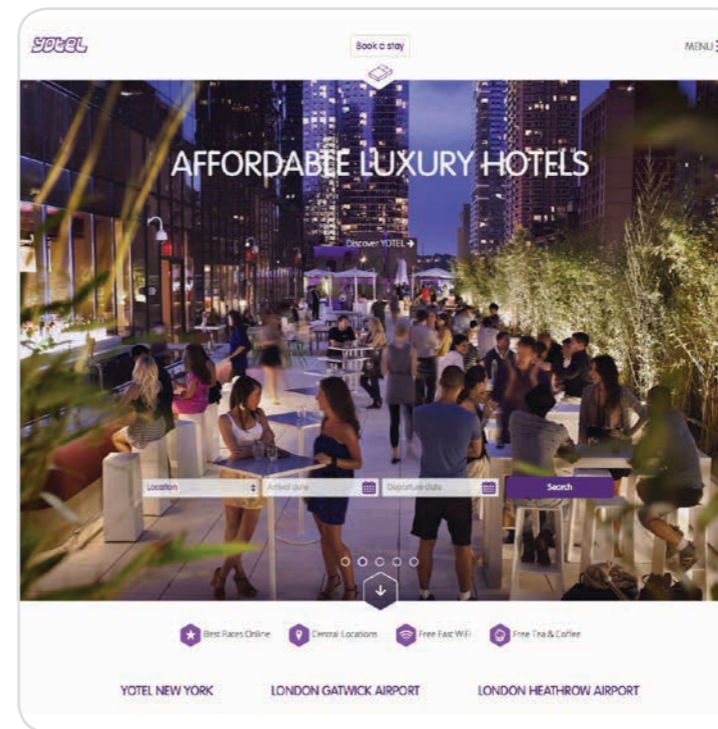
# HIGHLY EFFICIENT FLOORPLATES



# A DIGITAL BUSINESS MODEL

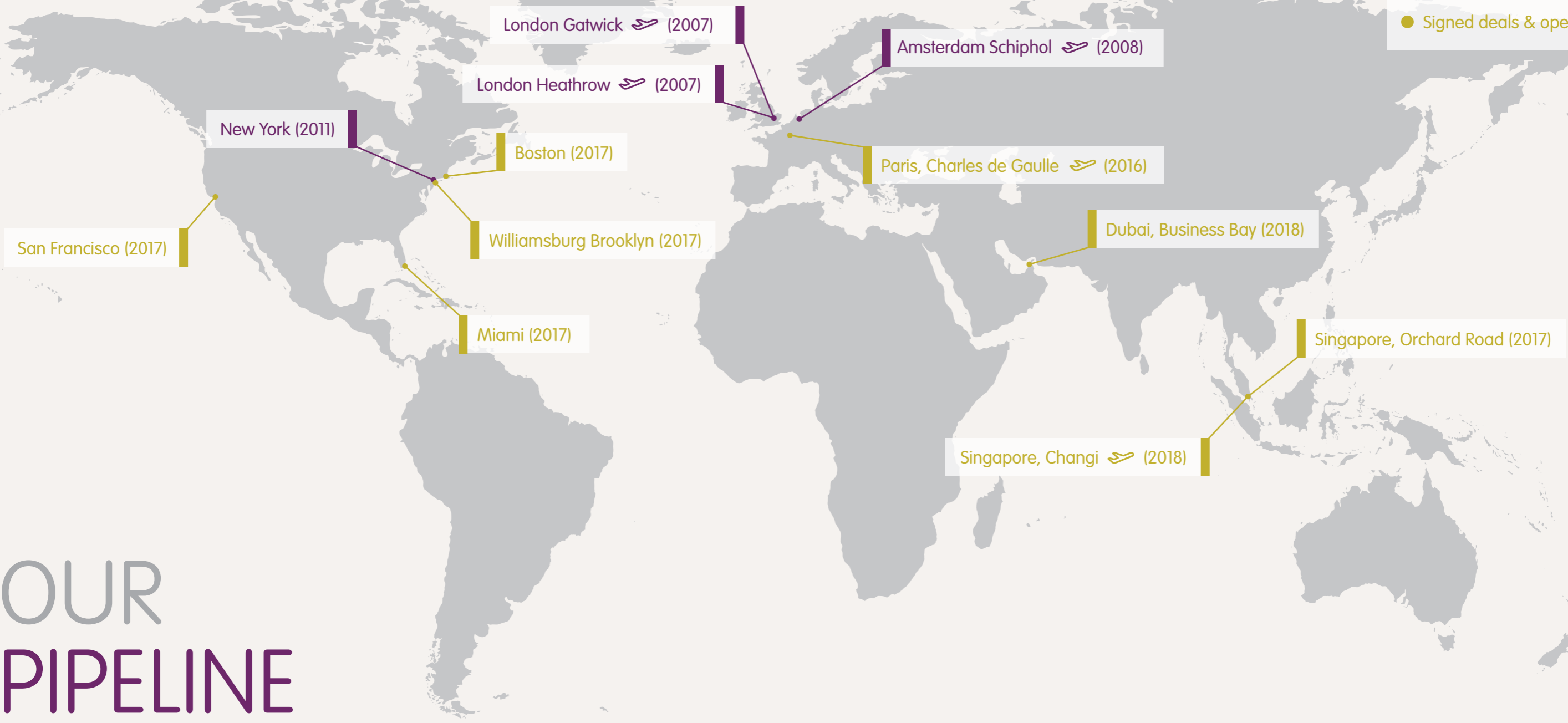
Supported by a strong distribution strategy focusing on direct channels:

- Fully mobile and tablet responsive online presence pushing over 40% of revenue to our direct channel
- Continued investment and development of our owned and managed booking engine
- Unique bespoke Property Management System for Airports with an hourly booking system
- YOTEL app delivering, fast track check in, curated local information, late check out, social chat and beacon messaging
- Strong social media presence with culturally driven content



3,500+ keys in the pipeline

- Existing locations
- Signed deals & opening dates



# OUR PIPELINE

# DEVELOPMENT CRITERIA

We are looking for sites across the globe which fulfil the following criteria:

## LOCATION

- Densely populated urban central locations
- In major cities areas of fashion, design, technology and creativity
- Areas of high footfall and activity, close to restaurants, bars, cafes, shops and corporate offices

## SCALE

- City product has a GIA of 23sqm to 33sqm (250sqft to 350sqft) per key for a new build
- Minimum sites of 4,650sqm to 13,950sqm (50,000sqft to 150,000sqft) and above

## FACILITIES

- Premium City cabin, our core product – 12sqm to 24.5sqm (130sqft to 265sqft) should be used wherever possible
- We have a range of room types we can deploy to maximise the use of challenging floor plates from a 9.3sqm (100sqft) windowless room to our 100sqm (1075sqft) VIP room
- Our 15.8sqm (170sqft) bunk room is interchangeable with the city premium cabin due to its size, but also achieves strong revenue levels through flexibility
- Options on public spaces from a range of elements but ‘must haves’ include Mission Control, Club Lounge and a Gym
- A 75/25% front of house/back of house split

## DEVELOPMENT METHODS

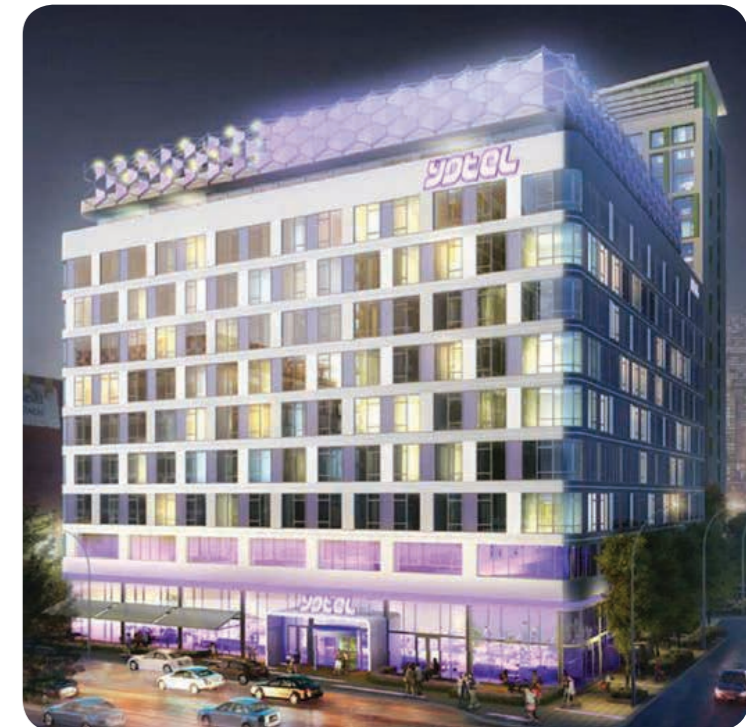
- New build or conversion.

## OPERATING AGREEMENTS

- Fee simple lease/management contract.

## INDICATIVE DEVELOPMENT COST

- The cost is dictated by the development method and location. We are between £80-95k or \$130-150k



# STRONG INVESTOR RETURNS

50%

MORE KEYS PER SITE

10%

STABILISED CF YIELD TO COST

40%

STABILISED NOI / EBITDA

95%

CITY CENTRE REVPAR INDEX

25%

AVERAGE LEVERED IRRs

200%

AVERAGE AIRPORT REVPAR INDEX

15.8sqm (170sqft)  
FOR A CITY  
PREMIUM CABIN

85%  
CABIN FLOOR  
EFFICIENCY

30.2sqm (325sqft)  
GROSS  
PER CABIN

3.5X  
AVERAGE EQUITY  
MULTIPLES



# AN ENTREPRENEURIAL COMPANY

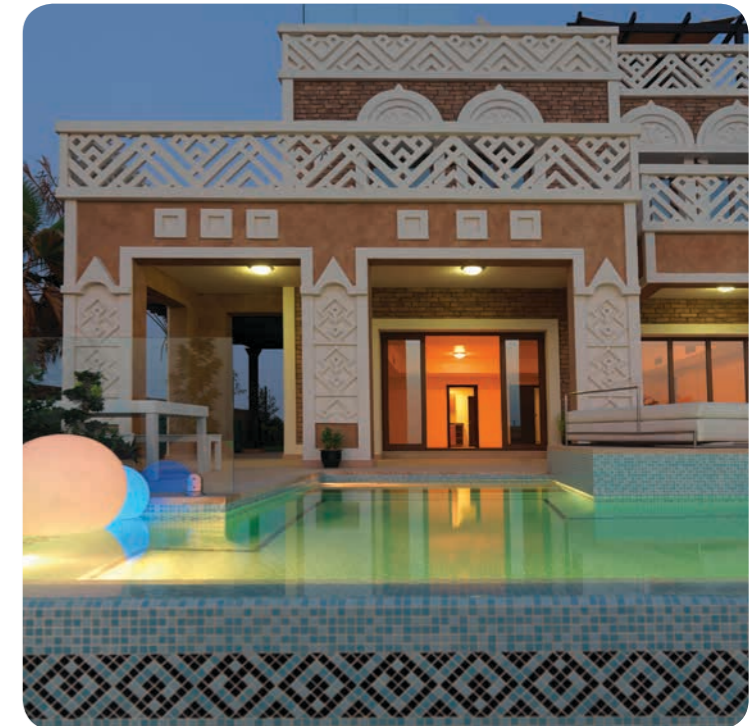
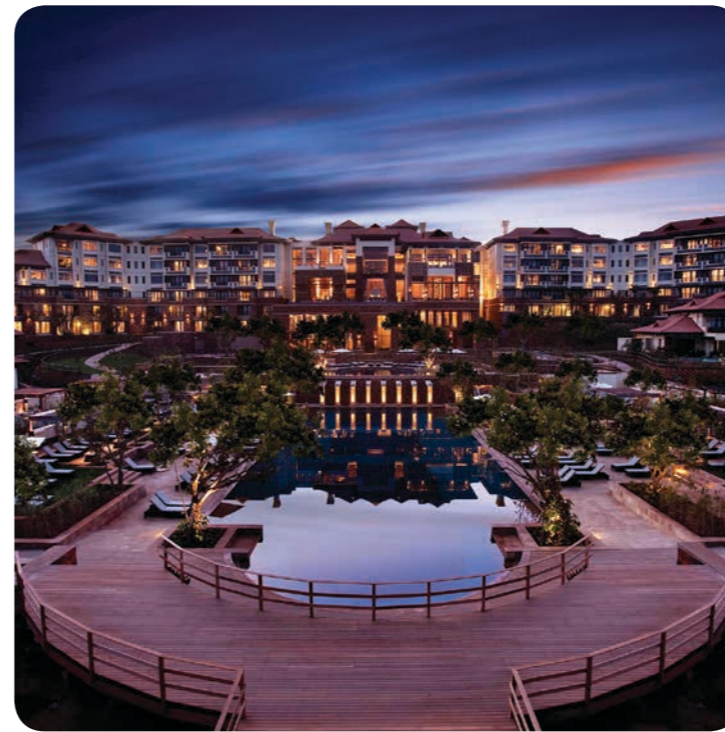
## WITH INSTITUTIONAL BACKING

With sponsorship from IFA Hotels & Resorts since 2005, YOTEL is well situated to pursue key money investments, leases, joint ventures and acquisitions in key markets around the globe - a true competitive advantage above other brands.



## IFA HOTELS & RESORTS

- Est. in 2001 and headquartered in Dubai, IFA Hotels & Resorts is a worldwide leader in the development of mixed-use hotel and residential resort projects as well as luxury leisure services
- IFA H&R is listed on the Kuwait and Johannesburg Stock Exchanges and has a market capitalization of approximately \$1 billion
- It represents the real estate interests of the IFA Consortium of Companies, headed by Talal Al Bahar, Chairman of International Financial Advisors (“IFA”) which owns ~55% of IFA H&R
- IFA H&R is present in 14 countries across 4 continents with 7 operating properties and 30 properties under development
- Among these, IFA H&R recently completed the construction of the Fairmont Palm Hotel & Resort, a 381 key 5-star luxury hotel on the Palm Jumeirah in Dubai; 37,000sqm of commercial area on the Golden Mile; and YOTEL New York



## TARGET CITIES

If you can fulfil all the development criteria in one of our target cities, as detailed below, then we would love to hear from you!



## AWARDS

**2014 - THE HOTEL MARKETING ASSOCIATION (HMA)**  
Highly Commended by the Hotel Marketing Association (HMA) in December 2014 in the Best Website & SEO Marketing category for “a great example of addressing a business issue and designing a site for a specific audience.”

### 2012 - AWARDED YOTEL NEW YORK LEED® GOLD CERTIFICATION

• Awarded LEED® “Gold” certification by the U.S. Green Building Council and verified by the Green Building Certification Institute (GBCI). LEED is the nation’s preeminent program for the design, construction and operation of high performance green buildings.

### 2012 - HOSPITALITY DESIGN AWARDS

Honouring the achievements of superior design and architecture.

- Winner - Best Mid-Range/Economy Guestroom, YOTEL New York
- Winner - Mid-Range Economy Hotel, YOTEL New York

### 2012 - DESIGN WEEK AWARDS

Honouring the quality of innovation and creativity in design.

- Winner - Hospitality and Workplace Interiors award, Rockwell/Softroom and YOTEL New York
- Finalist - GBH for design of YOTEL New York’s signage

### 2011 - BOUTIQUE DESIGN AWARDS

Honouring the best and brightest hotel spa, restaurant, nightclub designs.

- Coolest use of Technology for YOBOT

### 2011 - HSMIA ADRIAN AWARDS

Honouring achievements in advertising, PR and digital marketing in the travel industry.

- DKC, YOTEL’s PR agency, won the Gold Award for Best Hotel Opening, YOTEL New York

### 2011 - GOLD KEY AWARDS

Honouring excellence in hospitality design.

- Finalist for ICON IN DESIGN in 4 categories: Urban Hotel, Suite, Room and Lobby/Reception Area

### 2011 - WORLDWIDE HOSPITALITY AWARDS

Celebrates industry innovation for hotels.

- Winner - Innovative Concept for YOTEL New York

### 2011 - TRAVEL WEEKLY MAGELLAN AWARDS

Honouring the best in travel and design.

- Best Room Design, YOTEL New York
- Best Restaurant Design, DOHYO Restaurant and Bar, YOTEL New York

### 2009 - BUSINESS TRAVEL WORLD AWARDS

Organised by Business Travel World magazine, were founded to reflect the industry and celebrate excellence within it.

- Winner - Business Accommodation

### 2008 - SCHIPHOL CONSUMERS AWARD

- Most innovative new addition to the airport - YOTEL Amsterdam Schiphol Airport

### 2007 - SLEEPER MAGAZINE

- Innovation Award - YOTEL Airports

### 2005 - WORLDWIDE HOSPITALITY AWARDS

- Innovative concept in hotel lodging - YOTEL design concept

Design Week Awards

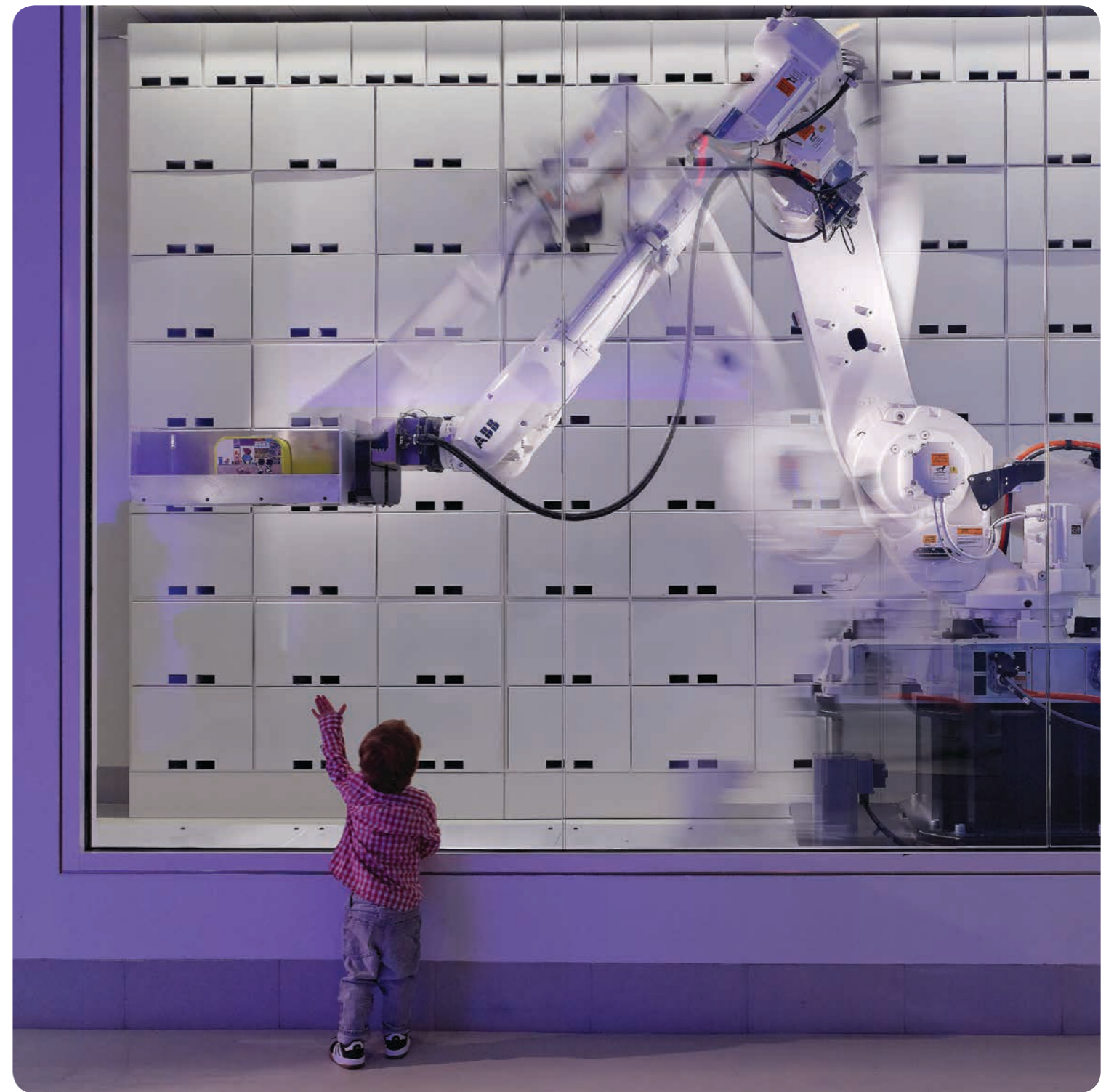
- Hospitality environments - YOTEL design concept

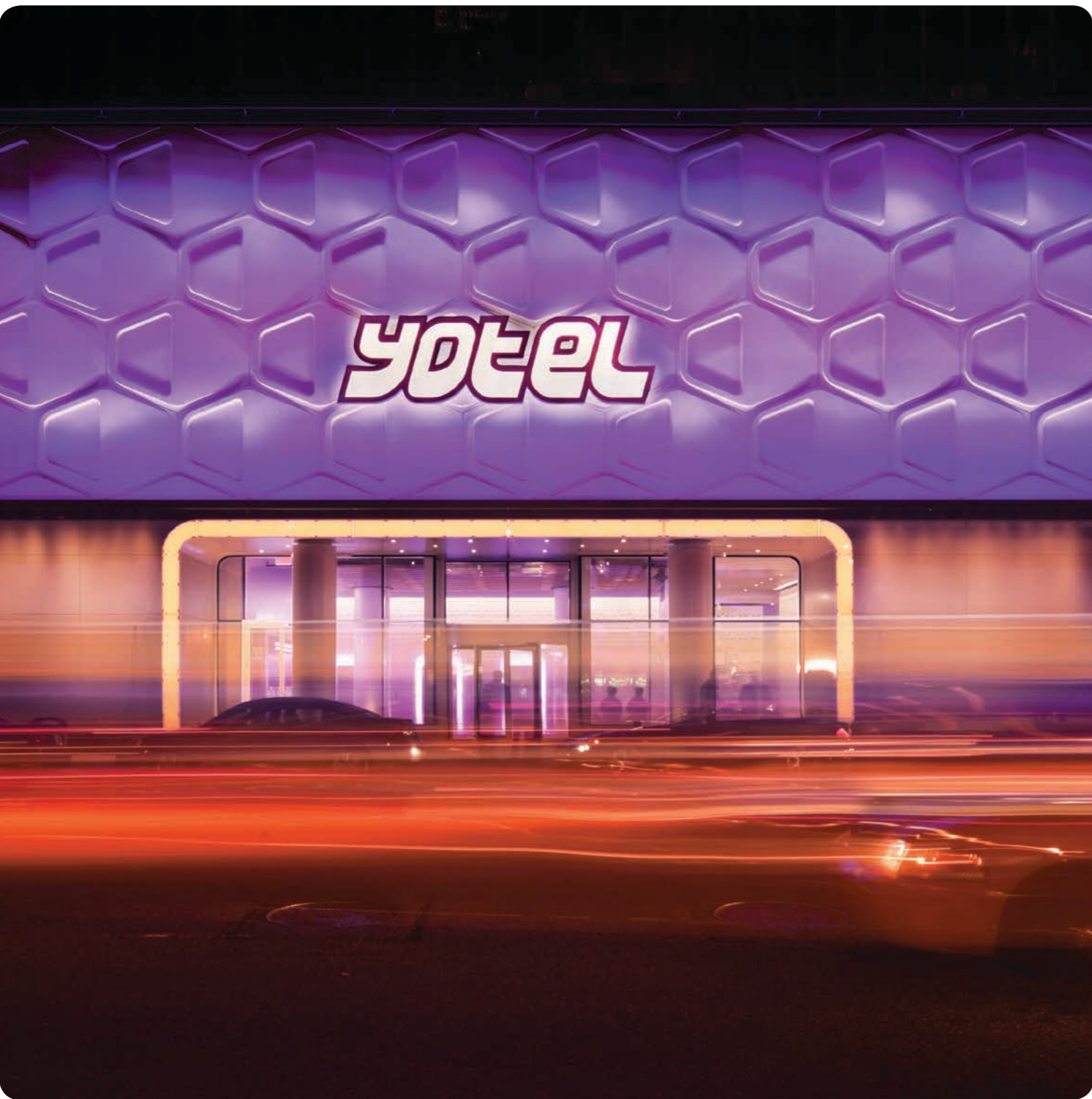
# WE ARE 'GREEN'....

We simply want to do our bit in trying to make our business and the way we do business as sustainable and environmentally friendly as possible, while also giving a little bit back to our community and the people we share this planet with. We believe what is good for the planet also tends to be pretty good for people too.

We are proud to say that in September 2012 we were awarded LEED® 'Gold' certification, by the U.S. Green Building Council, for demonstrating remarkable green building leadership when constructing and operating our hotel in New York. We are the only hotel in New York in our set to obtain the gold status.

To ensure YOTEL continues to grow as a company that is considered an environmentally friendly business, we are making green and sustainable policies part of our brand standards. We have a crew champion in each of our hotels that encourage their teams to continue to improve our sustainability record.





## CONTACT

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