

# From raw fish to moving beds



Differentiation through digital  
for a start-up hotel brand

Fergus Boyd, VP/Digital & IT Director  
YOTEL

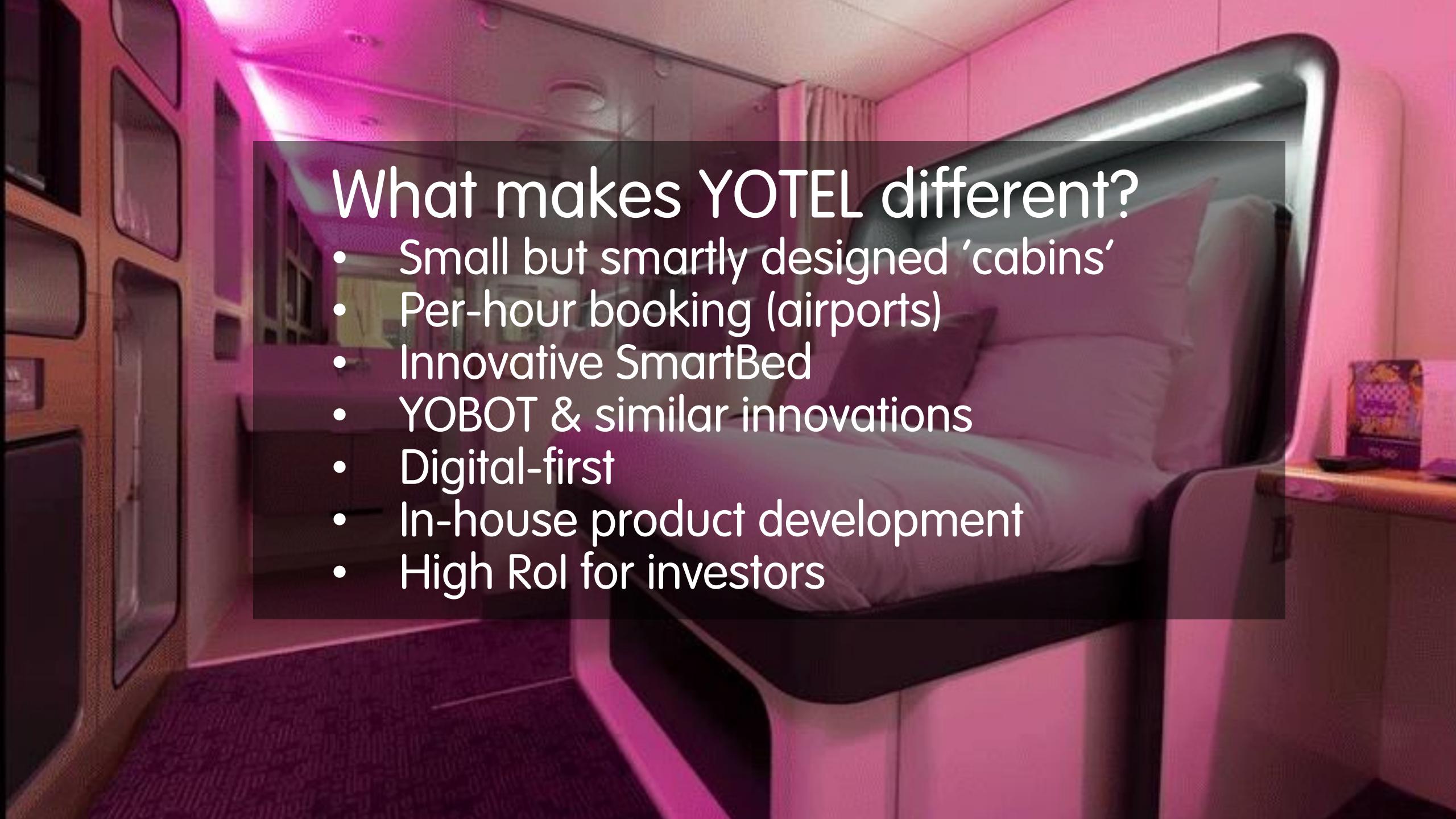
@YOTELHQ  
[www.yotel.com](http://www.yotel.com)



Yo! Who?

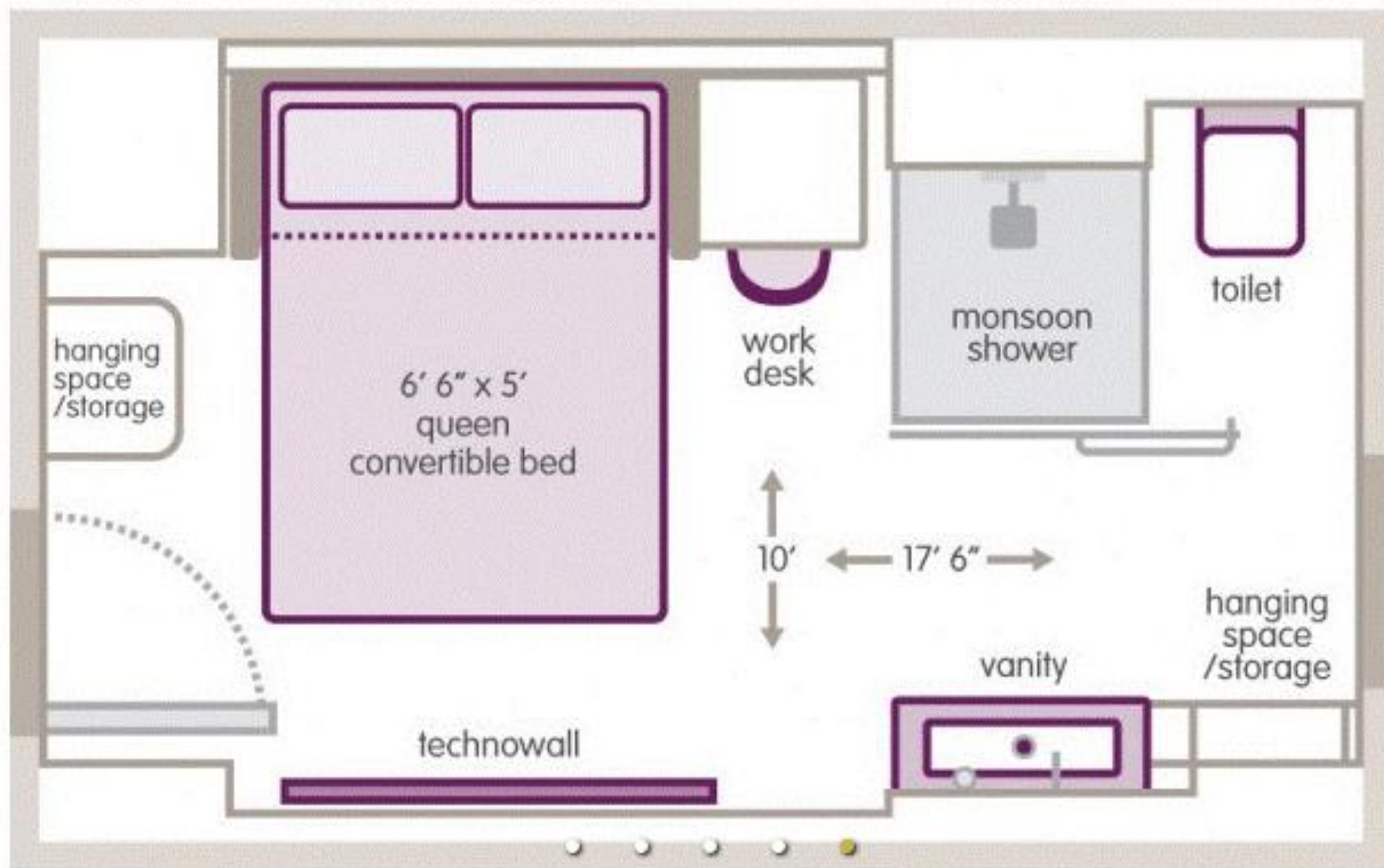


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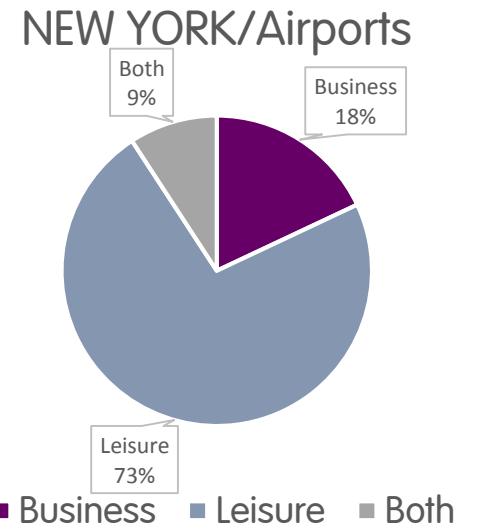
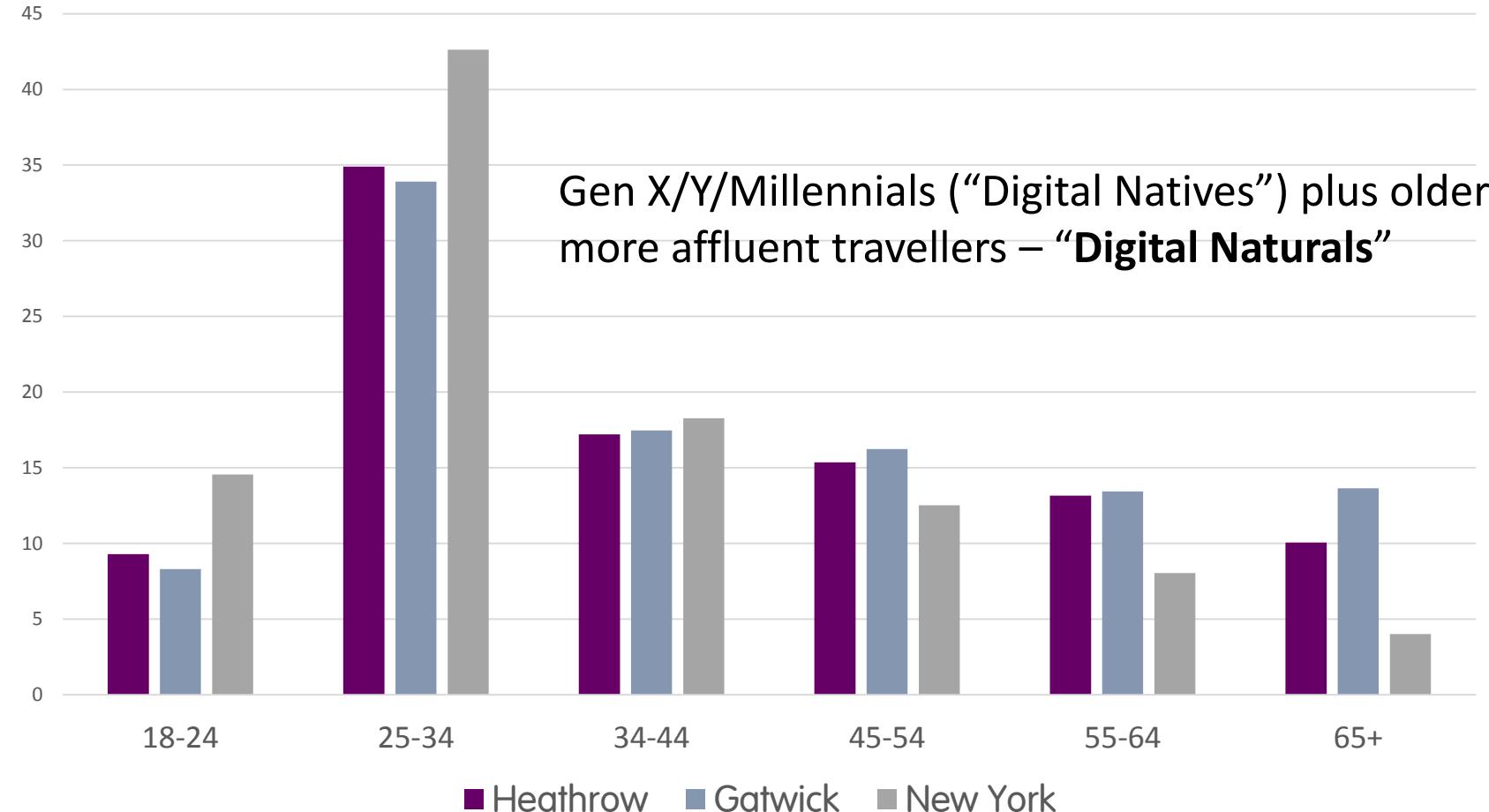
A photograph of a YOTEL cabin interior. The room is compact, featuring a single bed with white linens and a black headboard. To the left, there's a window with dark frames and a small shelf above it. The walls are a light color, and the overall design is modern and minimalist.

## What makes YOTEL different?

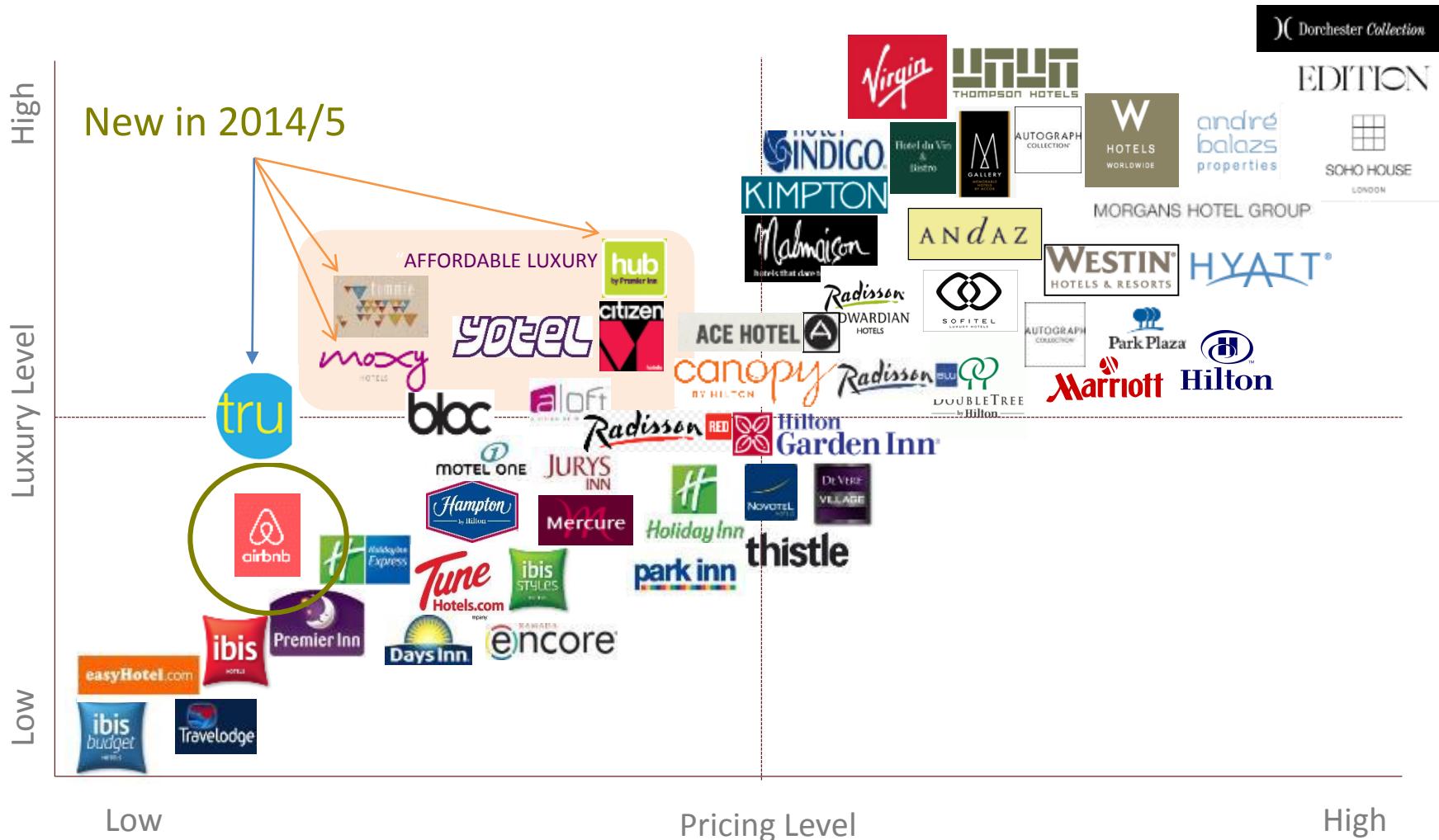
- Small but smartly designed 'cabins'
- Per-hour booking (airports)
- Innovative SmartBed
- YOBOT & similar innovations
- Digital-first
- In-house product development
- High RoI for investors



# GUEST PROFILE

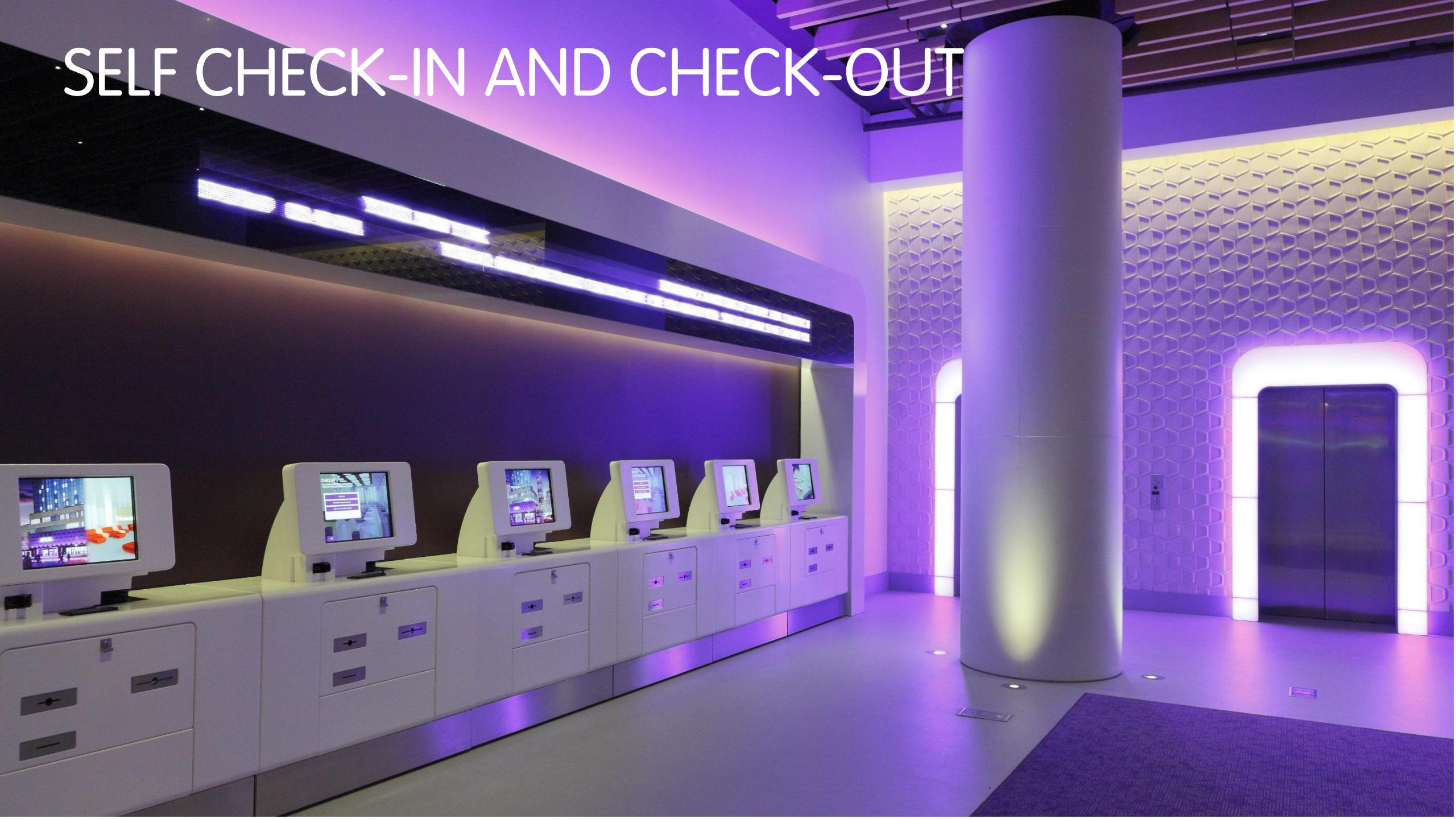


# FIRST IN "AFFORDABLE LUXURY"



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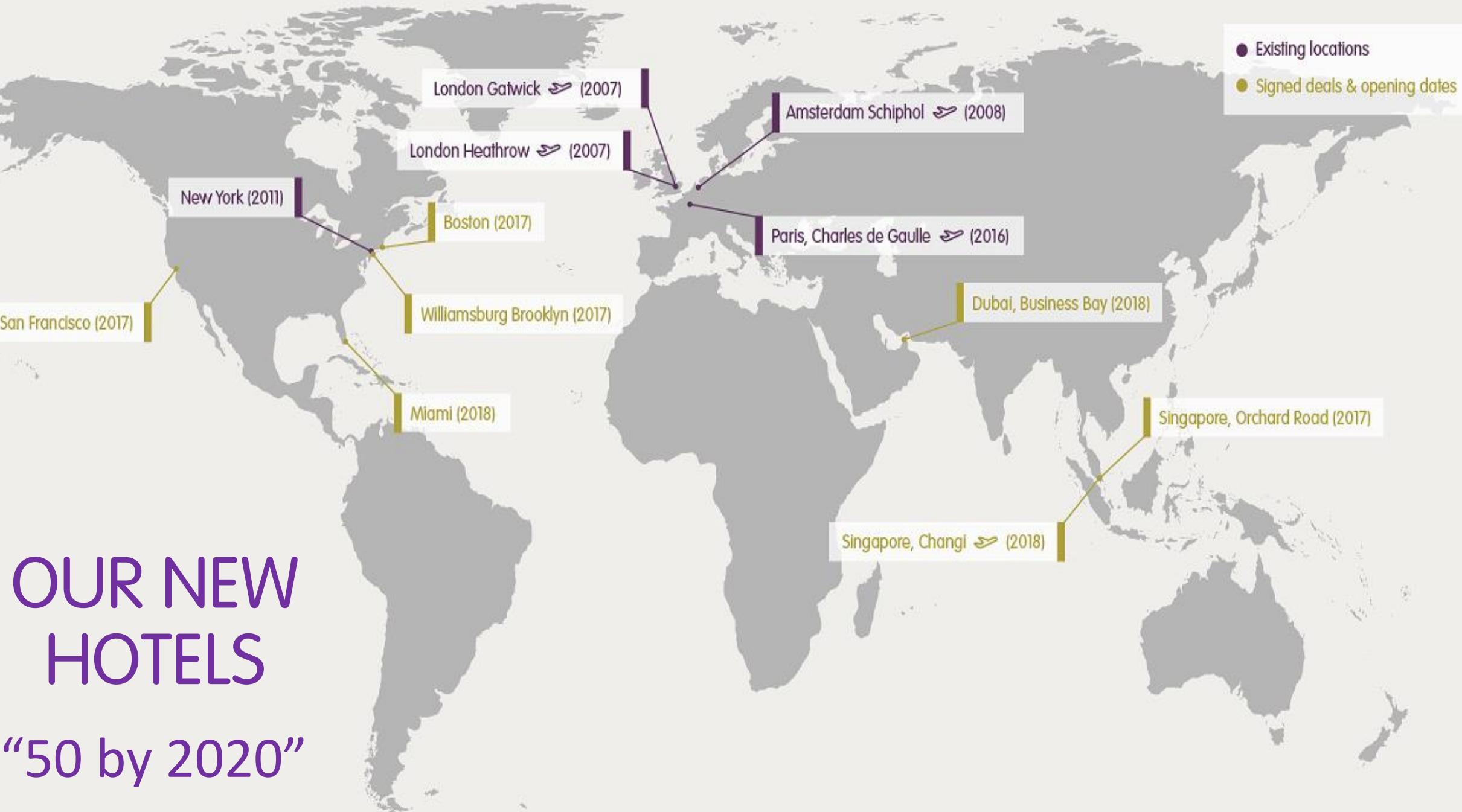
# SELF CHECK-IN AND CHECK-OUT



# YOBOT



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# HOW?



## CITY

NEW YORK CITY

Fed up with boring and expensive hotels? We found the best aircraft cabin designers, mixed in a touch of Japanese influence and built a hotel with small, smartly designed rooms.

Great Wifi and hot drinks are free 24/7 and if that's not enough there's lots of space in which to relax, work and eat including the largest outdoor hotel terrace in New York!

## AIRPORT

LONDON HEATHROW ▾

Airport hotel with a difference? Located inside the terminal buildings, minutes from departures and arrivals. Stay the night before an early flight, during a long transit or a quick refresh on arrival. Book check in/out times to suit you, 4 to 24hrs or more. Wifi and hot drinks are free 24/7 and cabins come with space saving moving beds, ensuite bathrooms, flat screen TVs and work desks.

## OLD SITE

## NEW SITE

**YOTEL**

Book a stay

MENU

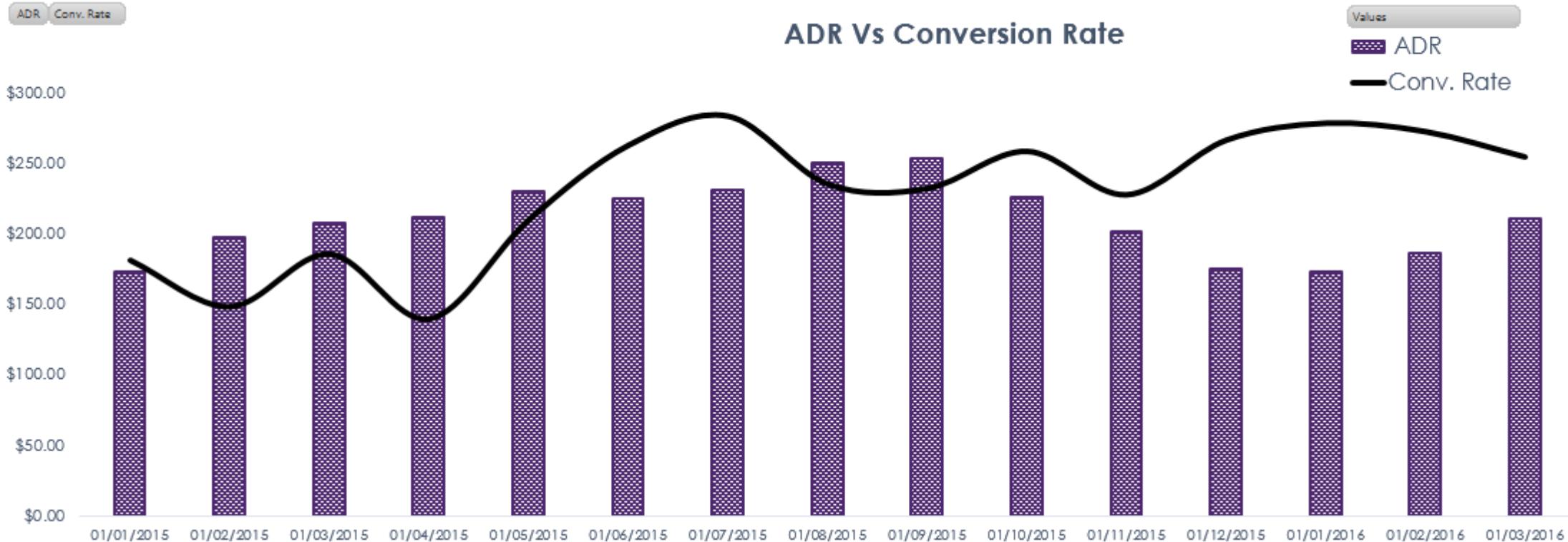
AFFORDABLE LUXURY HOTELS

Location Arrival date Departure date Search

Best Rates Online Central Locations Free Fast Secure WiFi Free Tea & Coffee

RATE OUR SITE

# NEW SITE LAUNCH - FOCUS ON UX & CRO



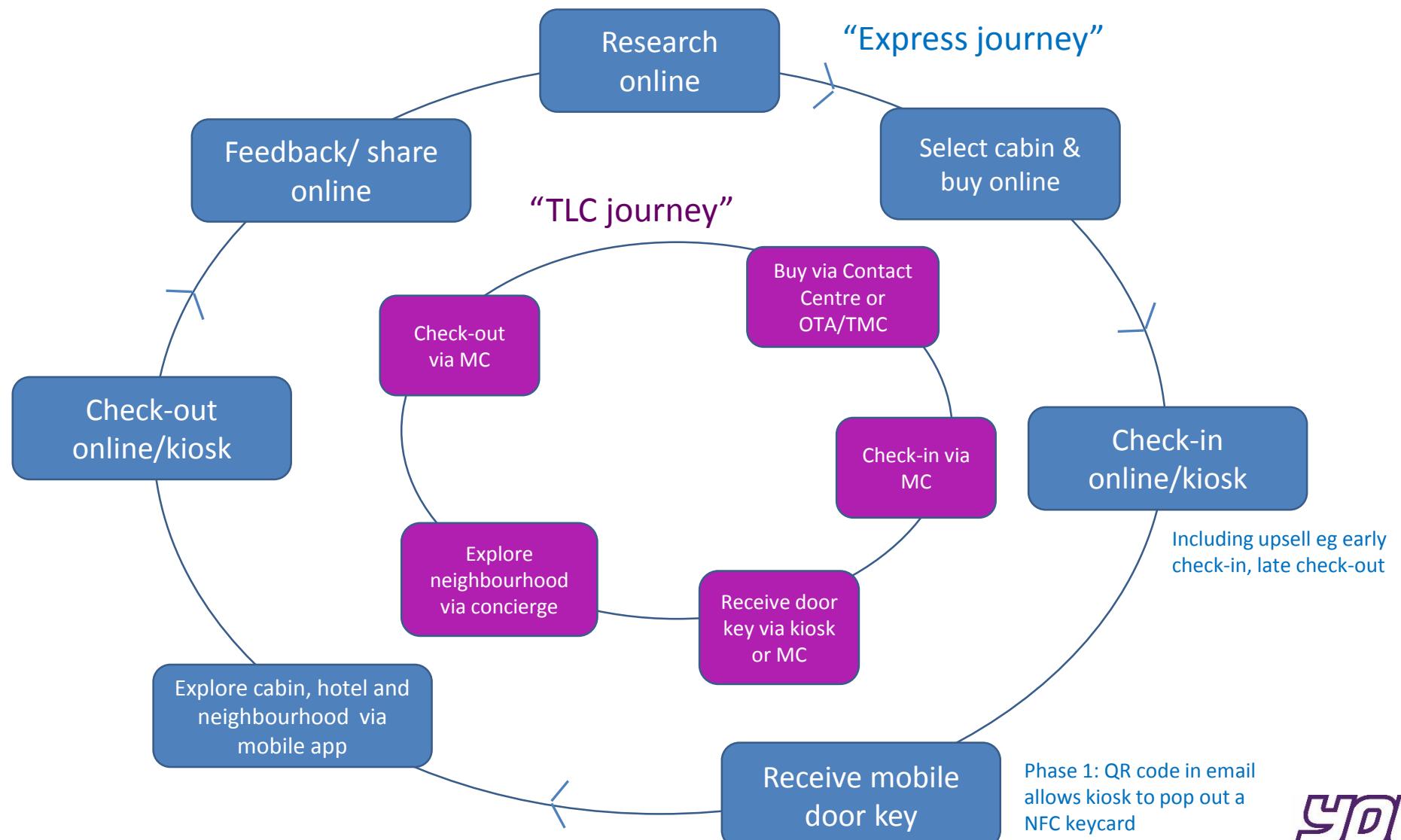
Site launch

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# OUR STRATEGY

- Customer first, own-brand digital first
- Decision through data. Track everything.
- Test & learn (AB/MVT, customer insight)
- Content, content, content – “SEO is free”
- Digital as the lead sales distribution channel, but work well with partners (OTAs, Opaque, FIT, GDS)
- Experiment in digital marketing, but be OCD on CoS and ROI (<10% CoS target)
- IT is a cost centre, Digital is a profit centre

# CUSTOMER JOURNEYS



# WHAT ARE WE DOING THAT WORKS WELL?

- Low cost, effective IT infra. Web infra CoS 3-4%.
- PPC – Google & Bing, (1) brand but (2) generic when costs allow
- MSE – Trivago, Kayak, Google, Tripadvisor, etc (home grown API)
- Social – Facebook, Twitter, Instagram, Pinterest
- SEO – it's all about content
- Display – Adroll & Sojern
- Mobile, responsive site + app
- MVT/AB testing – Markies award!

# IT'S THE SAME BROOM!



**"Only Fools and Horses": Heroes and Villains (1996)**  
Trigger, Del, Rodders, Sid and Boycie chating in Sid's cafe. Trigger has just been presented with an award for saving the council money.  
**Trigger** And that's what I've done. Maintained it for 20 years. This old brooms had 17 new heads and 14 new handles in its time.  
**Sid** How the hell can it be the same bloody broom then?  
**Trigger** There's the picture. What more proof do you need?

# IT'S THE SAME WEBSITE - MULTIVARIATE TESTING

RESEARCH & INSPIRATION

GUIDANCE

SEARCH & SELECTION

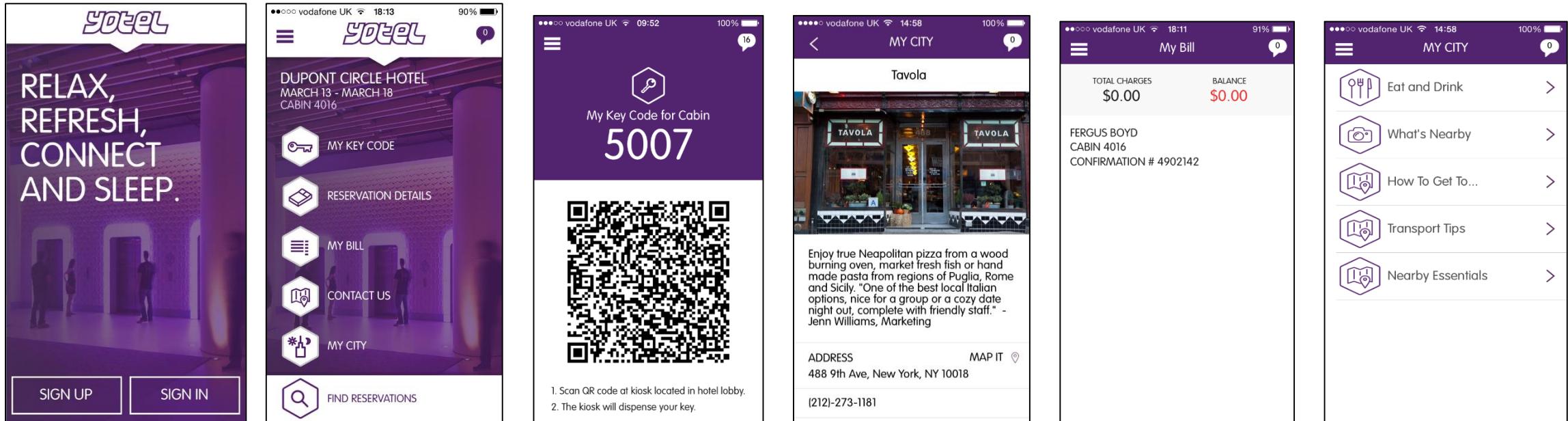
TRUST & CONFIDENCE

INCREMENTAL REVENUE



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# MOBILE CONCIERGE APP - "SHAGGY"



- Low cost to develop
- Focus in in-hotel & neighbourhood experiences & upsell
- It's ok to delete our app a day after leaving the hotel!
- Our focus is responsive mobile – it sells!

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LOVE?



Unconditional



Expedia®

Booking.com

Very conditional!

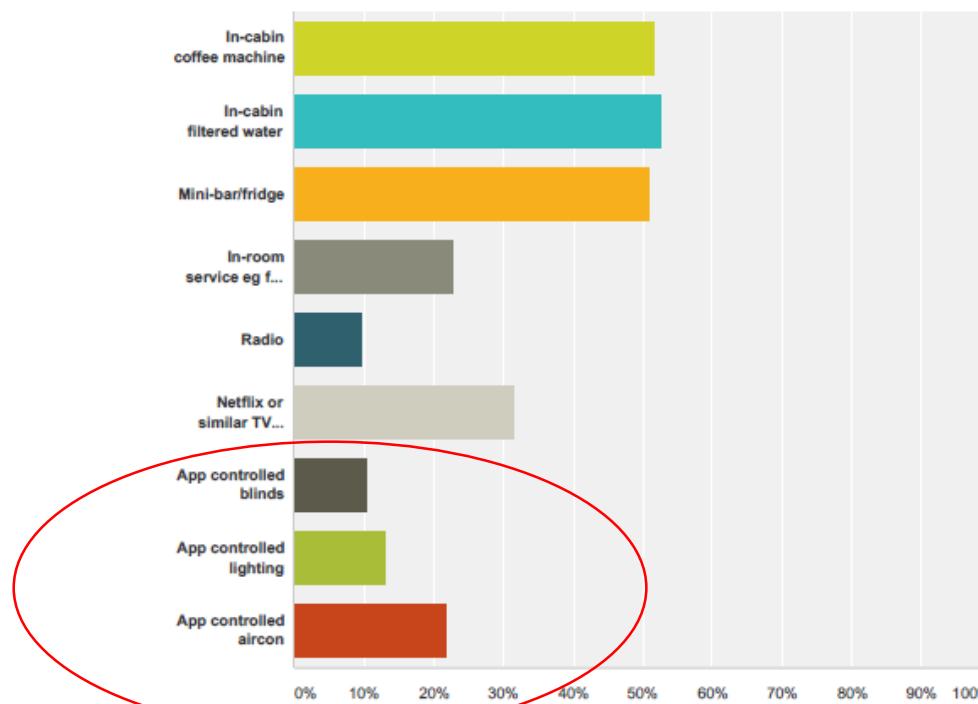
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# FUTURE SERVICES?

- Low customer interest in IoT related “stuff”
- Comfort
- Media and WiFi

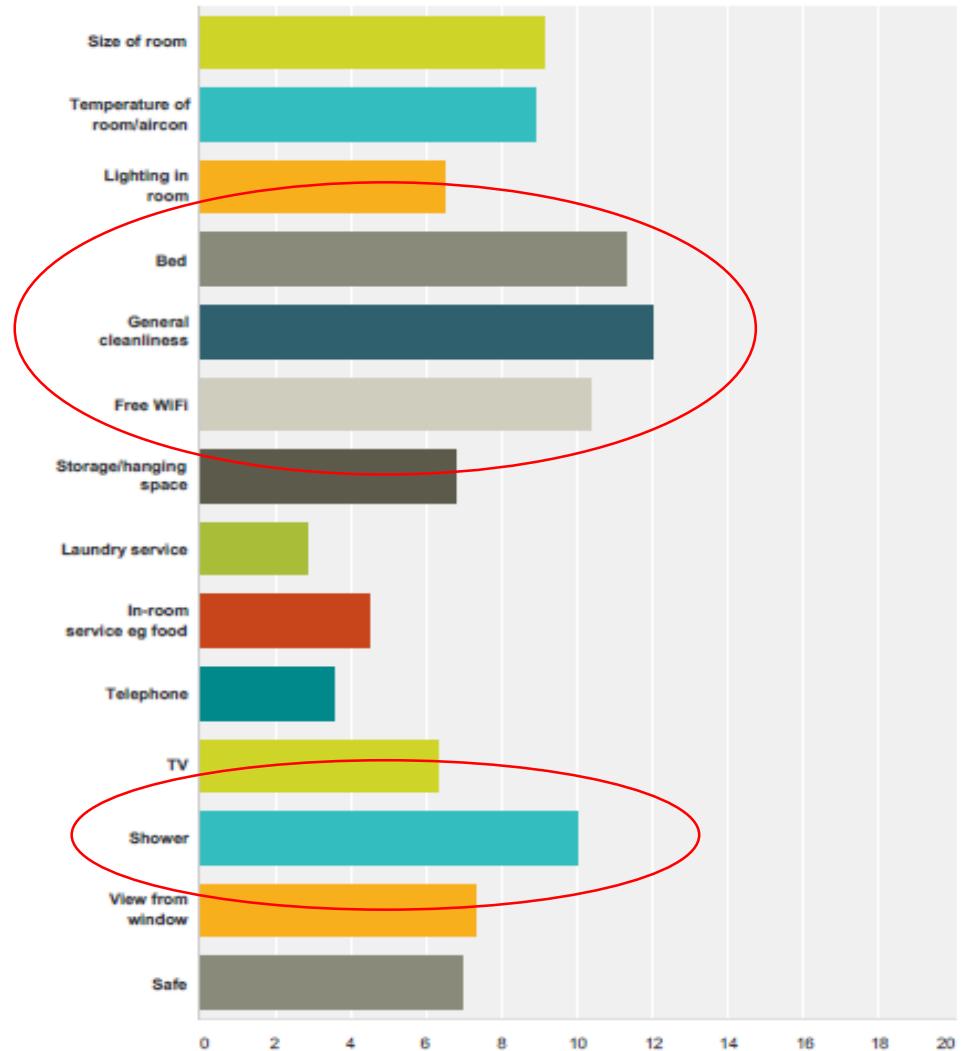
**Q9 YOTEL currently does not provide the following items. Select items you would like us to provide in an ideal world!**

Answered: 114 Skipped: 9



**Q8 Rate the importance of features in rooms. Drag & drop to place items in priority order.**

Answered: 117 Skipped: 6



# FUTURE PRODUCTS?



Toys are easy!

Focus on ease, convenience,  
reassurance, comfort, value &  
giving back time



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# SUMMARY/WHERE NEXT

- Focus on customer value
- Personalisation
- Test, test, test
- Building team
- Opening more YOTELS
  - “Asset light”

# QUESTIONS?

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