



*For Immediate Release*

## **New Cloud.7 Hotels launch in Istanbul with 15 properties in the pipeline for Eastern Europe, Caucasus & Middle East**

*Cloud.7, an exciting new independent hotel group, is set to emerge as a pioneer in the region, combining style, comfort, connectivity, sociability and affordability as it launches its first hotel in Istanbul, Turkey, and sets its sights on 15 property deals for 2016 in Eastern Europe, Caucasus and the Middle East.*

**LONDON (7 January 2016) --- Cloud.7 is a stylish yet affordable new hotel brand** that blends the authentic buzz of local and social with cosy, comfortable ‘clouds’ (rooms), gathered together around a seamless and connected guest-experience. **Launching its first property in Istanbul, Turkey on 1 February 2016, Cloud.7 now has 15 more properties planned** for Eastern Europe, the Caucasus & the Middle East.

**Responding to the lack of supply of affordable yet high quality upscale hotels** in these regions where independent hotel penetration remains low and regulation and complexity and barriers to entry remain high, Cloud.7 will be opening 15 hotels in the next two years with a nimble and pioneering response to the dynamic demands of the connected-generations that include 227 million digitally savvy international travellers that generated nearly US\$ 250 billion in international tourism receipts for 2014 alone (the WYSE Travel Confederation). **Encompassing an array of innovative features, Cloud.7 will offer its guests** free Wi-Fi, check-in and out online, in-room ‘handy’ mobiles, 24-hour access to the Cloud.7 hospitality team via social media, a focus on local creative collaborations and natural produce and ‘Meet the Locals’ - where guests can get connected to and share experiences with like-minded locals in the city.

**Cloud.7 is owned by Kerten**, one of investor Michael O Shea’s Investment Vehicles, which is also **the majority shareholder behind Turkey’s hugely successful *The House Hotel Collection***. Having established the award-winning House Hotel Collection as one of Turkey’s most covetable hotel brands with prime locations in Istanbul and Cappadocia, the Kerten team, led by Marloes



Knippenberg, set its sights on creating a pioneering new brand that would take all the magic of their previous projects, but with a reimagined experience for the globally connected-generation that could work as well in Turkey as internationally.

Commenting on Cloud.7's regional expansion, Kerten owner Michael O'Shea said **"Our ambition is to become the no.1 choice for the digitally-savvy traveller who values affordability, style and adventure in Eastern Europe, Caucasus and the Middle East by 2020.** As we seek property owners in each of our target countries, our emphasis will be on each of our properties adopting its own unique interpretation of Cloud.7 as our management brand is independent, nimble and new enough to respond and adapt to the dynamic demands of the connected-generations and the cultures in which our hotels make our homes."

Speaking ahead of the launch of the first Cloud.7 property, Marloes Knippenberg, former Commercial Director for Hilton Worldwide, now CEO for Cloud.7, explained **"We will be doing a lot of things differently with Cloud.7 with the aim of shaking up the more traditional hotel model** that remains predominant in Eastern Europe, Caucasus and the Middle East to become a regional leader in affordable smart-hotels that blend the authentic buzz of local and social with stylish comforts. To that end we are currently seeking new and conversion properties across Eastern Europe, Caucasus and the Middle East that really will form the foundation of our affordable but aspirational hotel experience for both our investors and guests. Our objective is to create real lasting and value-driven partnerships that focus on growth and creating value both in terms of margin performance and return on investment."

[www.cloud7hotels.com](http://www.cloud7hotels.com) / [www.facebook.com/cloud7hotels](https://www.facebook.com/cloud7hotels) / [www.instagram.com/cloud7hotels](https://www.instagram.com/cloud7hotels)

Hi-res [images](#) / [Cloud.7 video](#) / [#mycloud7](#)

**For further press information and/or to request a press visit or interview, please contact: Serra Celikkan ♦ Redmint Communications ♦ +44 (0)20 3397 3936 ♦ [cloud7@redmintcomms.co.uk](mailto:cloud7@redmintcomms.co.uk)**

#### **Notes to Editors:**

Cloud.7 is owned by Kerten, the same majority shareholder that is behind Turkey's The House Hotel Collection. Kerten has led the successful transformation of innovative and high potential mid-sized and start-up companies in Europe, Turkey, Middle East and Africa since 2006 to become market leaders. Kerten's team is passionate about creating value for all stakeholders through profitable growth and operating improvements, efficient capital management and corporate restructuring. Kerten was founded and is led by the Geneva based Irish successful entrepreneur Michael O'Shea