

IFA brings Yotel to Dubai

KUWAIT-listed IFA Hotels & Resorts has signed a long-term agreement with Dubai Investment Properties to operate a new Yotel in Dubai. This marks the hospitality brand's first property in the Middle East.

The 42-storey hotel is part of a major new development located on Sheikh Zayed Road, directly adjacent to the upcoming Dubai Water Canal Project and at the gateway of Business Bay, the city's fastest growing business district. When complete in early 2018, the hotel will be a short walk from the Business Bay Metro station and just minutes from Downtown Dubai, the Burj Khalifa and The Dubai Mall.

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 will take 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 luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting and Yotel's signature 'techno wall' with smart TVs, multi power points and easy connectivity.

Yotel currently operates three airport hotels in London Gatwick, London Heathrow and Amsterdam Schiphol airports; and one city hotel in the heart of Manhattan, New York.

It is expanding rapidly with seven new hotels under development globally, including two new airport hotels set to open at Paris Charles de Gaulle Airport (2016) and Singapore Changi Airport (2018); and five new city hotels currently under construction in Williamsburg, Brooklyn (2017) Singapore Orchard Road (2017), Miami (2017), San Francisco (2017) and finally Dubai (2018). ■