

AN INTERVIEW WITH...

GENEVIÈVE MATERNE

SENIOR VICE PRESIDENT COMMERCIAL SERVICES EAME & SOUTH WEST ASIA AT HYATT HOTELS CORPORATION

With over seventeen years within the hospitality industry, we jumped at the chance to question Geneviève on her experiences within the sector and to hear more about the arrival of three new JdV by Hyatt hotels opening in Sweden.

There's a growing desire for travellers to connect with the local art and lifestyle of the countries and regions they visit. How does this translate to the properties under Hyatt's JdV brand?

The JdV by Hyatt brand is a collection of vibrant, independent hotels that welcome all vibes, tribes, and unique souls. Each property in the brand's portfolio embraces the local neighbourhood in which it is situated – from design through to the activities on offer – these hotels invite guests to explore, celebrate and live in the moment.

JdV by Hyatt expanded into Europe for the first time earlier this year, with the opening of three hotels in Sweden – Story Hotel Riddargatan and Story Hotel Signalfabriken in Stockholm, and Story Hotel Studio in Malmö, all of which perfectly encapsulate the brand. We know consumers are looking for exceptional experiences from their travels, more so than ever before. Adding these hotels to our portfolio allows us to offer guests a chance to sample unique experiences and live like a local in some of the most exciting cities in the world.

Story Hotel Riddargatan, Story Hotel Signalfabriken in Stockholm and Story Hotel Studio Malmö are the latest and first European hotels under the JdV umbrella. What can travellers expect from their visit?

These hotels all joined JdV by Hyatt, part of Hyatt's independent collection in April 2021. Being part of our independent collection means hotels retain their individual identities and names and all three properties reflect the edgy nature of both Stockholm and Malmö. Guests can expect distressed walls, sleek furniture and rustic exposed pipework, a perfect fit for these Swedish cities.

Plus, each hotel is filled with plush furnishings and offers a vibe that is cool and vibrant, yet easy-going and relaxed.

All the hotels are ideally located for guests to explore these vibrant cities, whether that be in the trendy area of downtown Stockholm or with sweeping views of the city's skyline and ocean. Story Hotel Signalfabriken is actually housed in a 19th-century building, formerly a fire station and town hall, located in Sundbyberg, less than 20 minutes from Stockholm's city centre. It's the perfect base for those looking for quick access into Stockholm's city centre.

Who is the typical Hyatt JdV customer and how is this interpreted into the design, food and drink offering?

The typical JdV by Hyatt guest is free-spirited, seeking vibrant and inclusive stays. All three hotels are designed as a welcoming space for guests and locals alike to connect with each other, live in the moment and celebrate the joy of life – the ethos that sits at the heart of our JdV by Hyatt brand.

In addition to locally inspired design, each hotel provides guests with a range of activities that allow them to experience the local culture first-hand. For example, Malmö is known for its amazing biking infrastructure and leads the way as Sweden's best place to bike. So, we offer guests the opportunity to borrow a bike at the hotel, free of charge, and explore the Western harbour, working their way up to the city's landmark Turning Torso - the tallest building in Scandinavia!

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