



**YURBBAN**

H O T E L S

*Live as a native*



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01.

## A DIFFERENT way to travel.

Yurbban Hotels is the new chain of hotels from the **Smart Rooms Company**, which works in the tourism sector focusing on today's travellers. People looking for hotels and short-stay apartments that are functional and comfortable, spaces where they can have an authentic experience. Our goal is to help travellers discover the most beautiful and interesting spots in the city.

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

Our guests will find modern, chic accommodations, with leisure areas (terrace, gym, restaurant, spa) and several 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 everything you could need to have a truly local experience of the city. The idea is for guests to **"live like a local"**.

SMART ROOMS  
COMPANY

YURBBAN  
HOTELS



uma  
SUITES



## DISCOVER THE CITY 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 several 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 whole 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 everything it has to offer like a true local.

## b. Hotel characteristics

- **Unique, one-of-a-kind style**, with vintage touches in the decoration, which includes wood furniture and leather sofas, and indirect lighting throughout the building.
- **Personalised service** and an online concierge app that helps guests with recommendations to choose restaurants, go on tours of Barcelona and its surroundings, rent vehicles or visit art galleries. This way, Yurbban travellers can start planning their trip from the moment they book their rooms.
- **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** ensure the guests' rest and wellbeing.
- **A minimarket** featuring local products is open **24 hours** a day to satisfy guests' appetite at any time.
- **The Local Store** is a space set aside to display and sell designer souvenirs. Pieces, items and products made by the local artisans and producers we work with.







### 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 starting right from when they make the booking, Yurbban offers all guests personalised service through the Porter & Sail digital concierge app. This app for Apple and Android allows guests to plan their stay before arriving. **Porter & Sail** features information on the city and its surroundings, with Yurbban's exclusive recommendations of restaurants, museums, tours, entertainment, etc. to help guests experience Barcelona like a local.



#### **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 also offers guests free bike use. **Finna Cycles and Bamboo Bikes**, made in Barcelona, can be booked ahead of time for bookings made directly through the hotel website or requested at check-in.



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

## e. Yurbban guests

Yurbban Trafalgar’s services are geared towards two different types of guests:

- 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, In City Box, Arrels, Ornamente, Brava Fabrics and Mediterrans**, and offers personalised recommendations through the Porter & Sail online concierge app.
- 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

### *Eat like a local.*

We know that one of the best ways to get to know a city is through the palate. This is why we surprise guests with a typical breakfast. In the morning, guests at Yurbban Trafalgar can enjoy an authentic Catalan breakfast: spectacular rustic bread toasted and rubbed with tomato, accompanied by a selection of local cheese and cold cuts, a freshly-made omelette, pastries, fresh juices or yoghurt and artisanal jams.

All 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.



## FOOD

### **With a local fair.**

Local, traditional cuisine isn't just available in the morning. Whether for lunch or dinner, our menu features a selection of typical dishes from the area or region.

The restaurant Yurbban Trafalgar by Casa Lolea is a fresh and casual proposal to share and enjoy at any time of the day. It is the reinterpretation of traditional tapas and dishes accompanied by a delicious artisan sangria of attractive design.



Stairway  
to heaven

04.



## POOL BAR & TERRACE

### **360 ° views of the city.**

From the rooftop terrace of Yurbban Trafalgar hotel, guests get a bird's-eye view of the most emblematic buildings in Barcelona. So, guests and locals alike 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. Plus, every weekend we watch the sun go down with live music, concerts and DJs. The best plan to relax and take a break from your routine.



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



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