



NARA

Design Guidebook

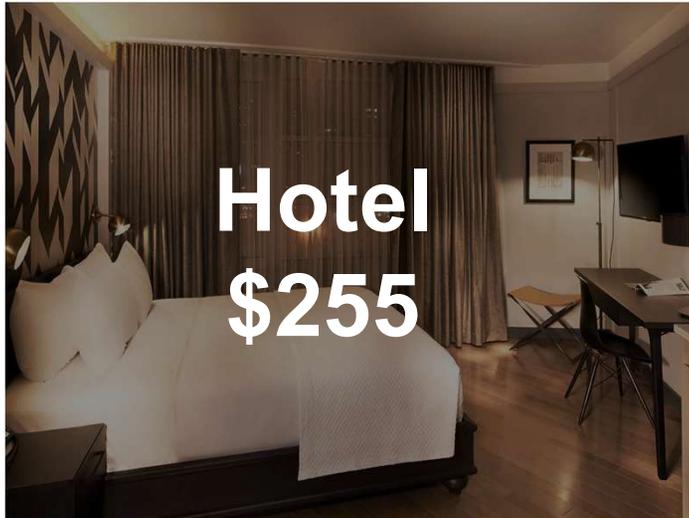
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Overview of Nara

Problem:

Nowhere to stay for \$50 per night in most U.S. cities



Rates as of 9/12/17 for travel to New York City on 10/12/17

Market:

Hostels are undergoing a transformation

From this...



- Unsophisticated ownership and management
- Low profitability
- Fragmented industry

...to this



- Increasingly sophisticated ownership and management
- Sale of hostels at high valuations
- Robust growing market
- Line blurring between hostels and hotels

Hostels align with shifting cultural, demographic, and socioeconomic patterns

Solution:

Nara is the best of a hostel, pod hotel and boutique hotel



Shared and small private rooms

///

Save money and meet other travelers



Vibrant communal spaces

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Engage with locals and visitors alike



Inspired, thoughtful design

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Enjoy a reinvented hostel experience

Nara combines the design of a boutique hotel with the value, experiences and vibrant social community of a hostel

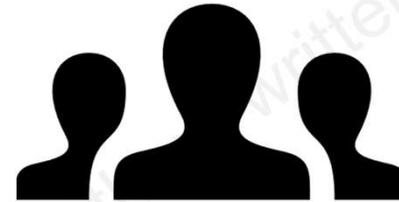
Concept:

Nara is built on value, community, experience, and design



Value

Dorm accommodations + private rooms
Only what travelers need



Community

Common spaces and events
Neighborhood gathering place



Experience

Small floorplates in cool neighborhoods
Local activities travelers can't find on their own



Design

Design-forward spaces in flexible environments
Local aesthetic, global consistency

Design-forward shared accommodations for the next generation

Guests:

Travel-loving denizens of the sharing economy



Value experiences over products



Ingrained in the sharing economy



Crave convenience, but don't want to pay more



20 M

American millennial travelers (37%) have stayed at a hostel in the past two years¹

\$4,500

Annual spend on leisure travel by a hostel traveler¹

1st

Hostellers rank travel and tourism first priority among discretionary spending categories¹

70%

of hostellers are between the ages of 18 and 34¹

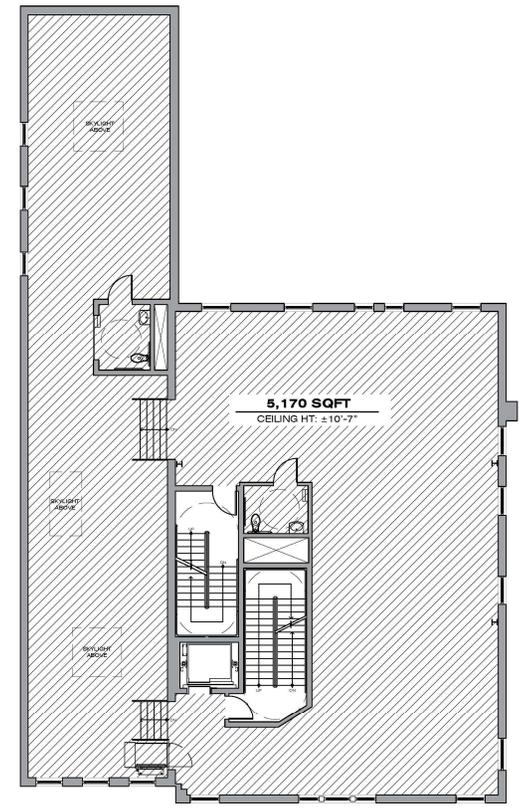
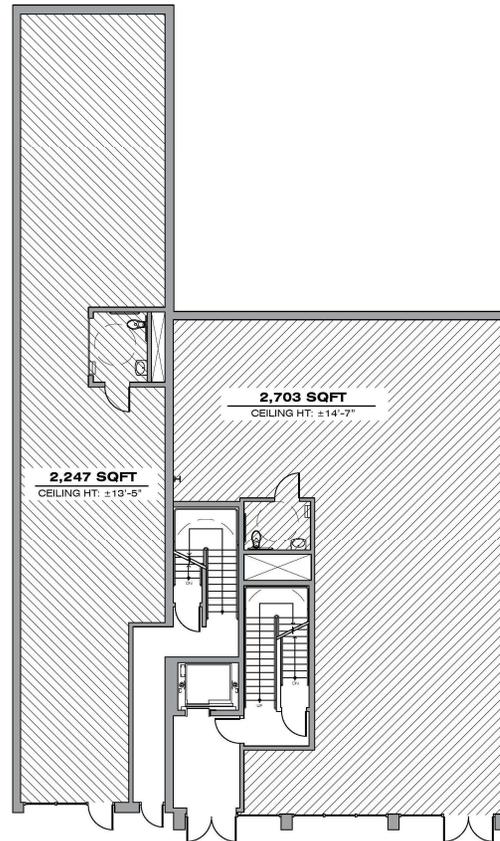
¹Phocuswright Global Hostel Marketplace, 2014-2018

Design Guidelines

Illustrative Site:

573 Sackett St, Brooklyn, NY (Gowanus)

- Full information available at <https://www.573-sackett.com/>
- 3 floors and ~13k SF; all-new lobby/core and HVAC; light on four sides



Design Precedents:

Well-designed hostels, boutique hotels and other spaces

- Domestic
 - Freehand (Miami and Chicago) – Colorful, vibrant and social
 - The Local (Long Island City, NY) – Well-designed common spaces but rooms are lacking
 - Native (Austin, TX) – New hostel with interesting spaces; strong reflection of local aesthetic
- International hostels
 - Kex Hostel (Reykjavik, Iceland) – Boutique hostel
 - Case Garcia Barcelona (Barcelona, Spain) – Boutique hostel
 - Generator – European chain with strong brand/design; Nara will be building smaller locations though
- Boutique hotels
 - Ace Hotels – Balance of current design trends and local aesthetic
 - Arlo Hotels – NYC micro hotels
 - Amstan Paris – Efficient use of space; minimalist design
- Other
 - Colonie (Brooklyn Restaurant), Mr. Fongs (Chinatown bar), Smith Canteen and Regular Visitors (Brooklyn coffeeshops), Wythe Hotel (Brooklyn hotel), Local61 (Brooklyn bar/coffeeshop), The Space (Brooklyn studio)

Specifications:

Illustrative specifications for ~10k SF site

Space Allocations

	<u>Size (SF)</u>
Guest Rooms (Net)	5,900
Private Rooms	2,100
4-Bed Dorms	1,600
6-Bed Dorms	1,000
8-Bed Dorms	1,200
Guest Rooms (Gross)	7,375
Private Rooms	2,625
4-Bed Dorms	2,000
6-Bed Dorms	1,250
8-Bed Dorms	1,500
Common Areas	1,950
Reception, Café, Bar and Lounge	1,500
Front Office Space	150
Guest Kitchen and Dining Room	300
Back of House	500
Total	9,825

Guest Rooms

	<u># Rooms</u>	<u># Beds</u>	<u>Room Size (SF)</u>
Private Room	14	14	150
4-Bed Dorm	8	32	200
6-Bed Dorm	4	24	250
8-Bed Dorm	4	32	300
Total	30	102	

Aesthetic Spirit:

Overall aesthetic spirit for common areas and guest rooms

- Overarching emphasis on value – Maximize the use of space, easy to maintain, durable materials
 - E.g., built-in benches, marble countertops, gallery concrete floors
- Environment should feel welcoming, warm and relaxed (e.g., “family-room” furniture, shaker or inset cabinets/paneling)
- Selective vibrant and interesting elements to intrigue guests (e.g., loud wallpaper, local art)
- Natural materials (e.g., wood) and abundant greenery (e.g., plant wall, plants in pots or hanging)
- Subtle locally-inspired elements (e.g., industrial features, exposed brick, retro lighting, tiles around bar, reclaimed wood) without feeling gimmicky, phony or inauthentic

Aesthetic Spirit:

Common areas

- “Public living room” that allows guests and the community to mingle
- Open, light and comfortable spaces that are welcoming and encourage social interaction
- Flexible space for people to work, drink/eat and chat during the day and converts to a lively, social space in the evening



Kex Hostel (Reykjavik, Iceland)



The Space (Brooklyn, NY)

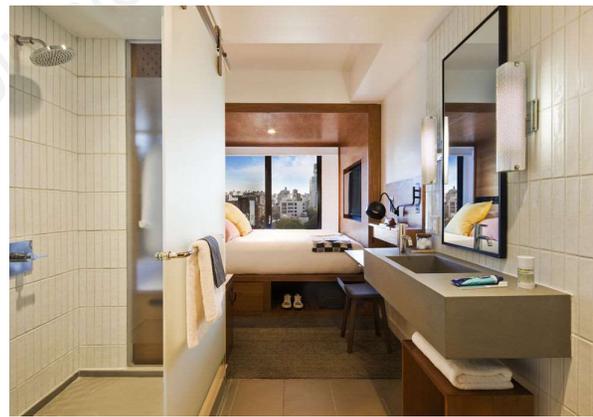
Aesthetic Spirit:

Guest rooms

- Shared and private rooms for people who want to spend less time in their rooms and more time in common areas meeting people
- Minimalist design (e.g., small room, no desk, no TV, no dressers)
- Privacy, convenience, efficient use of space and security
 - While privacy is important, guests travelling alone should feel safe in the shared rooms
- Comfortable and clean space for people to retire at night



St. Christopher's (Barcelona, Spain)



Arlo Hotel (New York)



Arlo Hotel (New York)

Program and Requirements:

Common areas

- Reception desk – Accessible and visible desk for 1-2 employees with some open adjacent space for people to wait with luggage to check in/out
- Bar/café – Countertop space, glass display and register that serves coffee and simple provisions (bagel, scones, muffins, granola, etc.) in the morning and alcoholic drinks and basic appetizers (e.g., chips, mixed nuts, etc.) in the evening



Meininger (Brussels, Belgium)



The Native Hostel (Austin, TX)

Program and Requirements:

Common areas (cont.)

- Lounge – Area integrated with bar/café and reception desk that provides ample seating in the form of “family room”-style couch and chair arrangements (~25%), bar seating (~20%), long communal tables (~40%) and “traditional café” seating (~5%) and open standing area for accommodation of larger crowds during evening (~10%)
 - Number of users will increase in the morning and evening
 - During the day, comfortable to work, drink/eat and chat for a few hours; should not become an all-day workspace for freelancers
 - E.g., Favor benches, hard chairs or stools; include more communal tables (vs. small tables) that cannot be occupied exclusively for long periods
 - During the late afternoon/evening, ideal for a few beers/cocktails or appetizer to sit and chat with friends; not for partying late or dancing

Program and Requirements:

Guest rooms

- No non-guests are allowed in the guest room areas
- Preferably located on upper floors and clearly separated from common area to reduce noise transmission and restrict passage of non-guests
- When considering where to value engineer, eliminate unnecessary accessories in the rooms (vs. the common area)
- Shared kitchen – Small kitchen to be used only by guests (regulation permitting); ideally includes one large dining table to accommodate ~6-8 people

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Program and Requirements:

Guest rooms (cont.)

- Shared rooms
 - Each shared room should include the required number of beds with a locker for each guest that can store a large backpackers' pack. Each bed should have a privacy curtain, privacy wall at the foot and front of the bed, reading light, small shelf (for phone, book, wallet, etc.) and outlet
 - Preferably, each room should have an en-suite bathroom (although communal dormitory bathrooms located down the hall are acceptable too) and a small chair/side table (space permitting)
 - Several different arrangements for shared rooms
- Private rooms – Queen bed or 2-person bunk and en-suite bathroom

“Stacked”



Lavish POD Hotel (Singapore)

“Pod Style”



Adler Luxury Hostel (Singapore)

“Traditional”



The Cube Hostel (Bangkok)

Program and Requirements:

Other spaces

- While the business model cannot afford wasted space, certain locations might afford the opportunity for a flex space or other designated spaces
- Flexible space for a variety of activities
 - Art gallery; pop-up food and shops; business/community meetings; cultural activities; event space
- Other potential future designated spaces
 - Conference rooms; artist residencies; washer/dryer laundry; workout room; athletic class room; rentable work studios; designated co-working spaces; rooftop bar/lounge; small concert/performance area; game room; short-term/extended stay guest room rentals

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Design Inspiration

Design Inspiration:

Common Area – Bar / Café / Reception



Meininger Hostel (Brussels, Belgium)
*Open floor plan; combines common area, bar and workspace;
light and friendly; art*



The Local NYC Hostel (Long Island City, NY)
*Efficient floorplan; value maximizing design; garage door
opening to street; abundant light*

Design Inspiration:

Common Area – Bar / Café / Reception



Mr. Fongs (Chinatown, New York, NY)
Minimalist, eclectic design; greenery; art; industrial elements



KEX Hostel (Reykjavik, Iceland)
Abundant light; industrial mix of furniture; open floorplan with prominent bar/cafe

Design Inspiration:

Common Area – Bar / Café / Reception



**The LINE Hotel
(Los Angeles,
CA)**
*Natural light;
balanced mix of
eclectic furniture;
greenery*



**Colonie (Cobble Hill,
New York, NY)**
*Light space; greenery;
wood and natural
elements*



**The Space NYC
(Brooklyn, New
York, NY)**
*Quintessential
Brooklyn
aesthetic;
industrial
elements
balanced with
minimalist design*



**Leo's Oyster
Bar (San
Francisco, CA)**
*Selective vibrant
and loud
elements;
balance of loud
and subtle*

Design Inspiration: Shared Rooms



The Native Hostel (Austin, TX)
Maximum privacy for dorm beds; industrial aesthetic



Lavish POD Hotel (Singapore)
Alternative dorm format; optimal privacy; warm natural elements



Adler Luxury Hostel (Singapore)
Luxury comfort; maximum privacy; light



The Local NYC Hostel (Long Island City, Queens)
Efficient and minimal design; abundant light; lacking in privacy

Hostel currently assumed to include ~100 beds, including ~14 private rooms (14 beds) and ~16 shared rooms (4-8 bed dorms; 88 beds)