



GENERATOR

LIVE. LOUDER.

Generator isn't like any other accommodation - we combine affordable luxury rooms with unique social events for the travellers and locals of the world's coolest cities.

We're here for the explorers and the thrill seekers, for people looking for a little peace and quiet and the ones who can't wait to discover something new. We've got it all, from comfy places to part spaces.

Each of our locations has something special to offer. So, if you're looking for an experience you're sure to remember, come sleep with us.

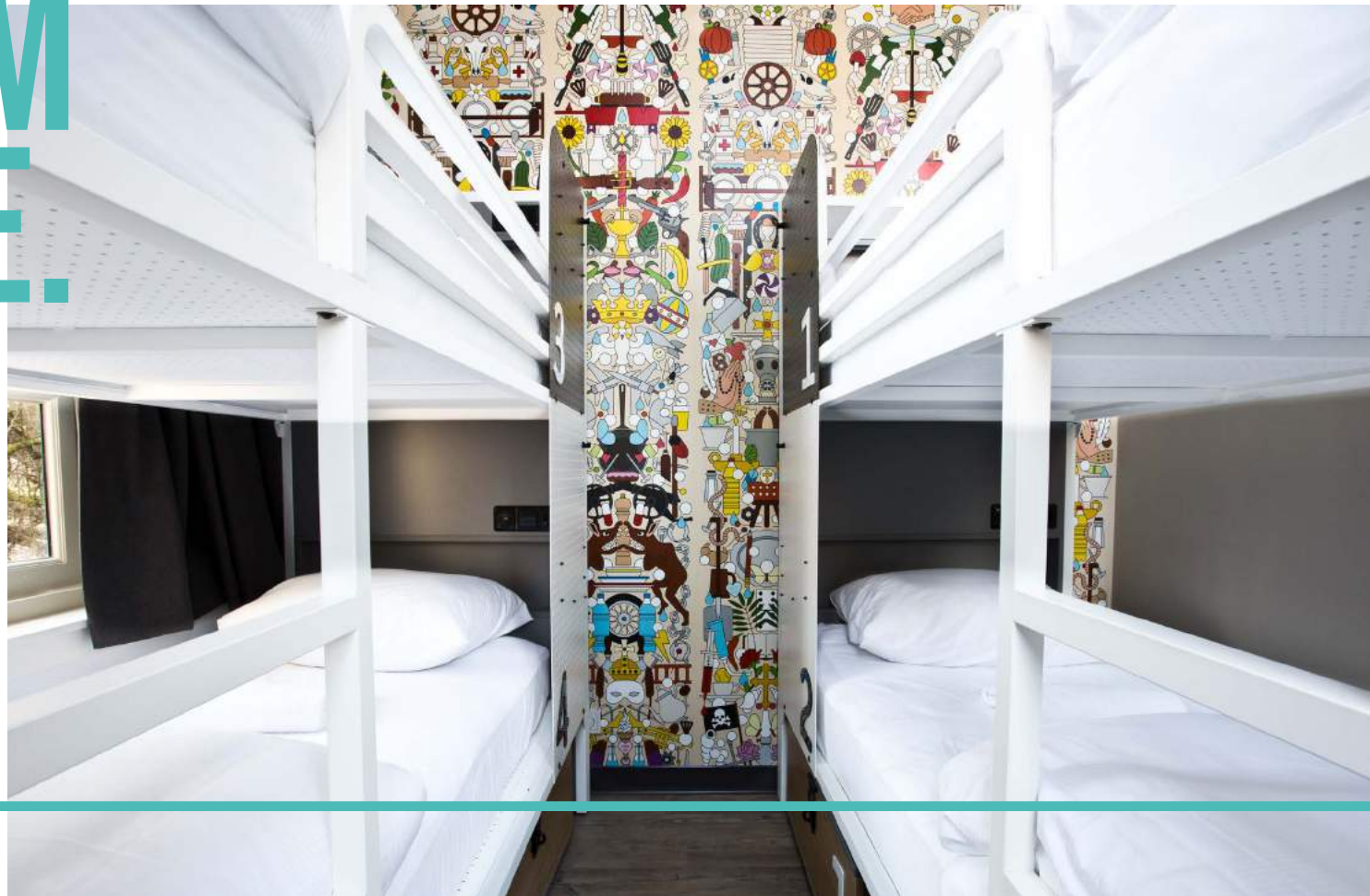
We are **Generation #Gen.**

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WE DEFY
STEREOTYPES.
ONE ROOM
AT A TIME.



01 GEN IDEOLOGY

Our philosophy is to be more, do more and provide more. We pride ourselves on providing engaging and interactive social settings for both our guests and locals within the cities we call home.

Experience is at the forefront of what we do, whether it's through design, food, music and/or events our sole aim is to provide the tools for everyone that comes into contact with us to have the best experience possible.

We also happen to be a really cool play to stay. So, if you don't have a good time when you're with us then it's on you not us
#justsaying



02 HISTORY

Back in 1995 when we were a family owned business. Brother a sister Louise and Kingsley saw their vision come to life with the very first Generator property in London. For the next 10 years or so we kept ourselves to ourselves not disturbing the industry too much except for the one addition to the roster in the form our Berlin Prenzlauer Berg property which opened in 2002.

2007 rolls around and we caught the attention of Patron Capital – shouts out to them for seeing our potential and helping us grow. From 2007 to 2017 we upped our property count from 2 to 12 with the introduction of Generator Copenhagen, Dublin, Hamburg, Barcelona, Berlin Mitte, Venice, Paris, Amsterdam, Rome and Stockholm.

Exit Patron, enter Queensgate! In 2017 Queensgate Investments bought the entire Generator Portfolio and wasted no time in continuing the rapid expansion foundation set by Patron with the 2018 introduction of Generator Madrid and the first property to hit the US shores, Generator Miami.

Now settled firmly into the business Queensgate are about to take those rapid expansion foundations and introduce them to steroids because we're about to go from 14 properties to a planned 20+ properties by 2020.



03 TIMELINE



1995

It begins with the Duffy Family opening the first hostel in Bloomsbury, London.



2002

After a small break the brand expands to two properties with the opening of Berlin Prenzlauer Berg.



2011

Generator Copenhagen opens in June and illustrates a significant interior design change for the brand. Followed shortly by the opening of Generator Dublin in July.



2012

Opening of Generator Hamburg, former Beatles recording studio. Acquisition of Venice, Barcelona and Berlin Mitte. Generator creatively rebrands to align interior design with the visual identity of the brand.



2013

Regeneration was the theme for 2014. The London hostel was completely remodelled and launched in March. The brand launched ReGenerate in Berlin and Copenhagen, a music, art, and culture festival that was a collaboration with The LAB magazine.



2015

Generator opened its biggest property yet in Paris, with 917 beds in 199 rooms. It was also a year of collaborations, including a major partnership with underground music platform, Boiler Room.



2016

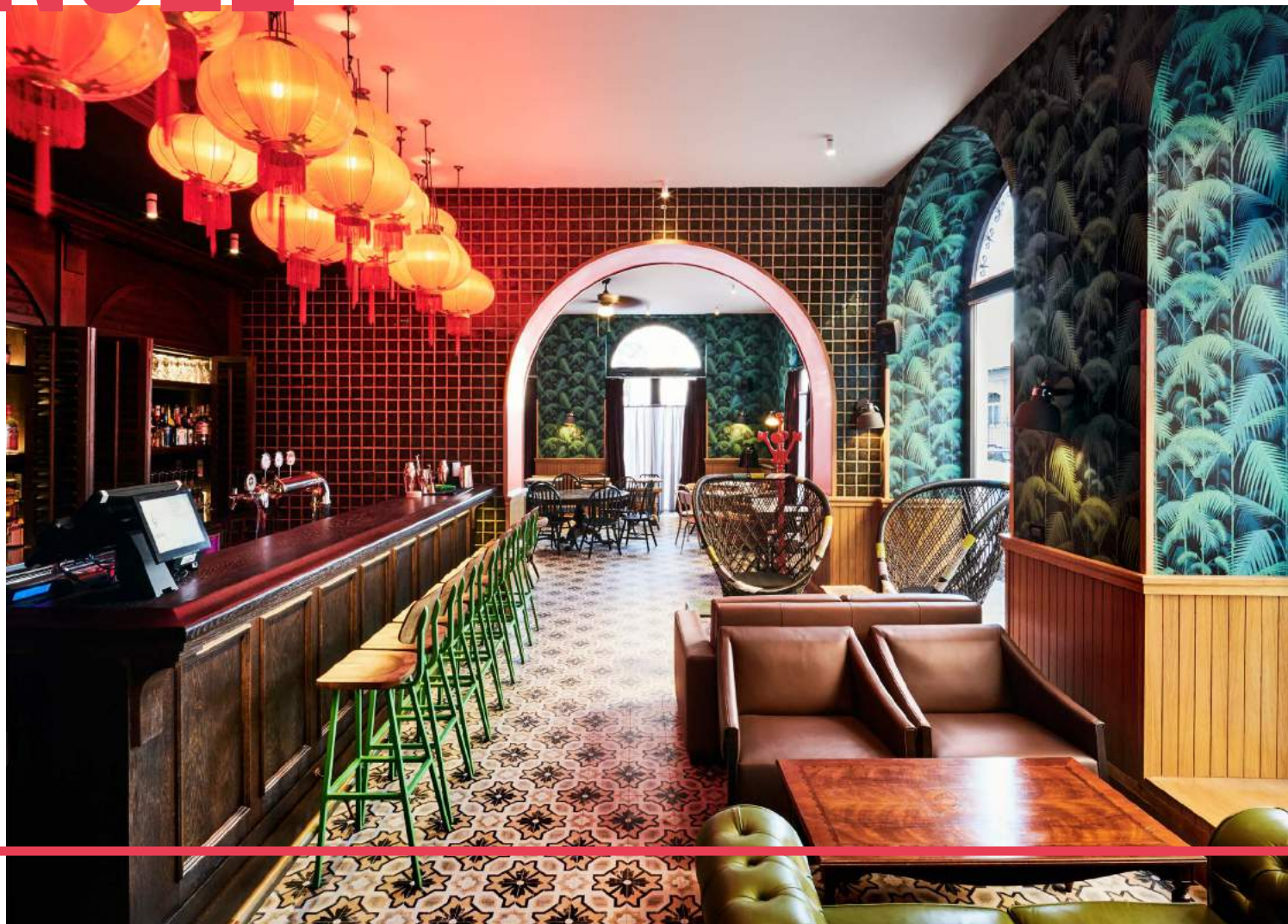
Launched three new locations including Amsterdam, Rome and Stockholm alongside exciting new collaborations.



2018

Generator opens its first US location in Miami and continue its European growth with a property in Madrid. Generator also launches its new look website and booking engine. Queensgate Investments acquired Generator with plans to cement its reputation as a leader in hospitality by investing €300m into adding more hostel assets.

**WE RE-DEFINE
ACCOMMODATION.
EVERY SINGLE
DAY.**



04 GEN SOCIAL

With experience being the forefront of our thinking it's only natural that the social aspect of what we do is not only elevated to new levels seen within the industry but most importantly delivered on a sustained and consistent basis. All of our properties have great spaces for guests and locals to hang out, make new friends, drink and party. Our free WiFi keeps everyone connected so that they can tune into our social channels to find hidden gems and notable information about our cities as well as staying up to date with the world of Generator.

The GenFriends app is the perfect platform designed to spark connections with like minded people and groups for authentic local recommendations, meet ups and unique in app rewards.

It's our aim to make connections great again. LOL

GENERATOR BY THE NUMBERS

9,000+ BEDS
ACROSS THE
GLOBE

3+ MILLION
WEB VISITS
PER YEAR

3,000+ CHECK-INS
PER DAY

210K+ FACEBOOK
FOLLOWERS

40K+ INSTAGRAM
FOLLOWERS



Generator Miami opening party



05 GEN EVENTS

"I wish I was there!"

That's the thought running through people's mind when they hear about our amazing events. Whether big or small our events are ones to remember. From pre-opening parties that feature DJ Khaled and Wyclef Jean** to regular DJ nights, crazy competitions, quiz extravaganzas and sporting spectacles.

** Disclaimer: the party had them both DJ Khaled and Wyclef on the same line up – yep a party, not a festival!

Speaking of festivals, in the past we've created our own music and arts festival which took over two of our properties but let's bring it down a notch.

Walking into a Generator finding yourself bending your body into unimaginable shapes thanks to one of our many weird yoga nights (that's right we did ice cream yoga) or kicking back on a rooftop watching a film while the sun sets thanks to our movie nights isn't out of the ordinary.



Dj Khaled at Generator Miami

GEN MUSIC

Music is their life. Well, almost the entire Generator's young free-spirited audience are into gigs, festivals and connecting with artists. Their music repertoire is pretty healthy – they like familiarity but this music-savvy generation also want to be challenged and discover new sounds.

There are no overly strict boundaries when talking about genres that Generator adheres to, but overall the policy embraces new sounds, quirky established acts and brilliant undiscovered talent. Locally we work with DJs, record labels and promoters to keep our sound fresh. Acts have included DJ Khaled, Wyclef Jean, Felix Jaehn, G-Easy, Molotov Jukebox, Killa Kella, Pablo Bolivark, Modular Records, Lauran Flax, Suena Hermosa Records and Bagota Records.

GENLIVE brought live streaming into the mix, where underground DJs were broadcast live across all of our locations, demonstrating our ability to combine technology and music, reinforced with state of the art sound and lighting.





Wyclef Jean at Generator Miami



Félix Jahn at Generator Madrid

GENERATOR
Madrid



**WE FLASH OUR
PERSONALITY IN
ALL THAT WE DO.**

07 GEN DESIGN

At this point in time everyone describes themselves as having cutting edge design or is innovative, inspiring or simple but elegant but we have the accolades to prove it.

What makes us stand out from the rest is that we don't have one set of design ideals. All of our properties have their own individual charm and personality making them very distinct and in keeping with the city they call home.

We don't follow trends, we set them!

#instaworthy #designgoals







08

GEN MUNCH

They say food is the way to a person's heart. One taste of what we have on offer will have you falling in love with us quicker than you can down a pint of beer.

We've taken our time to curate a collection of food lovers that have the passion, desire and most importantly the talent to elevate our food offering to new levels. Most notably our Director of Bar and Restaurant Concepts, Gui Jaroschy - Look him up, his resume speaks for itself.

Whether it's a big fat juicy burger that tickles your fancy or the sophisticated charm of our West Coast Oysters we've got you covered.

We could go on and on about the food, but the proof is in the pudding. So, let's get tasting.

Dip your chip! Lick your lips! Take a sip!

GEN ARTS



Art and culture are two of Generator's core values. Our properties are located in buzzing cities with so many talented people, that it just makes sense to work directly with them and connect emerging figures with established, international artists.

Swing by any Generator and you'll find walls covered in the big, colourful murals by local artists, sculptures and vibrant interiors by some of the most famous contemporary and emerging artists.



10 GEN SUITES

If our premium rooms leave you lost for words, then our suites and penthouse will blow your mind.

Amsterdam, Barcelona, Miami and Stockholm have rooms that truly embody the phrase "a home away from home"

You'll never want to leave!







ROOFTOPS & TERRACES

Be more, do more and provide more – you’ve heard us say this before but here is just one place where we put our words into practice.

Where else can you kick back and watch the sun set overlooking the Paris skyline, dip your toes in a sky high jacuzzi on a Madrid rooftop, or grab a drink, relax and unwind on one of Copenhagen’s largest terraces?

Obviously, the answer is Generator!

Don’t want to brag but our Paris rooftop is one of only 9 rooftops in the entire city and one of two that is open to the public – how’s that for proving more aye.

GEN 12 PEOPLE

People create connections, connections create memories and memories enhance experience.

People are at the very core of our business, whether these are guests, locals or staff. We believe in creating a fun, welcoming environment for all.

We've assembled a team of genuinely caring, friendly and open-minded individuals.



13 GEN PREMIUM

Broke with expensive taste? Don't worry!

Each of our unique and sophisticated premium rooms are designed to epitomise our concept of affordable luxury.

They'll have you lost for words but if you're the chatty type then the only word you'll be able to muster is WOW!

Obviously we're only joking these rooms aren't just for the broke with expensive taste they're for the rich with even more expensive taste too lol







**WE'RE LOUD.
WE'RE BOLD.
WE'RE BRASH.**



GEN STORE 14

We've all been in the situation where we've left a travel essential or two at home. Those pesky bottles of shampoo and toothbrushes tend to do a disappearing act during the packing process.

At Generator we make sure that we're on hand to stop people beating themselves up over what they left behind by offering all they could ever need and want in house.

We may not have racks on racks of clothing, but we got everyone needs and more.

15 PRESS

If they aren't talking about us,
then they're writing about us

Sometimes it's best to let your
product speak for itself and then
let the gossip folk do their thing.

We've been featured in
numerous new articles and top
tier magazines such as Time
Magazine, Conde Nast Traveller,
Vogue Magazine and many more.

Staying on top of our game is our
way to ensure that Generator
is always on the tip of people's
tongue.



“Generator’s boutique
accommodation
features private rooms,
industrial-chic décor
& more. Think walkability
to the city’s hippest
hot spots, & live events
like beer tastings
& DJs.”

PRAISE FOR GENERATOR

"Generator, has reinvented what a hospitality means, with their pioneering concept of "affordable luxury" and masters of the social experiences. With these offerings at hand, who needs a 5-star hotel?"

BAZAAR

"This place feels far more like a high-end hotel with beautiful design touches, a ground floor chill-out lounge, and restaurant and bar with a Nordic twist."

**BUSINESS
INSIDER**

"Inside, the décor is industrial modern – Ikea with attitude – and the front-desk staff all look like they DJ or design jewellery in their spare time."

STYLIST
MAGAZINE

"Generator makes you feel like a guest at a long-running party. Envisioned as the next generation of hospitality, the brand celebrates unique design, engaging experiences, and locally-sourced food, while offering a range of room styles and prices."

CONDÉ NAST
Traveler

"Generator is good for young, hip travellers who want comfort and style on a budget, and to be at the heart of the social and cultural life of the places they visit. It's a great place for making new friends and a fantastic base for exploring the city centre."

TimeOut

"Generator is stylishly designed and housed behind a large minimalist façade, like something straight out of an architecture magazine. The interior draws on concrete floor tiles, unpolished wood and pendulous birdcage chairs to achieve a sense of modernity and warmth. This is a stylish and well-thought-out place that travellers of all ages and tastes can appreciate."

The Telegraph

"As a design-driven disruptor of hospitality, Generator prides itself on creating properties that are luxurious but affordable. By creating bespoke furniture specifically for the resort-like ambience of this location which took on a modern adaptation of a classic 1940s condo."

design\milk


GENERATOR HAS BEEN FEATURED ON
THE TOP NEWS AND MEDIA OUTLETS ACROSS THE GLOBE:

The Telegraph

TIME

VOGUE

BUSINESS
INSIDER

CONDÉ NAST
Traveler

NATIONAL
GEOGRAPHIC

STYLIST
MAGAZINE

TRAVEL+
LEISURE

COSMOPOLITAN

TimeOut

BAZAAR^{Harper's}

EL PAÍS

culture trip

NEW YORK POST

Daily Mail

Wallpaper*
*THE STUFF THAT REFINES YOU

design milk
dm

marieclaire

CNBC

16 AWARDS

2018

- 🏆 Generator Brand - **WYSE Travel, Best Youth Travel Accommodation**
- 🏆 Generator Brand - **Frame Awards**
- 🏆 Generator Venice - **Hoscars, Most Popular Hostel**
- 🏆 Generator Brand - **Biddable, Biddable Agency Led Campaign of the Year, Travel / Leisure Campaign of the Year, Best Use of Data**
- 🏆 Generator Brand - **Hoscars**

2017

- 🏆 Generator Brand - **DADI Awards, Best Experience And Design Led Website, Best Use of Visual Design, Most Effective Campaign at the UK Agency Awards 2017**
- 🏆 Generator Brand - **Biddable**

2016

- 🏆 Generator Amsterdam - **Frame Awards, Hotel of the Year**
- 🏆 Generator Berlin Mitte - **Hoscars, Best Extra Large Hostel**
- 🏆 Generator Copenhagen - **Hoscars, Best Extra Large Hostel**
- Generator Venice - **Hoscars, Most Popular Hostel**



2015

- 🏆 Generator Brand – **Good Design is Good Business, Architectural Record**
- 🏆 Generator London – **Canadian Interiors Best of Canada**
- 🏆 Generator Berlin Mitte – **German Design Award**
Generator Brand – **Boutique Design Up-and-Coming Hoteliers of 2015**
- 🏆 Generator Paris – **Hospitality Design Award, best Guestrooms/Suites**
- 🏆 Generator Brand – **WYSE Youth Travel Awards, Best Youth Travel Accommodation**
- 🏆 **Transform Awards 2014** – Silver Award For Best Visual Identity In The Tourism Industry
- 🏆 **Transform Awards 2014** – Silver Award For Best Use Of Copy/Tone Of Voice
- 🏆 Generator Barcelona – **10th Hospitality Design Awards** – Best Midscale/Economy hotel and Best Midscale/Economy Public Spaces
- 🏆 **10th Hospitality Design Awards** – Generator Venice Best Public Spaces for the Boutique/Lifestyle category
- 🏆 Generator Barcelona – Honouree, **Interior Design Best of Year Award**
- 🏆 Generator Barcelona, **Best Hotel Budget/ Focused Service, Gold Key Award**
- 🏆 Generator Barcelona, **Best Hotel Budget/ Focused Service, Gold Key Award**

2014

2013

2012

- 🏆 Generator Brand – **British Youth Travel Awards** – Best Use of Social/Mobile Media
- 🏆 Generator Dublin – **Golden Backpacks Award** – Favourite Hostel in Ireland
- 🏆 Generator London – **Hostelworld’s Most Popular Hostel**
- 🏆 Generator Copenhagen – **Hostelworld’s Best Newcomer Hostel**
- 🏆 Generator Copenhagen – **Hostelworld Hoscars Best Microsite**
- 🏆 BYTA Awards – **Best Mobile App Award**
Generator London – **Visit London Award, Budget Accommodation of the Year**
- 🏆 Generator Brand – **BETA Award Finalists – Best Accommodation – Rising Star 2010**
- 🏆 **Hostelbookers Awards of Excellence** – Most Popular Hostel in the World, Best Atmosphere Hostel in the World
- 🏆 Generator Copenhagen
Fodor’s Choice – One of the worlds top establishments
- 🏆 Generator London – **Hostelworld, One of the Top 10 Hostels in England**
Generator Brand- **HotelClub, Outstanding value**
- 🏆 Generator Brand – **The Oldie Travel Awards, Best Hostel of the Year**
- 🏆 **BETA Awards 2009** – Best Youth Product

2011

2010

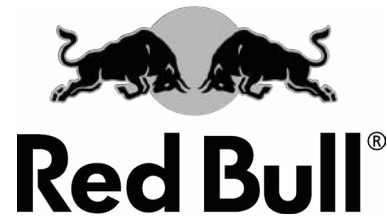
2009



**WE DON'T
FOLLOW TRENDS.
WE START THEM.**

17 GENERATOR x PARTNERSHIPS

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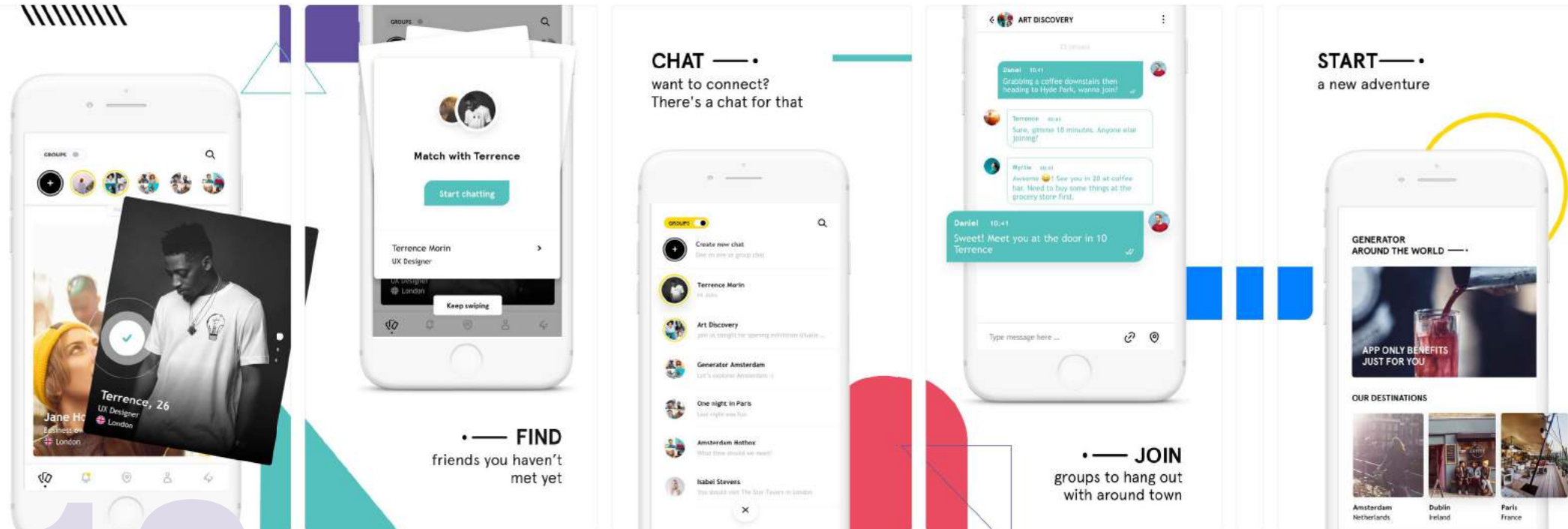
Heineken®

BEN & JERRY'S®



BIRCHBOX♦™

÷Babbel



18 GEN APP

GenFriends, brought to you by Generator Hostels, is a global social network of travellers who enjoy travel, connecting with others and unique travel experiences. Whether it's culture, food, nightlife or outdoors, on our interest and location based GenFriends app you can contact like-minded people and groups for authentic local recommendations or even plan to meet in person, so you're never lost or alone anywhere you go.

Unlike other traveller apps, the GenFriends app also allows travellers to get the best deals on their travel accommodation at any Generator hostel by booking directly within the app.

The GenFriends app will also allow the average traveller and Generator guest to have the easiest in-stay experience possible by allowing

for: Door opening via the app, 10% F&B discounts via the app, In hostel payment via the app, control of the hostel sound system and music playlists via the app as well as continuous push notifications alerting users to sudden flash sales at the relevant F&B outlets.



GENERATOR