



**YURBBAN**

**Trafalgar**



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**1.**  
**Yurbban Hotels.**  
**A different way of traveling.**



**Yurbban Hotels** is the new hotel chain of the company Smart Rooms Company, a company in the tourism sector **focused on today's travelers**. People looking for hotels and apartments that are functional and comfortable, spaces in which to live an authentic experience. Our goal is for travelers to discover the most beautiful and interesting corners of the city.

Yurbban is a **new concept** of urban hotel for those that love the personalized, with a unique and high quality interior, intelligent technology, exclusive elements to enjoy the local and an excellent location in the center of the city. Our clients will find a modern and chic accommodation, with areas for leisure (Rooftop, gym, restaurant, spa) and several types of rooms to choose from.

Yet the Yurbban experience does not end within the confines of the hotel, as it offers all the information and elements necessary for the client to live an authentic local experience.

***“Live as a native”***

## Yurbban Manifesto

**Yurbban Trafalgar** is the first hotel in Barcelona of the Yurbban Hotels chain, a new concept of **modern and urban** accommodation. It features different types of rooms, all of them perfectly equipped and with free high speed Wi-Fi, as well as its own restaurant, gym and Rooftop with swimming pool and panoramic views of the city.





**2.**  
**Discover the city like  
a true local.**



## A. History.

Every ending gives rise to a beginning. In this case, from an **old textile warehouse**.

Yurbban Trafalgar opened its doors on November 15, 2014, on Calle Trafalgar number 30, in Barcelona. Its **unique interior design, high technology** and its **common areas** to connect and meet new people create the perfect environment to immerse oneself in the life of the city and discover all its corners like a real Barcelonan.



## B. Hotel Characteristics.

It's own unique and distinctive style, with a vintage touch in the decoration, including furniture made from wood, leather sofas, and an indirect light to illuminate the interior.

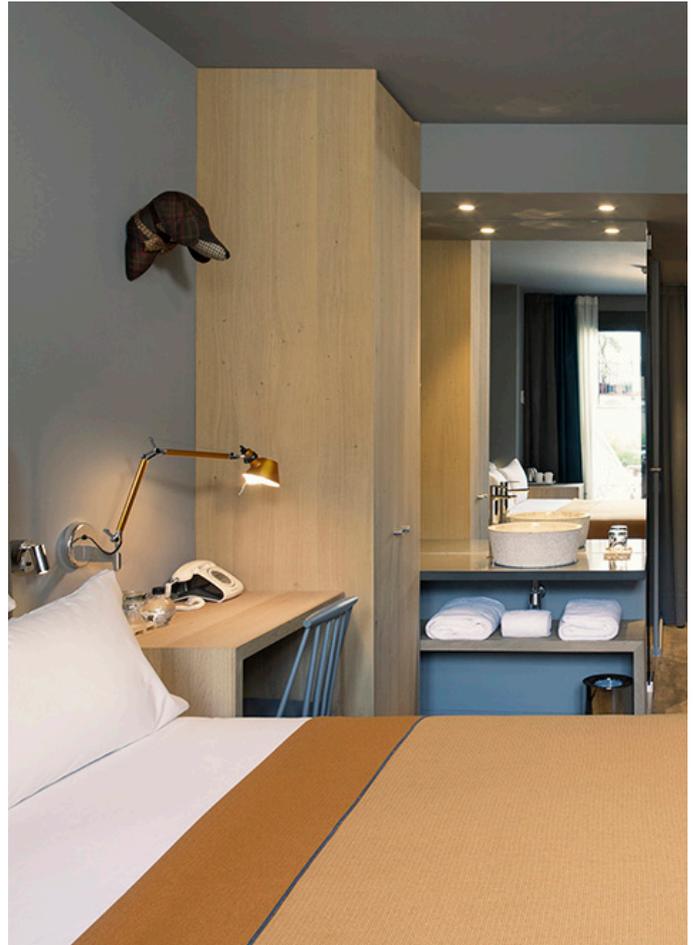
**Personalized concierge** service available to clients with recommendations for restaurants, tours of Barcelona and its surroundings, art galleries or boutique shops. As such, Yurbban travelers can start planning the trip from the very moment of the reservation.

**56 rooms**, of four different types, all of them boasting luxury comfort, decorated with top of the line brands and attending to all details related to accommodating different travelers depending on their tastes and needs.

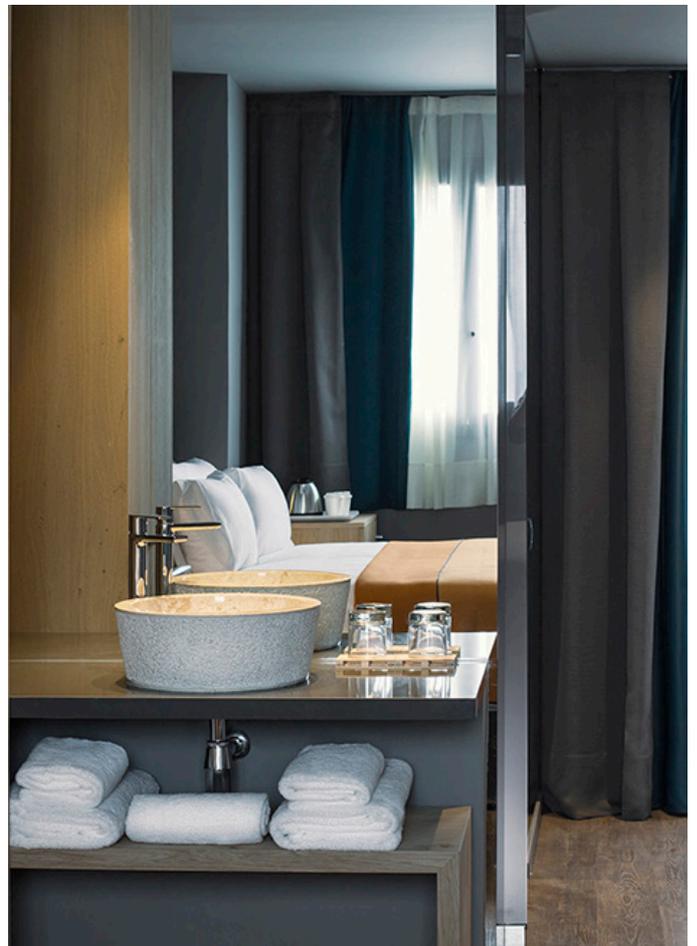
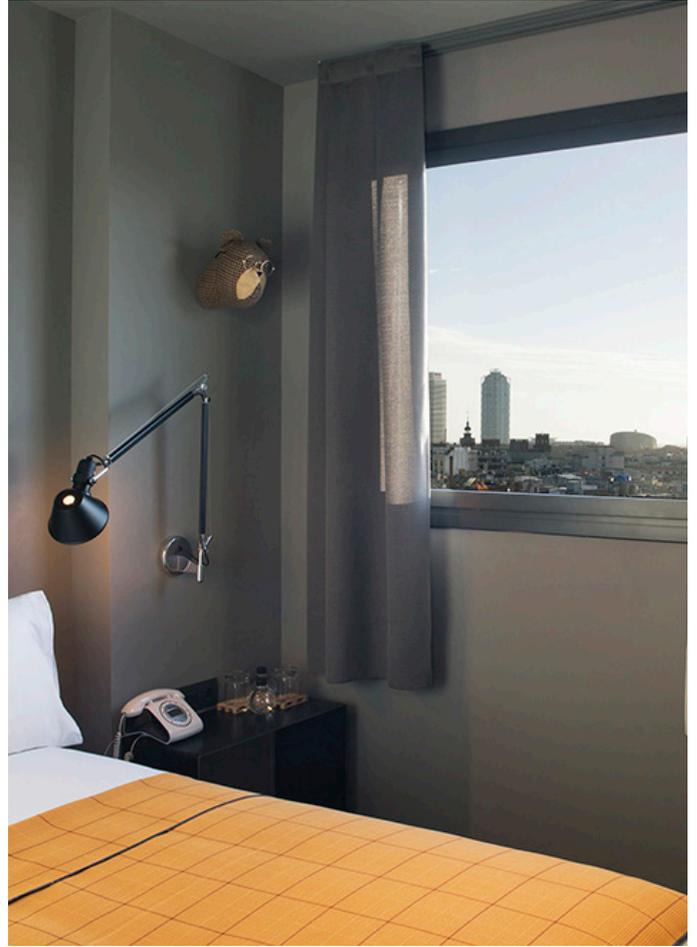
The **fitness area** and the **swimming pool** located on the Rooftop of the hotel guarantee rest and well-being of the guests.

A **mini market** of local products available **24 hours** a day to satisfy the appetite of clients at all hours.

The **Local Store** is the space reserved for the exhibition and sale of designer products. Pieces, articles and products made by artisans and local producers.

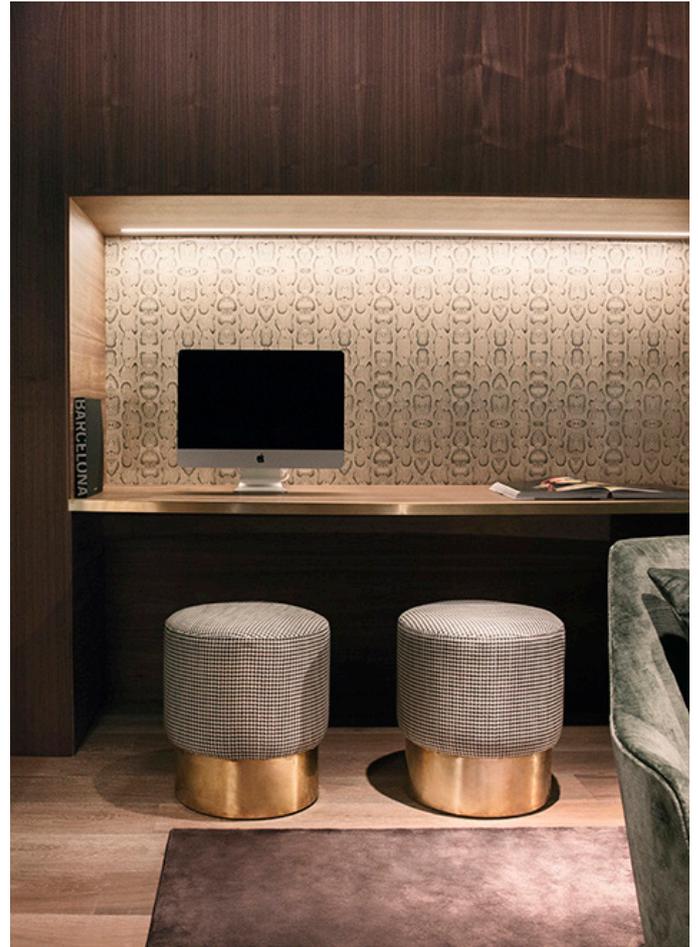






## C. The new technologies: Connected Travelers.

Clients of Yurbban Trafalgar not only have **free high-speed WiFi** in the hotel, but Yurbban also offers mobile WiFi devices so that the traveler can stay connected while visiting the city. In addition, the 24 hour concierge service such as the blog or map of Yurbban offers the best **local recommendations** and accompanies the visitor in their discovery of the city.





## D. Sustainability in Yurbban Trafalgar.

Yurbban Trafalgar contributes to **sustainability** by including biodegradable hangers in the wardrobes of all its rooms and offering clients the possibility of saving water and energy by reusing towels.

The hotel also offers complimentary bikes for its clients. The **Finna Cycles bikes** or the **Campton Longboards** designed in Barcelona can be reserved in advance when the reservation is made through the hotel website or during check-in.

Yurbban Trafalgar  
is an  
energy-efficient  
“Class A”  
building.

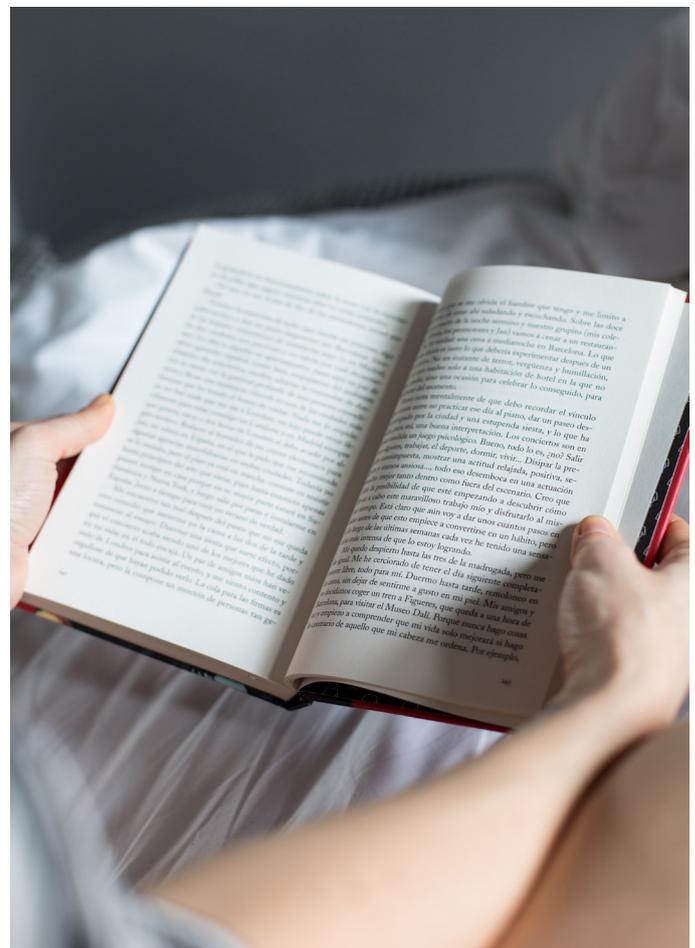


## E. The Yurbbaners. The Yurbban client.

The services of Yurbban Trafalgar are aimed at two different types of clients:

The **foreign tourist** who comes to Barcelona to live the city and feel like an authentic Barcelonian: discovering and experiencing the local. In addition to the local cuisine, Yurbban Trafalgar has collaborations with Catalan fashion and design companies, such as Softheads, Blaw and Curated By.

The **local client** looking for a place to relax, away from the hustle and bustle and traffic. A space to rest in the company of their people, enjoying a good cocktail and unparalleled views.





**3.**  
**Restoration:**  
**Eat as a Native.**



## A. Yurbban Breakfasts.

We know that a good way to get to know the cities is through the palate. For this reason the client is treated to a typical breakfast in the city. Guests can enjoy a real Catalan breakfast in the mornings at the Yurbban Trafalgar hotel. Toasted pan de coca (cocoa bread) with tomato, accompanied by a selection of cheeses and cold meats from the zone, a delicious freshly made omelet, as well as pastries, natural juices or yoghurts and artisan jams.

All the foods set out on a table so that the guests discover how to prepare a good pa amb tomàquet (bread with tomato), choose and cut their cold meat of choice or select the pastry they wish to have with their coffee.





## **B. Plato Único, a unique restaurant.**

Plato Único presents an extraordinary gastronomic concept based on a unique, unusual, surprising and bold offering.

With its single dish and dessert, Plato Único aims to recover the tradition and soul of the old inns where the food was always accompanied by table wine.

Opening Hours:  
Monday from 6pm to 10:30pm  
Tuesday to Saturday from 1pm to 10:30pm  
Sunday from 1pm to 5:30pm

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





**4.**  
**Pool Bar & Rooftop.**  
**Panoramic 360° views of the city.**



From the Rooftop of the Yurbban Trafalgar hotel, you are treated to a **bird's eye view** of the most emblematic buildings of Barcelona. In this way, our clients and locals can enjoy one of the **best 360° panoramic views of the city**, while they relax in the chill out area, cool off in the pool or enjoy a good cocktail. **The best plan to relax and disconnect from the routine.**



## About the group

### SMART ROOMS C O M P A N Y

**Smart Rooms Company** is a company with a clear vocation for innovation in the hotel sector. “Our company was founded in order to unite the concepts of urban tourism and the essence of the local,” asserts Oriol Serra, CEO and partner of **Smart Rooms Company**, which promotes a different way of traveling: “We try to make our guests feel and get to know the true customs, places and experiences”.

The company has four brands to which it extends its particular way of viewing travel.

### YURBBAN HOTELS

Urban hotels, which depart from the clichés, which are at the service of the guest, anticipating their needs in a design-oriented and sustainable environment. Its two flagships are Yurbban Trafalgar Hotel and Yurbban Passage Hotel & Spa.

### uma SUITES

Apartments for restless travelers who want to get to know the city from within and have access to all the amenities.



Study, laugh, live ... A new concept of residence that converts any studio into an unforgettable experience.

### SPOTTY HOSTELS

“Spotty Hostels is a reflection of a new way of traveling”. In Spotty Hostels you will find people like you, travelers in search of adventures. To travel is to live. To live is to share.



# YURBBAN

HOTELS

## Live as a native



@yurbban #liveasanative [www.yurbban.com](http://www.yurbban.com)