

YURBBAN

HOTELS

Live as a native



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- 01. Yurbban Hotels, a different way to travel.**
- 02. Yurbban Trafalgar, discover Barcelona like a local.**
 - History.
 - Hotel characteristics.
 - New technology: connected travellers.
 - Sustainability at Yurbban Trafalgar.
 - The Yurbban guest.
- 03. Yurbban breakfast.**
- 04. Our restaurant: El Panarra.**
- 05. The terrace: 360° views of the city.**
- 06. About us.**

YURBBAN

HOTELS

A DIFFERENT way to travel.

Yurbban Hotels is the new chain of hotels from the **Smart Rooms Company**, which has extensive experience in accommodations for tourists and students focusing on those seeking hotels, short-stay apartments, or functional residences.

Yurbban is a new concept of urban hotel for those who love personalised service, with unique top-quality interior design, smart technology, exclusive elements to help guests enjoy the local culture and an excellent location in the city centre.

Guests of Yurbban Hotels will find modern, chic accommodations, with leisure areas (terrace, gym, restaurant) and four types of rooms to choose from.

But the Yurbban experience doesn't end when you step out the front door. It includes all the information and elements necessary to have a truly local experience of the city. The idea is for guests to **“LIVE LIKE A LOCAL”**.

SMART ROOMS
COMPANY

YURBBAN
HOTELS

Smart Flats

YURHOM

01.



02.



YURBBAN
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Discover Barcelona like a **TRUE LOCAL**.

Yurbban Trafalgar is the first of the Yurbban Hotels chain, launching the new concept of **modern, urban** accommodations in Barcelona. It has different room options, all of which are fully equipped and offer free high-speed Wi-Fi, as well as its own restaurant, gym and rooftop terrace with pool and views of the city.

a. History

Yurbban Trafalgar opened its doors on 15 November 2014, at Calle Trafalgar 30 in Barcelona. Its **unique interior design, high technology and spaces for socialising create the perfect environment** for guests to immerse themselves in the city life and experience each of its nooks like a true local.

b. Hotel characteristics

- **Unique, one-of-a-kind style**, with a touch of vintage in the decoration, which includes wood furniture and leather sofas, and indirect lighting throughout the building.
- **Personalised service** and an online concierge that helps guests with recommendations for restaurants, tours of Barcelona and its surroundings, vehicles or entertainment. This way, Yurbban travellers can start planning their trip from the moment they book their room.
- **56 rooms, four different options**, all of which feature luxurious comfort, decorated with top brands and meticulous details to welcome each traveller depending on their tastes and needs.
- The fitness area and rooftop pool look out for the guests' **rest and wellbeing**.
- A **minimarket** featuring local products is open **24 hours** a day to satisfy guests' appetite at any time.



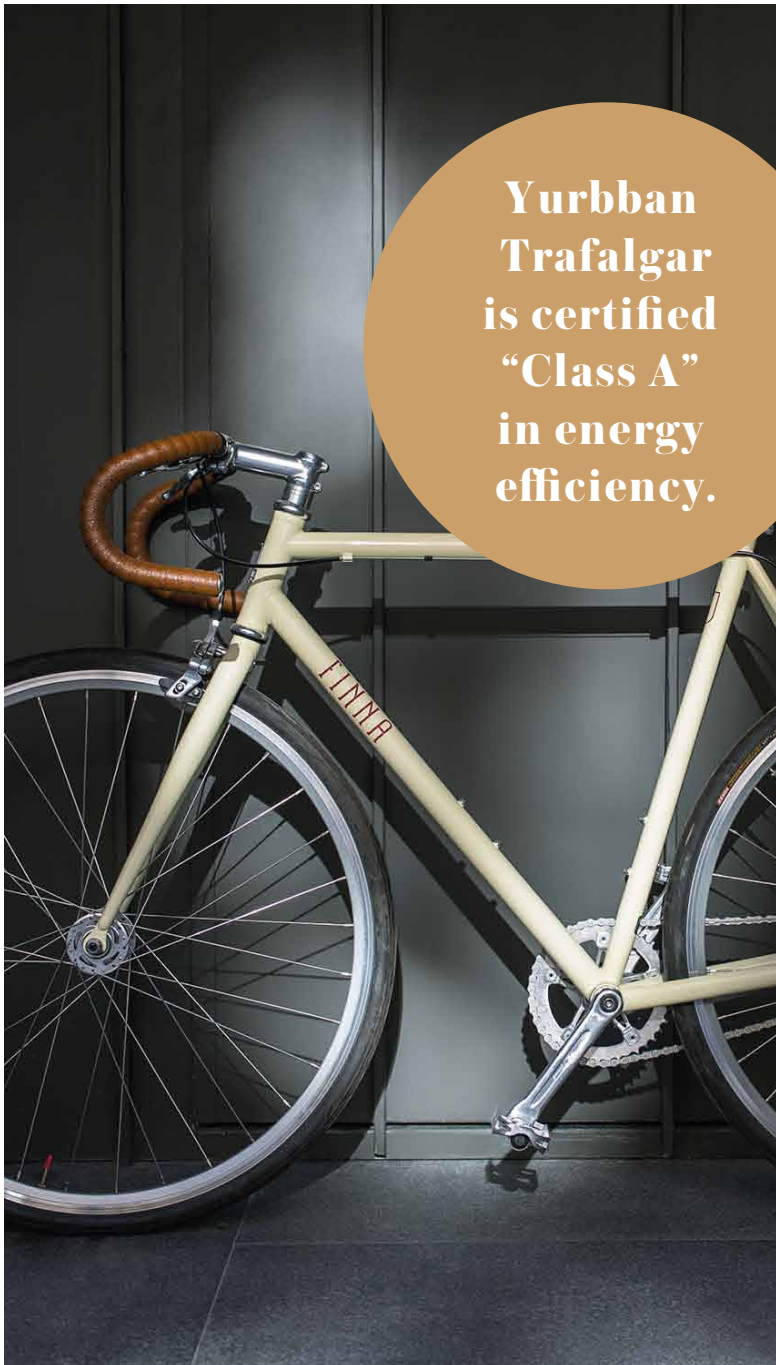


c. New technology: connected travellers

Guests at Yurbban Trafalgar not only have access to **free high-speed Wi-Fi**, the hotel also has computers available for internet searches, reading the paper online or updating social media.

And to organise their trip, Yurbban offers travellers that book ahead personalised service through the iConcierge. This website allows guests to plan their stay before arriving. The site features information on the city and its surroundings, with Yurbban's recommendations of restaurants, museums, tours, entertainment, etc. to help guests experience Barcelona like a local.





**Yurbban
Trafalgar
is certified
“Class A”
in energy
efficiency.**

d. Sustainability at Yurbban Trafalgar

Yurbban Trafalgar promotes sustainability by using biodegradable hangers and giving guests the option to save water and power by re-using towels.

The hotel offers guests **free bike use**. Finna Cycles, made in Barcelona, can be booked ahead of time, on the hotel website, or requested at *check-in*.

e. Yurbban guests

Yurbban Trafalgar’s services are geared towards two different types of guests. First of all, foreign tourists who come to Barcelona to experience the city and feel like a true local, discovering and trying everything the city has to offer. In addition to local cuisine, Yurbban Trafalgar collaborates with Catalan companies like **Softheads, Ornamante, Brava and Mediterrans**, and offers personalised recommendations through its online concierge service.

And secondly, local guests looking for a **place to relax**, high above the streets and traffic. A place to unwind with friends or family while enjoying a good cocktail and unbeatable views.

03.

YURBBAN, BREAKFAST “Taste local”.

We know that one of the best ways to get to know a city is through the palate. In the morning, guests can enjoy an authentic Catalan breakfast: spectacular rustic bread toasted and rubbed with tomato, accompanied by a selection of cheese and cold cuts, a freshly-made omelette, pastries, fresh juices or coffee.

The food is laid out on a table so guests can learn how to make “pa amb tomàquet”, choose and cut the meats and cheese they like or select the pastries they want with their coffee.





04.

Our restaurant:

EL PANARRA

“To smell, feel and taste”.

Yurbban Trafalgar has its own restaurant, “El Panarra”, where hotel guests and anyone who wishes can enjoy this new concept of enlightened sandwich-making. With the slogan “Senyors Entrepans” (Great Sandwiches), it gives bread-lovers a menu of all sorts of unique sandwiches, dips, succulent salads and fun desserts.

A new concept of sandwich shop with a wide selection all based around bread.



TERRACE

360° views of the city.

From the rooftop terrace of Yurbban Trafalgar hotel, guests get a bird's-eye view of the most characteristic sights in Barcelona. So, guests can enjoy one of the best 360° panoramic views of the city while relaxing in the chill out area, cooling off in the pool or enjoying a great cocktail.



06.

About us.

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