



## LYLO TO LAUNCH EUROPEAN EXPANSION OF POD HOTEL CONCEPT

### P-Three appointed to find central London location for new hotel

**LONDON, 7 January 2024** – LyLo, part of EVT, has kickstarted the global expansion of its innovative pod hotel concept and has chosen London as the potential location of its first European property.

Appointed as sole agent, **P-Three**, the retail, leisure and placemaking agency, is initially focused on potential sites in Southwark, although other central locations will be considered. LyLo is looking for buildings of 15,000 to 50,000 sq ft to transform into a pod hotel, which could include office or retail conversion projects or appropriate basement space.

Launched in 2022, LyLo is part of **EVT**, a major Australian operator of cinemas, hotels, restaurants and an alpine resort, with over 80 hotels in Australia, New Zealand and Singapore. LyLo already has operational assets in Auckland, Queenstown and Christchurch, New Zealand, and Brisbane, Australia, comprising 608 pods, 40 private rooms, 170 ensuite rooms and four F&B venues. Two further Australian properties in Gold Coast and Fremantle are in the pipeline.

Fun and communal, the LyLo concept is aimed at solo travellers, groups aged 18-35, digital nomads, sports groups and families, providing budget friendly hostel-style accommodation in a design-led and customer-centric setting with onsite coworking, social and wellness spaces. LyLo has a proven track record, with strong results across all properties, especially Auckland where the hotel is regularly the most booked property on Booking.com by room nights in the city (monthly).

Pod hotels typically provide a compact space that includes a bed, a secure space to store belongings and often shared amenities such as bathrooms, dining areas and entertainment spaces. LyLo elevates their offering with a focus on security and privacy, as well as modern amenities in their pods such as lights, fans and chargers.

Initially a Japanese phenomenon and primarily catered towards business professionals, pod hotels have grown in popularity globally thanks to their relative affordability versus traditional hotels, which meets the requirements of many modern travellers looking to minimise their expenses and prioritise their budget on events and experiences, whilst also gaining social and community experiences.

**Thomas Rose, Co-founder at P-Three, commented:** “The pod hotel model has proven to be a game-changer in the hospitality space, especially for younger, budget-conscious travellers who often prioritise unique experiences and dynamic, social environments over traditional hotel offerings. With its large and vibrant visitor base, London is the perfect starting point for LyLo’s European expansion and we’re confident that their innovative approach and design-led concept will resonate well in this market. We look forward to working with them to bring it to life.”

**Tim Alpe, Managing Director at LyLo,** commented: “We are thrilled to introduce LyLo to Europe, with London as the perfect city to launch our first property. Our innovative pod hotel concept has already proven successful in New Zealand and Australia, and we are confident that the European market will embrace our unique blend of affordability and community-focused design. London’s dynamic and diverse traveller base makes it an ideal location to begin this exciting new chapter, and we look forward to bringing LyLo’s fresh approach to hospitality to the city.

**–ENDS–**

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**About P-Three**

P-Three is a London-based retail, leisure and placemaking agency working across some of the UK’s most high-profile destinations, from single ownership assets to great estates and on major development opportunities. Creatively consulting and problem-solving to connect ideal occupiers with perfect spaces to shape the next ‘place-to-be’ destinations, P-Three was co-founded in 2019 by senior retail and leisure advisers Hannah McNamara, Thomas Rose and Justin Taylor.

Focusing on prime retail, leisure and restaurants, P-Three’s current leasing projects include St James Quarter in Edinburgh; Wimbledon Quarter, Lakeside shopping centre; Trocadero London; and East Bank in Stratford. The

team is also providing strategic consultancy around notable landmark schemes, including: the redevelopment of Elephant at 318 Oxford Street; Bankside Yards in Southwark; York Central and 105 Victoria Street, London. P-Three also has several high-profile occupier representation instructions, such as Third Space, Metrix UEFA Champions League, F1Arcade, Puttshack, Rosa's Thai, DF Tacos, and Wahaca.

For more information, please visit: [p-three.co.uk](http://p-three.co.uk)

### **About LyLo**

LyLo is a new way to stay – a game-changing complete social travel experience for travellers on a budget. LyLo is breaking the mould in the budget travel market thanks to its style-led, social and value mind-set.

LyLo is focused on helping savvy, cost-conscious travellers experience the joy of travel in affordable style, offering multi-purpose spaces to play, eat, work and sleep within a light-hearted and relaxed vibe. LyLo features a mix of personal sleeping pods and private ensuite rooms, catering to every travel style. Community and shared social experiences are important at LyLo, highlighted by the large fully decked out shared kitchen and an abundance of breakout spaces to lounge with friends, find a quiet nook to read or plug-in to work.

[www.lylo.com](http://www.lylo.com)

### **We are part of EVT**

Entertainment businesses that excite every sense. Commercial Ventures driven by a passion for new opportunities. Travel businesses that always feel local and authentic.

#### **Entertainment: 140+ Cinema Experiences | 150+ Bars and Restaurants | Wellness**

Event Cinemas AU & NZ | BCC Cinemas | Rialto Cinemas | The Embassy | CineStar Germany | Moonlight | Skyline Drive In | Cinebuzz OnDemand | State Theatre | SpaQ | Thredbo leisure Centre & Golf Course | Rydges Formosa Golf Course

#### **Ventures: ~\$2B Property Portfolio | Partnerships**

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#### **Travel: 80+ Hotels | Australia's number 1 Ski Resort**

QT | Rydges | Atura | LyLo | Independent Collection by EVT | Thredbo

ASX top 200: EVT | ~\$1Bn Annual turnover | Team of ~9000

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