



YOTEL BOSTON OPENS IN THE CITY'S SEAPORT DISTRICT

326 cabin hotel, inspired by luxury air travel, lands in Boston

June 22, 2017 (Boston) – YOTEL, the affordable luxury hotel brand, opens its second U.S. location today in Boston's buzzy Seaport District. Inspired by first-class airline travel, [YOTEL Boston](#) features smartly designed cabins, a technology-driven guest experience, clever social spaces for co-working, relaxing and socializing. The new Boston hotel will also introduce the city's newest indoor/outdoor rooftop and terrace, Sky Lounge.

Hubert Viriot, CEO of YOTEL, said, "We are thrilled to introduce YOTEL to Bostonians and visitors alike. The exciting development of the Seaport neighborhood is a great fit for our brand, making it the perfect location for our newest property. We think our innovative style of hospitality will suit those living or visiting Boston and meet the city's growing demand for accommodation."

In keeping with its tech-savvy neighborhood, YOTEL Boston provides a seamless technology-driven guest experience that simplifies the customer journey. At Mission Control, guests can check in with the hotel's airline-style self-service kiosk in under a minute or simply use the YOTEL app for keyless cabin entry. Our Mission Control team is also on hand 24/7 to assist guests. In addition, super-fast and free WiFi are available throughout the property. A tech feature unique to YOTEL Boston is ATOM, an 84-inch digital 'Social Galaxy' displayed on a screen in Mission Control where guests can interact via their social media channels.

YOTEL Boston's 'cabins,' are created with the guest experience in mind - giving them everything they need and nothing they don't. All 326 cabins present the essential elements of a luxury travel experience in smart, sleek spaces. Among these features are YOTEL's signature SmartBed™ with Serta gel mattresses, Technowalls with smart TVs, mood lighting and easy connectivity for devices, monsoon rain showers with bath amenities by Urban Skincare Co. and heated towel racks. The hotel's cabins are offered in multiple layouts from Premium Queen (some with overhead bunks) to First King and a VIP Suite.

The new Boston hotel will welcome guests and Bostonians alike to its social spaces, ideal for co-working, casual meetings, social gatherings and cultural programming. Located on the Ground Floor, Club Lounge is a creatively designed space offering all-day casual dining and a Food-to-Go menu. The bright and inviting space features a bar, private phone booths and an outdoor patio. There is also a gym and meeting/gathering spaces for work or play!

Sky Lounge is Boston's newest indoor and outdoor rooftop spot serving refreshing, creatively crafted cocktails, local beer and small bites alongside 360 degree views. On the 12th floor, the indoor lounge opens to a rooftop terrace where guests and locals can relax and enjoy views of the neighborhood, harbor and the city skyline.

Christopher Hartzell, General Manager of YOTEL Boston said, "Staying at YOTEL gives guests back their time to enjoy what's important to them. We are excited to open our doors

and welcome guests to the YOTEL hospitality experience and all of the great offerings at YOTEL Boston, including Sky Lounge with rooftop bar and terrace, the perfect spot to enjoy summer.”

YOTEL Boston is owned by Wheelock Street Capital and located in the Seaport, an area known for its booming technology scene, luxury high-rises and indie artist community. It sits across the street from One Seaport Square, the sprawling mixed use retail and residential project in development and steps from Boston Harbor, the Financial District, Boston Convention and Exhibition Center and the Institute of Contemporary Art. It is directly accessible to the Courthouse Station on the MBTA’s Silver Line, putting YOTEL three stops from Logan Airport and one stop from South Station.

To book a reservation or learn more about YOTEL Boston, visit www.yotel.com/boston or follow the hotel on Facebook at [YOTEL Boston](https://www.facebook.com/YOTELBoston), Instagram at [@yotel_boston](https://www.instagram.com/yotel_boston) and Twitter at [@YOTEL_boston](https://twitter.com/YOTEL_boston).

###

About YOTEL

Inspired by first class travel, YOTEL translates the language of luxury airline travel into small but luxurious ‘cabins’. Uncompromisingly designed around guests, YOTEL city hotels are taking the essential elements of luxury hotels in smaller, smart spaces and deliver a sense of community with areas for co-working, social gatherings and exercise. Premium Cabins include YOTEL’s signature adjustable SmartBed™ with bespoke Serta gel mattresses, rejuvenating monsoon rain showers, adjustable mood lighting and Technowall with smart TVs, multi power points and easy connectivity to own devices.

YOTEL currently operates four airport hotels under the YOTELAIR brand in London Gatwick, London Heathrow, Amsterdam Schiphol and Paris, Charles de Gaulle airports; and two city hotels, one in the heart of Manhattan, New York and one in Boston’s innovative Seaport district. YOTEL is expanding rapidly with seven new hotels under development globally, including another YOTELAIR in Singapore Changi Airport (2019); and six new city hotels currently under development in Singapore (2017), San Francisco (2017), London Clerkenwell (2018), Amsterdam (2019), Miami (2019) and Dubai Business Bay (2019).

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). YOTEL’s HQ is in London and has offices in Boston, Singapore and Dubai. Its major partner and shareholder is IFA Hotels and Resorts KSCC based in Dubai.

For more information, please visit: www.YOTEL.com

About Wheelock Street Capital

Wheelock Street Capital (www.wheelockst.com) was formed in 2008 by Rick Kleeman and Jonathan Paul, two veteran real estate private equity investors, each with over 25 years of broad real estate transaction experience across all major asset classes. Wheelock has since raised over \$2 billion in capital commitments and is currently investing its fifth fund comprising \$725 million of commitments from leading pension funds, endowments and foundations. Wheelock will invest in a broad range of real estate assets throughout the United States. The fund may invest directly or with high quality joint venture partners through a variety of capital structures and transaction types, including acquisitions, restructurings, and recapitalizations.

YOTEL Boston press contact:

Lisa MacGillivray, marlo marketing, lmacgillivray@marlomarketing.com, 617.375.9700