



staykooook.com



Stay KooooK. Stay You.

Stay KooooK – a temporary home for a longer stay - combines the advantages of modern accommodation forms - the ease and cozy atmosphere of a sharing solution, without neglecting the attentive, reliable service of a hotel.

With Stay KooooK, we give you the opportunity to always be yourself - even when traveling - and help you to fully exploit your potential. Life is just too short for too many compromises.

The best
of...



Airbnb



Hotel

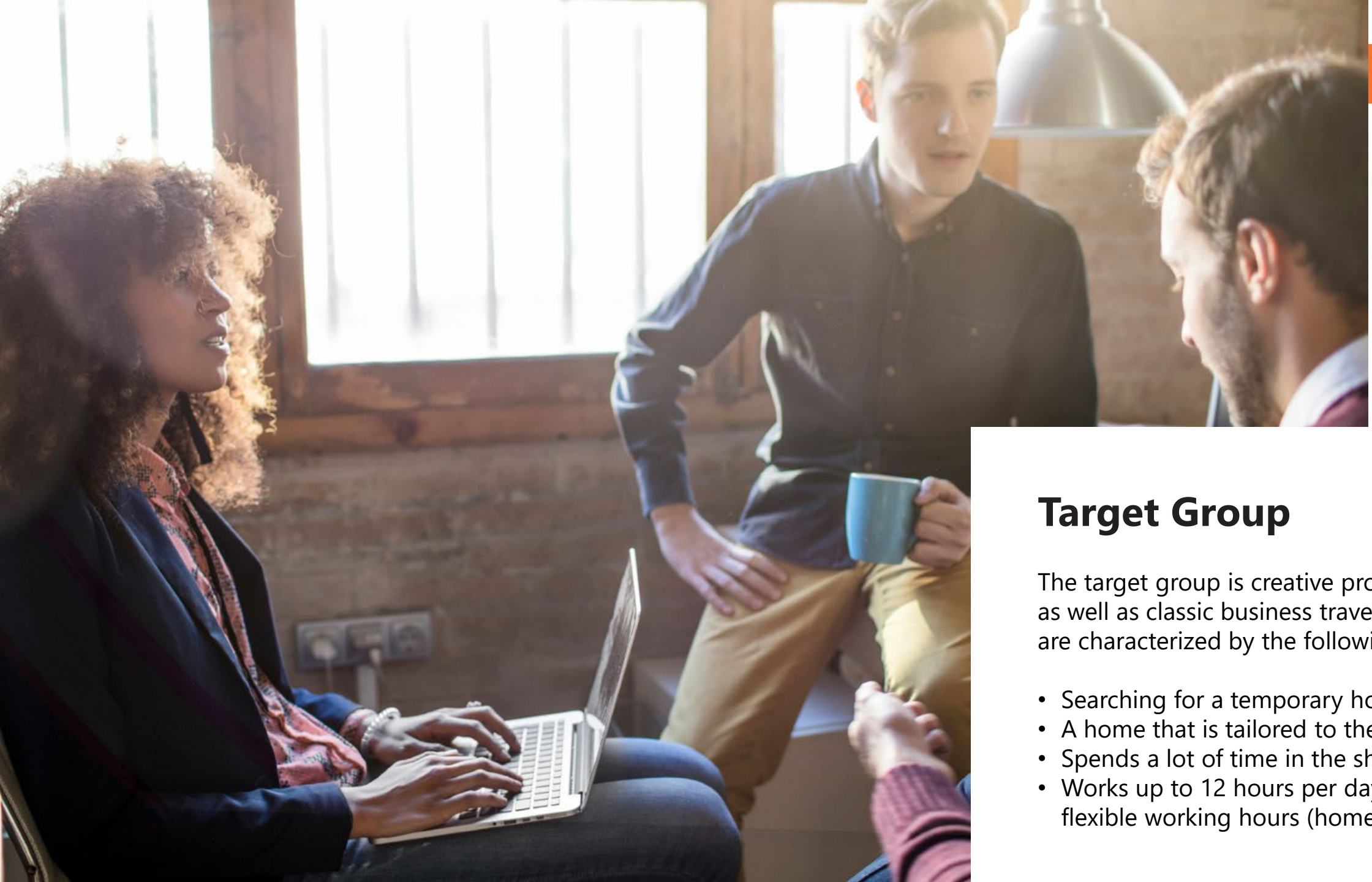
What is Stay
KooooK?



Hostel



Microliving



Target Group

The target group is creative professionals as well as classic business travelers. They are characterized by the following points:

- Searching for a temporary home
- A home that is tailored to their needs
- Spends a lot of time in the shelter
- Works up to 12 hours per day with flexible working hours (home office)

Antonio, 43 years

Origin: Milan
Profession: Marketing Consultant
Duration: 1 Month
Reason: Is in Bern to make his SEO start-up known in Switzerland.



Shanice, 30 years

Origin: Paris
Profession: Event Manager
Duration: 2 Months
Reason: She is in Nuremberg for two months for her client and is planning several events.



Jakob, 25 years

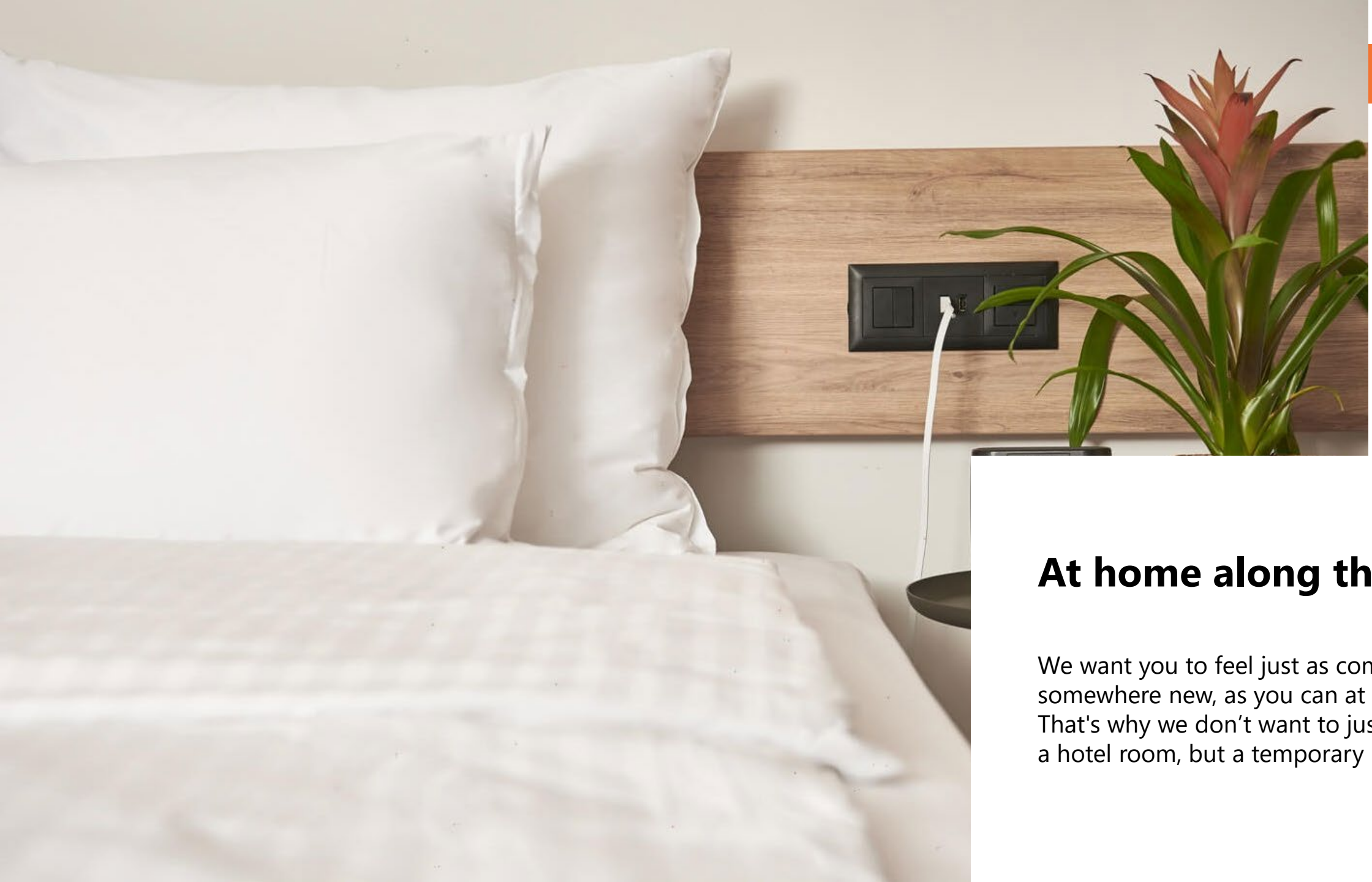
Origin: Bern
Profession: Sales Manager
Duration: 1-2 Months
Reason: Is single and needs accommodation while looking for his dream home.



Family Tanaka

Origin: Osaka
Profession: Architect & Graphic Designer
Duration: 1 Week
Reason: Toshi, Yuki and their Tochter Haru are on vacation in Nuremberg. Flexibility and central location are very important to them.



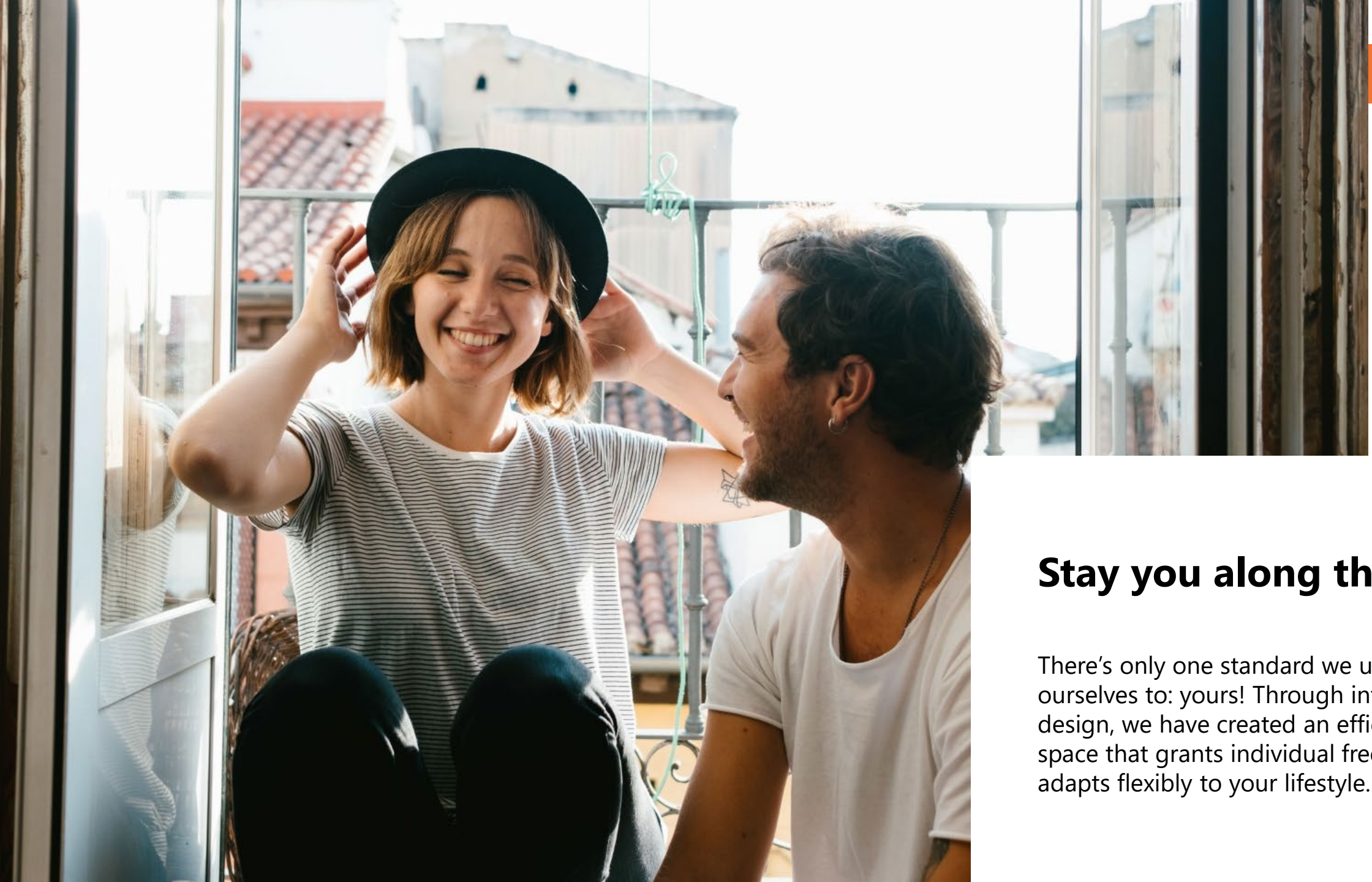


At home along the way

We want you to feel just as comfortable somewhere new, as you can at home. That's why we don't want to just offer you a hotel room, but a temporary home.

Connected along the way

We are always there for you and want to connect you with your new surroundings, as well as a global community of like-minded people.



Stay you along the way

There's only one standard we uphold ourselves to: yours! Through intelligent design, we have created an efficient living space that grants individual freedom and adapts flexibly to your lifestyle.

Your local Host - authentic & personal

Inspired by AirBnB your host...
... cares for all your needs & wants
... is locally rooted
... knows everyone who is anyone
... gives you the best insider tips.



Studios – space for opportunities

Imagine a place, so practical and well-conceived, that it always offers you exactly the space you need. Providing everything you need to work, relax and indulge in a little more than 20 sqm. A place you can shape according to your own ideas and individual needs. Welcome to your Stay KooooK Studio!

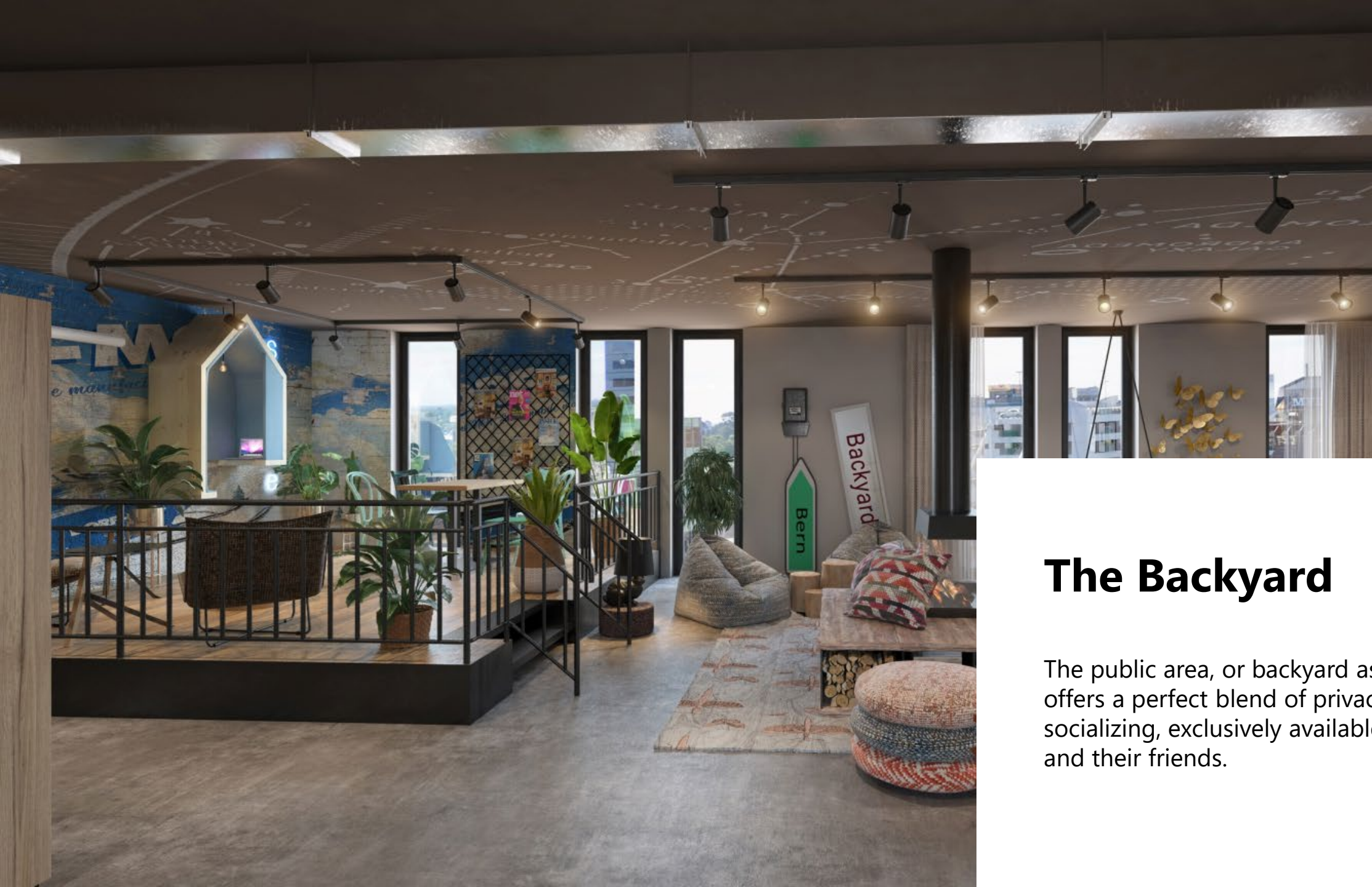












The Backyard

The public area, or backyard as we call it, offers a perfect blend of privacy & socializing, exclusively available to guests and their friends.

The Backyard



Stay KooooK
Backyard





Positioning

- Studios with the professional management of a hotel operator
- Space efficiency thanks to smart studio designs
- Combination of short-term and long-term stays ensures stable occupancy at average rates in line with market conditions
- Local hosts as contact person create authenticity



Positioning

- Flexibility and distribution via new booking channels (e.g. Airbnb)
- Ideal combination of "both worlds": Affordable Lifestyle Hotel products and Extended Stay offers
- Central city centre locations in A+B cities
- First openings in Bern (2020) and in Nuremberg (2021)

Facts

Number of Rooms	From 30 units
Room size	From 22.0 sqm
BGF per Room	Around 35.0 sqm
Flexibility	No ground floor area necessary, felxible adaption public area
Front of House	Around 120.0 – 150.0 sqm
Back of House	Around 80.0 sqm



Stay KooooK
Development

Floor plan

Standard Studio





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Stay Kooook
Contact

Presence



... and many more to come soon

**Live's Short.
Stay Smart.
Think Big.**

Thank You.

SV Hotel AG

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