

citizen



Affordable luxury for the people

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citizenM started with an observation: The evolution of a new type of traveler.

They are independent, share a respect for different cultures and are young at heart; the mobile Citizens of the World.

Mobile citizens know what they like from a good hotel and don't like from a bad one.

We named our hotel after them; citizenM.



fashion citizen



cultural citizen



party citizen



business citizen

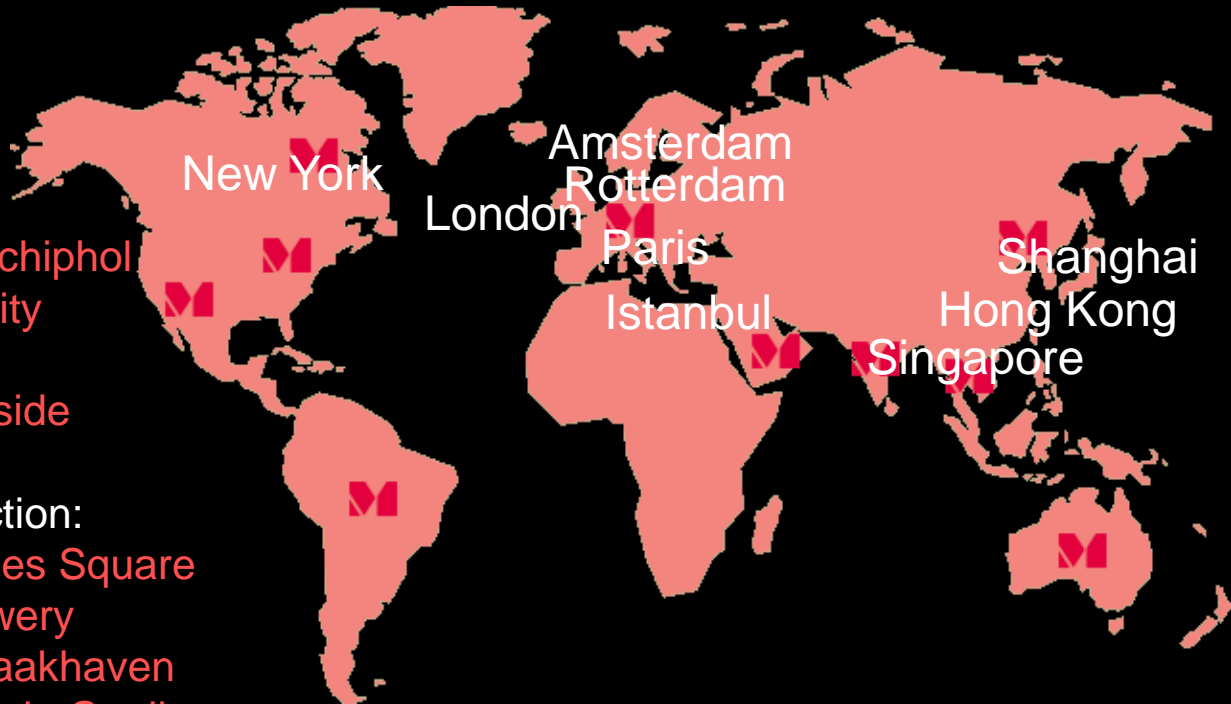
Affordable luxury for the people



- A contemporary luxury hotel for a midrange price
- AAA locations in world class cities
- A great place to sleep, meet, work and relax
- 24/7 food and beverage facilities
- Fast and easy check in /out
- A sociable environment
- Free Wifi for all
- Free movies on demand
- Phone calls at Skype rates
- No hidden costs



Affordable luxury for the people



Open:

- Amsterdam Schiphol
- Amsterdam City
- Glasgow
- London Bankside

Under construction:

- New York Times Square
- New York Bowery
- Rotterdam Blaakhaven
- Paris Charles de Gaulle
- London Tower
- London St. Paul's
- London Shoreditch

Next:

- Istanbul
- Hong Kong
- Shanghai
- Singapore







...travellers long and short haul. To the weary, wise and the bleary-eyed. To the suits, weekenders, fashion baggers and the explorers, adventurers and dreamers. To all who travel the world from Amsterdam, Boston and Cairo to Zagreb. To all who travel the world with wide eyes and big hearts. To those who are smarter than a dolphin with a university degree and those who can have luxury for not too much cash. To those who have had a cold drink and big take-aways. To all who are mobile citizens of the world. **welcomes you all.**









a 24/7 pit stop for hungry citizens



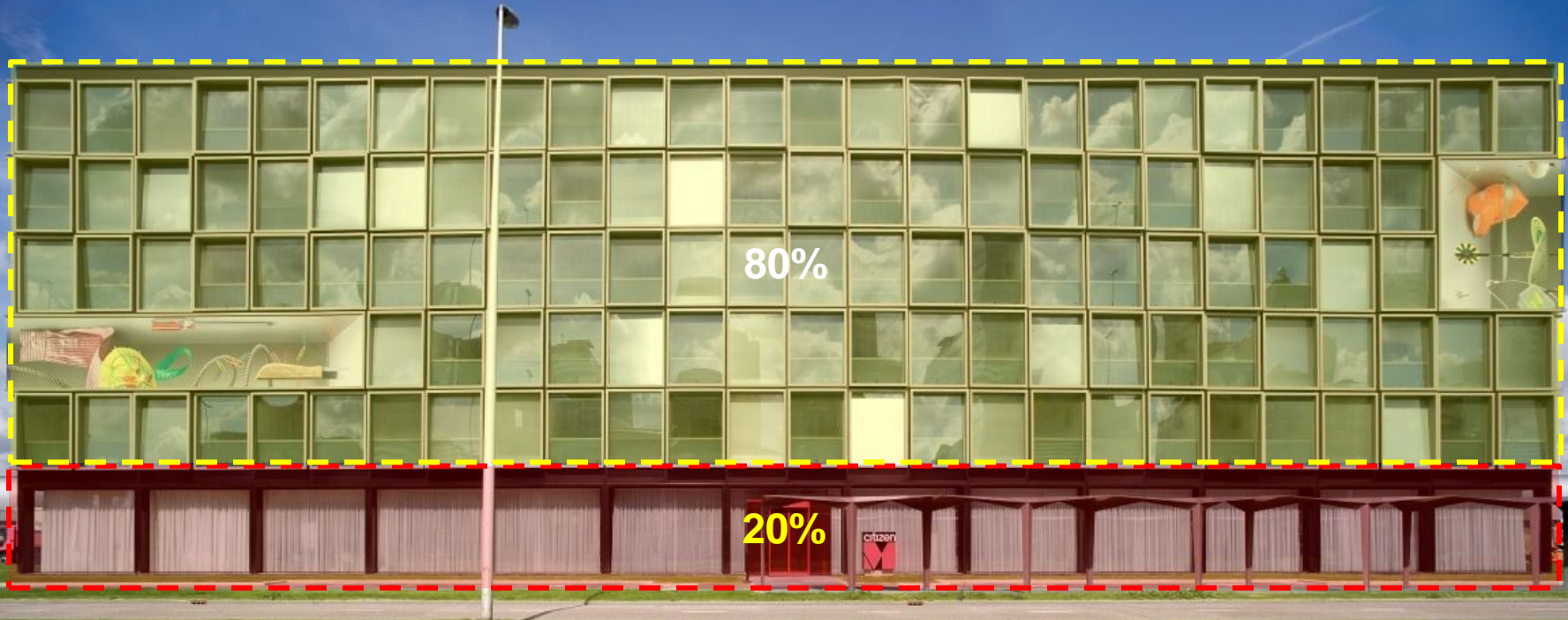


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230 rooms

Fast
Predictable
Consistent quality
Low impact on neighbors
Excellent carbon footprint

- **We can not solve problems by using the same kind of thinking we used when we created them (Albert Einstein)**
- **You can not discover new oceans, unless you have the courage to loose sight of the shore (Andre Gide)**
- **Creativity is thinking up new things. Innovation is doing new things. (Theodore Levitt)**
- **Innovation distinguishes between a leader and a follower. (Steven Jobs)**

WHAT IS INNOVATION?

Degree of innovation	Product	Service	Process
Business as usual	Laptop	High street shops	Cash payment
Incremental (optimization)	Ultra book	Department store	Payment checks
Radical (architectural)	Tablet	Tupperware party	Credit cards
Transformative (discontinuous)	Google glasses	Shop online	Pay with mobile phone

Innovation; a board room priority

Set your goals

Dare to dream while you can

Create controversy

Don't just leave it to the professionals

Share



Fish are the last to discover water

When your tool is a hammer, every solution is a nail

The road to perfection is always under construction



Keep is smart and simple

Good intentions are worthless

A camel is a horse designed by a team

You are never done



Don't be afraid to fail, be afraid not to have tried!

Have fun!



citizenM says: Be transformational!

