



## **The House and Cloud7 Hotels in Turkey launch GCC offer this summer**

**Dubai, UAE, 25 June 2019:** With the summer holidays fast approaching, GCC nationals and residents travelling to Istanbul now have an extra reason to enjoy the city from a new perspective, with exclusive rates offered at the award-winning The [House](#) and [Cloud7](#) hotels.

Part of an inspiring collection of brands from specialist mixed-use operator Kerten Hospitality, The House Hotel and Cloud7 are more than just a place to stay, with iconic buildings and boutique surroundings coupled with a genuine commitment to facilitating a connection between guests and local residents. Both brands offer unique programmes to encourage guests to venture off the beaten track to discover hidden attractions and experiences where they can connect with locals in a unique and memorable way.

The House Hotel works in collaboration with experts from Locally Istanbul to invite guests to live the life of a real "Istanbulite", while Cloud7's global guests are connected with the local world through the hotel's collaborations with emerging artists and brands or via the 'Meet the Locals' programme, introducing them to like-minded residents.

Antony Doucet, Brand, Marketing and Community Director at Kerten Hospitality said: "Istanbul has long been a popular destination for GCC travellers looking for a summer escape, making it the perfect time for us to showcase our hotels to those looking for somewhere special to enhance their stay. Whilst our hotels have gained a global reputation for quality and individuality, the brands are new to most GCC travellers, although that is set to change very soon as we prepare to bring The House Hotel to the region later this year, with our first hotel outside Turkey opening in Jeddah at the end of summer.

"Known for offering boutique luxury experiences for discerning travellers, The House Hotel is a rapidly expanding luxury boutique hotel brand which marries art and culture with a blend of classic and contemporary styles. In contrast, its sister brand – Cloud7 – offers a modern mid-market hotel concept for the next generation of traveller, with social spaces and state-of-the-art technology providing a modern, efficient and well-designed environment for guests."

Home to the original House Hotel, Istanbul now offers two celebrated properties within the city, each one rich in character and with a unique design befitting its location in distinctly up-and-coming areas:

- Located in the arty district of Karaköy on Bankalar Caddesi, **The House Hotel Karaköy** offers a convenient base from which to explore bohemian Beyoğlu and historic Sultanahmet, with many of the rooms offering views out over the Golden Horn.

The property is within walking distance of some of the city's most popular art galleries, including Istanbul Modern, Elipsis, Gallery Mana and Istanbul 74. The hotel's connection to Karaköy's vibrant art scene continues once guests step through the doors, with every piece of art specially curated by the hotel's own in-house curator, Zeynep Berik (Editor-in-Chief of the contemporary Turkish art magazine, ICE), who also organises cultural events, exhibitions and activities throughout the hotel.

- The luxurious and modern interiors of **The House Hotel Bomonti** were designed by the prestigious British interior design Office Conran + Partners, resulting in a signature look that seamlessly blends contemporary and classic styles. The hotel is conveniently located two minutes from the Bomontiada entertainment centre and just 2km from Taksim Square.

Both hotels feature a spa and fitness centre, plus a choice of halal culinary options, including exceptional Turkish fare, plus the opportunity to book connecting rooms.

Cloud7 meanwhile is a unique destination created for spontaneous travellers, which is leading the way in its use of technology to create an environment and platform to connect. Found in the city's treasured Bakirkoy neighbourhood, **Cloud7 Istanbul** is a great choice for travellers interested in food, culture and history, and is widely recognised for offering the best value in Istanbul.

To experience The House and Cloud7 hotels this summer, book directly at <https://househotels.com> and <https://cloud7hotels.com> and use booking code GCCSUMMER to avail reduced rates for GCC nationals and residents. Valid until 31<sup>st</sup> August 2019.

**ABOUT THE HOUSE HOTEL:** The House Hotel is an award-winning and rapidly expanding luxury boutique hotel brand with a global reputation for quality and individuality.

Marrying art and culture with a blend of classic and contemporary styles, this collection of hotels offers guests authentic and unique experiences in every stay. In line with Kerten Hospitality's commitment to supporting and enriching local communities, every House Hotel is distinctive, tells a story, and has a sense of place. It is the ideal hotel concept for owners looking to transform

landmark or heritage buildings into boutique destinations for discerning travellers.

The House Hotel is part of the Design Hotels™ group, with properties incorporating elements that complement the aesthetics of the region in which they are located. They celebrate local culture in ways that are brought to life by a team of predominantly locals for whom genuine warmth and hospitality is a priority.

After the successful launch of the first House Hotel in Turkey, the brand is expanding into the Middle East with properties currently under development in Egypt, Georgia, Kuwait and Saudi Arabia.

For more information visit: <https://househotels.com>

**ABOUT CLOUD7:** Cloud7 is an innovative, independent, casual and affordable new hotel management brand for the next-generation traveller. As a global trend watcher, Kerten Hospitality responded to demand for a new mid-market lifestyle concept and created Cloud7, combining locality and culture and blurring the lines between living, working and travelling.

Like Kerten Hospitality, Cloud7 seeks to inspire guests to be spontaneous, free, and live life to the full. Social space is key, as are the 'clouds' (rooms).

Global guests are connected with the local world in several ways, through collaborations with emerging artists and brands or via the 'Meet the Locals' programme, introducing them to like-minded residents. For more information visit: <https://cloud7hotels.com>

**ABOUT KERTEN HOSPITALITY:** Kerten Hospitality, a specialist mixed-use operator, is a division of Ireland-based Kerten, focusing on operating mixed-use projects: branded residences, serviced apartments, hotels, serviced offices, gourmet burgers and F&B.

Kerten Hospitality has a dynamic team who are innovation disruptors, rebel hoteliers and food enthusiasts with hospitality pedigrees from well-known brands based in the GCC and Europe.

Hospitality brands created by Kerten Hospitality include The House Hotel, The House Residence, Cloud7 Hotel & Residence, Ouspace, which offers supportive, 24/7, full-service workspaces that encourage solo working and collaboration, and its tech-driven gourmet burger concept, Frikadell - with more brands in the pipeline. For more information visit:

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