

**FIVE  
MINUTES  
WITH  
YOTEL**  
2020

*YOTEL*

**yotel**  
AMSTERDAM



# REDEFINING TRADITIONAL HOSPITALITY

YOTEL provides its independent, travel savvy guests with everything they need and nothing they don't.

YOTEL uses cutting edge design and construction techniques to build hotels with small but perfectly-formed rooms for people who appreciate quality but don't need the fuss of a traditional luxury hotel. Without the unnecessary extras, guests enjoy tasteful rooms in city centre locations at affordable prices.



# OUR MISSION

## WHO IS YOTEL?

We disrupt the world of hospitality through people, technology and design. These allow YOTEL to stand out, appealing to Generation YO looking for extraordinary experiences, a sense of fun, and value in sought-after locations. Our smart thinking makes YOTEL an exciting place for our crew to work; for guests to experience; and for owners to invest.

YOTEL

# YOTEL STORY

**2006**

First prototype cabin was designed and built to demonstrate it was possible to achieve a luxury feel in a compact space through smart and clever design

**2007/8**

YOTEL opens its first hotels in **London Gatwick, London Heathrow and Amsterdam Schiphol** airports

**2011**

YOTEL opens its first city hotel in **NYC**

**2014**

YOTEL owners, **IFA** take an active role in expansion strategy with new CEO and management team appointments

**2017**

YOTEL announces a \$250m strategic partnership with **STARWOOD CAPITAL GROUP**

**2018**

YOTEL launches new long stay brand **YOTELPAD** with six projects

**2019**

YOTEL opens **7** new hotels including its first city centre hotels in Europe

**2021**

**32 HOTELS BY 2021**  
**50 HOTELS BY 2025**

# WHY YOTEL?



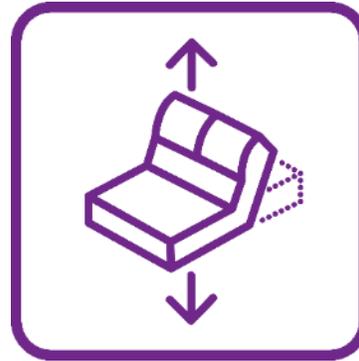
## EXTRAORDINARY VALUE

Our compact cabins (YOTEL-speak for bedrooms) have been cleverly designed to maximise space and save you money



## SOUGHT-AFTER GLOBAL LOCATIONS

You'll find YOTEL in major world cities and international airports – smart, convenient locations that save you on travelling times



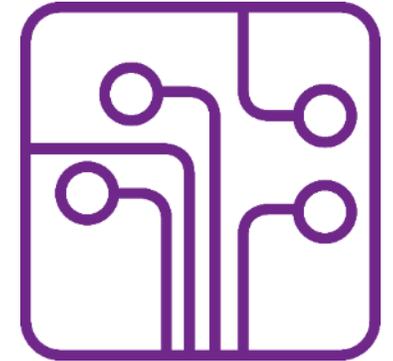
## INNOVATIVE FLEXIBLE DESIGN

YOTEL focuses on everything you need and nothing you don't to deliver a seamless journey from booking to departure



## SENSE OF COMMUNITY

Inspiring public spaces where guests can eat and drink, work, rest and play



## SMART TECHNOLOGY

Airline-style check-in kiosks, our unique SmartBed™ and fast-free WiFi place the guest at the heart of YOTEL

# YOTEL VALUES



## INTUITIVE

Seeking to understand other people's needs, thoughtful and intuitive



## EFFICIENT

Doing what's needed and nothing that isn't constantly improving with purpose. No compromise



## HONEST

True to who we are, delivering what we say. No nonsense



## SMART

Resourceful and clever decisions, smart design



## INSPIRING

Through creativity and innovation, everywhere

# YOTEL BRANDS



**YOTEL AIR**

**TRAVEL SMARTER**

Airport and transit hub terminals  
4 to 24 hours



**YOTEL**

**HOTEL SMARTER**

City centre / urban locations  
1 to 3 days



**YOTEL PAD**

**LIVE SMARTER**

Sought after locations  
1 day to 1 year

## MUST HAVE

Mission Control,  
shower cabins,  
vending machine

Mission Control,  
KOMYUNITI, gym

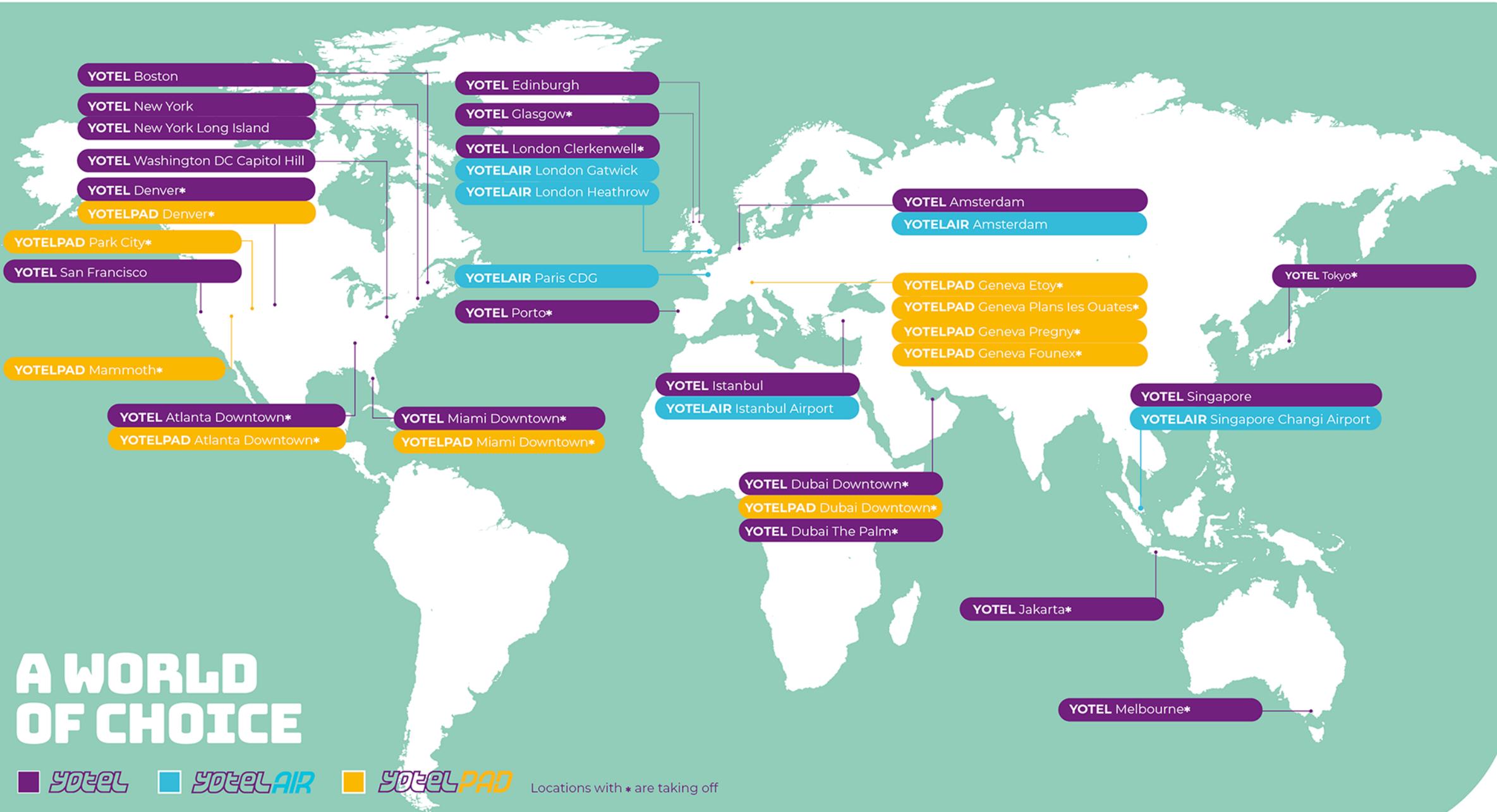
Mission Control, lounge /  
coworking space, meeting room,  
gym, storage, laundry room

## OPTIONAL

Mini KOMYUNITI,  
gym

F&B outlets,  
retail, parking,  
terrace and pool

Retail, F&B outlets,  
pool, parking



**YOTEL** Boston

**YOTEL** New York

**YOTEL** New York Long Island

**YOTEL** Washington DC Capitol Hill

**YOTEL** Denver\*

**YOTELPAD** Denver\*

**YOTELPAD** Park City\*

**YOTEL** San Francisco

**YOTELPAD** Mammoth\*

**YOTEL** Atlanta Downtown\*

**YOTELPAD** Atlanta Downtown\*

**YOTEL** Miami Downtown\*

**YOTELPAD** Miami Downtown\*

**YOTEL** Edinburgh

**YOTEL** Glasgow\*

**YOTEL** London Clerkenwell\*

**YOTELAIR** London Gatwick

**YOTELAIR** London Heathrow

**YOTELAIR** Paris CDG

**YOTEL** Porto\*

**YOTEL** Amsterdam

**YOTELAIR** Amsterdam

**YOTELPAD** Geneva Etoy\*

**YOTELPAD** Geneva Plans les Ouates\*

**YOTELPAD** Geneva Pregny\*

**YOTELPAD** Geneva Founex\*

**YOTEL** Istanbul

**YOTELAIR** Istanbul Airport

**YOTEL** Singapore

**YOTELAIR** Singapore Changi Airport

**YOTEL** Dubai Downtown\*

**YOTELPAD** Dubai Downtown\*

**YOTEL** Dubai The Palm\*

**YOTEL** Jakarta\*

**YOTEL** Melbourne\*

**YOTEL** Tokyo\*

# A WORLD OF CHOICE

**YOTEL**

**YOTELAIR**

**YOTELPAD**

Locations with \* are taking off

# YOTEL PROFILE

## BY AGE GROUP



## BY GENDER

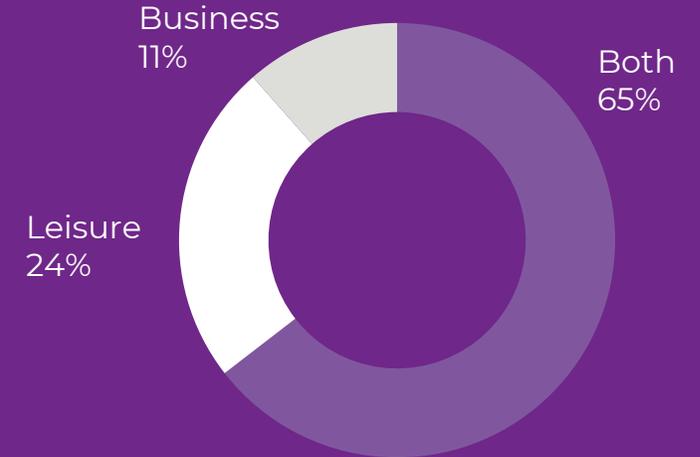


OVER  
**2**  
MILLION  
GUEST STAYS

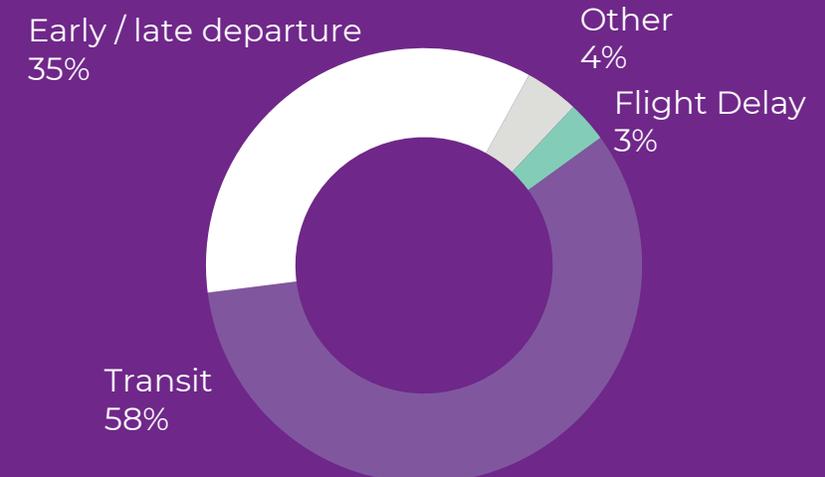
## TOP CORPORATE ACCOUNTS



## PURPOSE OF STAY (YOTEL)



## PURPOSE OF STAY (YOTELAIR)



# TECHNOLOGY AT THE HEART OF THE BRAND

PLUGANDPLAY

## ENABLING A SEAMLESS EXPERIENCE

Super-fast WiFi

Fully responsive website for mobile and app

Mobile self check-in / out and keyless entry

Bring Your Own Device to connect and cast to the TV

Bespoke booking engine and flexible check-in / out times

Partnership with accelerator start up 'Plug and Play' to be at the forefront of innovation



# INNOVATION

We innovate; others follow

Airline-style self-service check-in

Award-winning SmartBed™

YOTEL Amsterdam – Our first cashless hotel

Cabins bookable from 4 hours

Flexible check-in times

Imaginex 360 degree projection room (Edinburgh)

Partnership with tech incubators Plug+Play

**PLUGANDPLAY**

Lending a helping hand to our crew!



# AMSTERDAM





Houthavens  
(Ferry)

Distelweg

**YOTEL**

Asterweg

Metro Amsterdam  
Noorderpark

Art  
Institute

A'dam  
Tower

Buiksloterweg  
(Ferry)

Amsterdam  
Central Station

# YOTEL AMSTERDAM

## AMENITIES

Adjustable queen size SmartBed™ with Serta cool action gel memory foam mattress

Superfast free WiFi and HD Smart TV with Chromecast

Work desk, electronic laptop-size safe, hairdryer, iron and ironing board

Rain shower

Urban Skincare shampoo, conditioner, body wash and lotion

Unique outdoor cinema with large terrace

## FACTS

202 cabins

1.3km to nearest Metro station

1.8km from Central Station

18km from Amsterdam Schiphol Airport

2.8km from Dam Square

6.5km to RAI convention centre





# YOTEL AMSTERDAM

## HOTEL SMARTER

The first city YOTEL to land in the Netherlands after the YOTELAIR at Schiphol International Airport, YOTEL Amsterdam opened its doors in November 2019 on the Asterweg in up-and-coming Amsterdam Noord. Complete with a range of social and eating spaces, YOTEL Amsterdam will make its mark on the city!

With self-service check-in kiosks to save you time and ergonomically designed “cabins” (YOTEL speak for rooms) to maximise available space, YOTEL breaks with hotel conventions. Central locations, affordable prices, super-fast WiFi and relaxed public areas offer everything you need and nothing you don't

## GUEST SERVICES

Free super-fast WiFi

Self-service kiosk or app check-in / out

24/7 fully equipped gym

24/7 Mission Control

KOMYUNITI social space to eat, drink, work, rest and recharge

# MISSION CONTROL

Airline style self-service check-in and out

Your 24/7 go-to place for anything you might need from our expert Crew

Other services from Mission Control include:

- Bike rental
- Concierge services
- Airport transfers
- Luggage store



# KOMYUNITI

Large, open-plan, multi-purpose social space on the ground floor of YOTEL Amsterdam, plus landscaped outdoor terrace with canal-side docking

Open to everyone: hotel guests, neighbours, and passers-by

- All-day menu of classic comfort food, sandwiches, salads and sweets, including vegetarian, vegan, and healthy options
- Fully stocked bar
- Free super-fast WiFi

Breakfast	6.30am – 10:30am
Bar & lounge	4pm – 1am
Restaurant	11:30am – 10pm



# THE TERRACE



# KOMYUNITI BAR



# KOMYUNITI RESTAURANT



# EVENTS

The restaurant, bar area and adjacent outdoor terrace with boat dock at YOTEL Amsterdam are well suited for an array of events: presentations, product launches, corporate entertaining and events and social gatherings for up to 200 guests.

Additionally, the private dining area in the restaurant can be hired exclusively, with a typical set up for up to 40 people.



# INFORMAL MEETINGS

Our hotel in Amsterdam features flexible co-working and event space suitable for casual brainstorming, collaborative co-working, receptions, informal meetings and corporate events.

We also have our extensive gardens and outdoor deck for events like reunions, product launches, work drinks or parties. Whatever the occasion, make YOTEL your venue..



# OUTSIDE MEETINGS

*YOTEL*

YOTEL Amsterdam has a collaboration together with different meeting/event venues close to the hotel.  
Get in touch for more information!



Kaap Noord  
Smaller meetings

14< attendees



geWoonboot  
Sustainable meetings  
Private dining  
24< attendees



Restaurant IJver  
Private dining  
Bigger meetings  
80< attendees



NXT Museum  
Bigger meetings  
Events  
100< attendees

# FULLY EQUIPPED GYM - 24/7

- Stretching and yoga mats
- Elliptical cross-trainers
- Weightlifting bench
- Rowing machines
- Upright bikes
- Dumbbells
- Treadmills



# CABINS

CABIN TYPES	M <sup>2</sup>	FT <sup>2</sup>	NUMBER OF CABINS	NUMBER OF GUESTS
Premium Queen	14	150	171	2
Triple Cabin	14	150	22	3
First Class	29	312	8	2
VIP Junior Suite	44	473	1	2

- Queen size SmartBed™
- Serta cool action gel memory foam mattress
- Smart TV with Chromecast
- Rain shower
- Electronic laptop size personal safe
- Iron & ironing board
- Desk with multiple sockets



# PREMIUM QUEEN



# TRIPLE CABIN



**FIRST  
CLASS**



**VIP  
JUNIOR  
SUITE**



**CONNECT  
WITH  
US**



@YOTELHQ



YOTEL



@YOTEL



@YOTELhotels



YOTEL\_新加坡



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