



Press Release

YOO Hotels and Resorts comes alive with openings in Rio de Janeiro and Boracay in 2016

For YOO Hotels and Resorts, 2016 will be a year to remember. We have defined and developed two distinct but complementary hotel brands: YOO Collection and Yoo2. With each of these brands reflecting YOO Group's aim of enriching lives with extraordinary living spaces, we are now investing significantly to grow them around the world.

Both YOO Collection and Yoo2 offer guests exceptional lifestyle experiences. YOO Collection brings together world-renowned Creative Directors and the YOO Design Studio with some of the world's most sublime destinations and flawless service. Meanwhile, Yoo2 continues our design ethic in an eclectic group of lifestyle hotels, each one expressing local soul.

There is a deeper dimension to both our brands. YOO Collection and Yoo2 embody our belief that design is intensely personal because it's at the heart of living well. Indeed, wherever, our hotels are in the world, they offer guests unique experiences, each one of which is tailored to individual preferences.

The next locations around the world to benefit from this uniquely personal design approach will be Boracay Island in The Philippines and Rio de Janeiro in Brazil. YOO Collection Aqua Boracay opens in the Third Quarter of 2016 and Yoo2 Rio de Janeiro in time for the upcoming Summer Olympics.

Simon Kerr, Chief Marketing Officer, YOO Hotels and Resorts, comments:

"We're bringing the YOO ethic to two very different destinations this year – both equally exciting. Boracay is a watersports paradise and our resort there will capture the relaxed bohemian ambience of the island. Meanwhile, Yoo2 Rio de Janeiro is in the city's vibrant Botafogo neighborhood and Guests will enjoy iconic views of both Sugarloaf Mountain and Corcovado (Christ the Redeemer). Cutting edge design in both hotels, combines influences of the destination, local artists and YOO's heritage of creating environments for the Smart Tribe."

Personalised experiences will feature in both hotels, but in differing ways. As a YOO Collection resort, Aqua Boracay will include tailored wellbeing, with bespoke spa treatments and personal training.

Unique Guest experiences will also play a part in the way Yoo2 comes alive. These will include Guided Morning Runs - a refreshing alternative to the gym and new way to experience the city. Plus the sociable theme will continue with Nail Bars and a Rooftop Pool Bar with Daily DJ sets, all enjoying the ultimate hotel views.

2016 will be a significant year for YOO Hotels and Resorts, but it is just part of an ambitious long-term growth programme that already sees the opening of another five hotels in the next two years. Beyond this year, we are looking forward to introducing the Jade Jagger-designed YOO Collection Zalakka on Bali's tranquil east coast, YOO Collection Lakeside on Phuket and the addition of a YOO Collection hotel to The Lakes by YOO estate in the picturesque British Cotswolds.

Yoo2 Hotels will also continue to grow with further openings in Brazil. All these hotels will have their own sense of local soul, but equally they'll all be shaped by YOO's inimitable style, wit and exemplary service.

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About YOO Group:

YOO is a global design group created by leading property developer, John Hitchcox. With a singular vision to enrich lives with extraordinary living spaces, the group brings its unique design-led philosophy to hotels, real estate, furnishings, energy and capital.

Further information and media enquiries:

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