



GENERATOR BRINGS NEW BREED OF “HAUTE” HOSTEL TO PARIS IN 2015

*Generator Paris is a Revolutionary Concept and an Affordable Option
For Stylish Travelers in the City of Light*

PARIS – 30th January 2015

Generator, the brand that is transforming the European hostel category with its hip urban design hostels, arrives in Paris on 1st February 2015. The property, located in the trendy 10th Arrondissement, will be the largest Generator to date with 920 beds across 198 rooms.

Rooms range from en-suite shared rooms from €25 per bed, to private rooms starting at €98 per room. There are even premium twins on the 8th floor with private balconies overlooking the treetops of Place du Colonel Fabien.

“Facing other European cities lodging offers and young travelers’ needs, who look for comfort and middle-priced accommodations, Generator wants to act as a facilitator for the trusts and wishes to help the Parisian tourism industry. Our aim? Rank Paris as one of the top three youth travel city destinations beside London and Berlin”, said Carl Michel, Generator’s Executive Chairman. “However affordable, centrally located accommodation has always been in short supply. With its 916 beds, Generator Paris will allow visitors to see and experience the best of the city. Our continued emphasis on expanding to iconic locations and cultivating local relationships has been a key focal point for us as we enter Paris. Our customer philosophy is firmly anchored in providing guests with an authentic experience in each of our cities and we proudly welcome Paris as our 10th location.”

Paris, like all other Generators, evolves the hostel concept into a lifestyle experience for discerning travelers who want to explore the real city with style, comfort and the right price tag. Using local produce whenever possible, the food offering includes traditional French dishes alongside Generator classics such as burgers, salads and artisan sandwiches. French wines and local beer Galia feature in the drinks menu with a list of Paris inspired cocktails and mocktails such as The French Cancan and Le Macaron.

“With a shift in values among modern travellers, the micro-chic hotel category is becoming increasingly popular. We’ve seized the opportunity to reinvent the hostel experience by making design, style and personal service more accessible to a wide population,” said Generator’s Chief Strategic Officer, Josh Wyatt. “We strive to create vibrant, memorable environments that foster social serendipity while delivering a superb sleep experience, and we’re excited to bring this concept to Paris where affordable lodgings are often out of reach. This is a major step in the further global expansion of our brand.”

A design, hip urban and contemporary hostel

Gen Paris has a unique design that emphasizes the importance of public areas as the social catalyst that is so important to the brand's philosophy. Designed once more by DesignAgency under the supervision of Generator's Creative Director Anwar Mekhayech, the property includes a welcoming lobby, a vibrant bar, a restaurant with garden-facing veranda, a spacious chill out area, and a spectacular rooftop terrace with sunset views of Montmartre and Sacré Coeur. The interiors capture the romance of the locale, with settings that offer a subtle cinematic Parisian experience.

"Each property features a signature décor that reflects the city they are in, with a nod to global youth culture throughout public areas. It's a once in a lifetime opportunity to participate in a project of this magnitude in Paris, especially with the expertise of JJ Ory." said Anwar Mekhayech. "We have also developed our staff to be well connected into the local cultural scenes – whether fashion, art or music – and the local area around the Canal St. Martin in the 10th arrondissement, is increasingly seen as a bohemian and vibrant part of the city with a long tradition of welcoming visitors. We are excited to be a part of the neighbourhood."

European Rollout Continues Apace, with Plans for Expansion to US

Generator Paris will be joined later by two other new properties in Rome and Amsterdam in 2015. Generator Rome, near Termini station, will accommodate 264 beds and include a rooftop terrace; while Generator Amsterdam, with 566 beds, will be located in a magnificent heritage building on the northern edge of Oosterpark.

Generator is also eyeing various mayor US cities for future expansion.

For more information about Generator and Generator Paris click on www.generatorhostels.com.