



Press release

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Cycas secures first hotel management contract in mainland Europe

- Cycas signs second deal in France, in Rouen
- Cycas plans to have up to 3,000 guest rooms in France by 2022 and over 10,000 guest rooms in European portfolio

Cycas Hospitality is continuing its European expansion programme by signing its second deal in France. The company's first hotel management agreement outside the UK is another step forward in Cycas's ambition to manage up to 3,000 guest rooms across France by 2022.

As the hotel management company's first stand-alone select-service hotel in mainland Europe, Cycas will operate a 78-room Hyatt Place hotel in Rouen on the historic site of a former teacher training school. The converted 4,500m² 19th century building is located close to the city centre, several business parks and the main SNCF railway station. The boutique-style hotel will offer a bar, restaurant and terrace with striking views over the city thanks to its hilltop position. Guests will also benefit from meeting spaces for approximately 100 people, a ballroom, gym, swimming pool and spa, plus extensive outdoor space and parking facilities.

As the capital of Normandy, Rouen has a strategic location along the river Seine with excellent transport connections to Paris, Le Havre and the Benelux countries. In addition to being a popular travel destination, industrial heavyweights across the aviation, automotive, banking, energy and pharmaceutical sectors see Rouen as a strategically important location. Rouen has therefore experienced significant investment in recent years and this four-star hotel will target a blend of corporate visitors and tourists when it opens in 2021.

The Rive Droite district - where the Hyatt Place hotel will be located – is one of many areas in the city undergoing ambitious regeneration projects. Other activity includes plans for a new train station which will be on the new Paris-Normandy train line (LNPN), connecting travellers from Rouen to Paris in just 50 minutes.

The management agreement has been signed with site owner Matmut Group and will see Cycas Hospitality operate the hotel under a franchise from Hyatt. Cycas currently manages Hyatt Place London Heathrow Airport and will also operate the dual-branded Hyatt Place and Hyatt House property near Paris Charles De Gaulle Airport. Expected to open in 2020, this airport development will be the first double-decker Hyatt property in Europe.

Asli Kutlucan, Partner at Cycas Hospitality, said: *"Our expansion into mainland Europe is gathering considerable momentum as we capitalise on the growth opportunities we've identified across both primary and secondary cities. Given our target to have a portfolio of 10,000 rooms across the continent by 2022, including up to 3,000 rooms in France, this hotel management agreement demonstrates how Cycas has evolved over the last decade. From being seen as a preferred management company in the UK, it's clear that Cycas Hospitality is now favoured by international brands and investors across Europe.*

"We are proud to be cementing our relationship with Hyatt by managing the Hyatt Place Rouen as an urban oasis for both business and leisure travellers. The city is fast establishing itself as one of the country's most forward-thinking business locations and, with our new hotel dating back to 1886, we're excited to be part of Rouen's commercial renaissance."

Nuno Galvao Pinto, Regional Vice President Development, Europe and North Africa at Hyatt Hotels, said: *“Given our long-standing relationship with Cycas, we are pleased that they will manage the new Hyatt Place in Rouen. The city is expanding swiftly thanks to both a growing business district and increasing tourist numbers and we are delighted to be collaborating on our third French property together.”*

Media Enquiries

Henry Columbine / Rishi Banerjee
Redleaf Communications

+44 (0)20 3757 6890
cycas@redleafpr.com

Suzanne Seyghal
Cycas Hospitality

+44 (0)7967 978 911
suzanne@cycashospitality.com



[@CycasHotels](https://twitter.com/CycasHotels)

Notes to Editors

About Cycas Hospitality

- Founded in 2008, Cycas Hospitality is a hotel management company which specialises in extended-stay and dual-branded properties. Its spacious hotel apartments combine the flexibility of home with classic hotel services.
- With a total of 2,819 suites and rooms open or under development across 18 hotels, of which 13 will be open by summer 2018. These are in key city centre locations across the UK (London, Liverpool, Manchester, Newcastle) and include Cycas' first properties in mainland Europe (Amsterdam, Paris, Rouen).
- Following recent investment from the family-owned Huakee Group, Cycas intends to grow its portfolio to more than 10,000 guest rooms by 2022.
- Having pioneered the branded extended-stay hotel concept in Europe, Cycas is London's leading operator in this field and a partner of choice for major global hotel franchise brands plus international investors. In Europe, Cycas is the largest extended-stay operator for IHG's Staybridge Suites brand and Marriott's Residence Inn, and helped develop the dual-branded hotel concept in the region for each company. It will also be bringing Hyatt's first dual-branded property to Europe, with the opening of the first extended-stay property serving Paris Charles de Gaulle Airport.
- Cycas delivers a combination of expertise in hotel operations, property development and asset management. With the philosophy that “our job is not over until we get a smile” and winner of the Cateys 2018 'Best Employer' award, its overarching goal is to be one of the best hospitality employers in the market, making its hotels the best places to work as well as stay.
- To find out more visit www.cycashospitality.com or connect with us via [LinkedIn](#) and [Twitter](#).

About Hyatt Hotels Corporation

- Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 14 premier brands. As of June 30, 2018, the Company's portfolio included more than 750 properties in more than 55 countries across six continents.
- The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to attract and retain top colleagues, build relationships with guests and create value for shareholders.
- The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences, vacation ownership properties, and fitness and spa locations, including under the **Park Hyatt®**, **Miraval®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Andaz®**, **Hyatt Centric®**, **The Unbound Collection by Hyatt®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Ziva™**, **Hyatt Zilara™**, **Hyatt Residence Club®** and **exhale®** brand names.
- For more information, please visit www.hyatt.com.