
What the Zoku?

Zoku has been redefining the hotel experience since the opening of its first location in Amsterdam in 2016, when it created a new category for the hotel industry - a home-office hybrid with smart Zoku Lofts and Social Spaces. Zoku is suitable for stays ranging from one night to three months, providing residents with the services of a hotel and the social buzz of a thriving neighborhood. By bringing together like-minded individuals, from locally and afar, under one roof, Zoku expands the definition of a hotel and becomes a destination where knowledge, ideas and people mingle on a daily basis.

The guest-centric brand was entirely co-created with input from its target audience - over 290 travelling professionals, HR- and mobility specialists from all over the world.

Proud to be opening in the number one most livable city in the world*

Opening at the beginning of 2020, Zoku Vienna will be located in Leopoldstadt - the city's central second district - complementing the local neighborhood. Housed in Viennese native IG Immobilien Groups' new "Prater Glacis" complex, Zoku Vienna will provide its residents with quick connections to the city's local innovation, business and cultural areas.

The Zoku Loft - smart, award-winning design that you can make your own

One of Zoku's key features is the revolutionary Zoku Loft: a true hybrid, offering everything you need to live comfortably and work efficiently. The Loft shifts the focus of the room from the bed to the living space, with a four-person table that can be used to work, dine, entertain or just hang out. The Zoku Loft features a fully equipped kitchen, comfortable 2-seater couch, cleverly designed extensive storage space, plentiful office supplies and an elevated, loft-style sleeping space that can be accessed by a retractable staircase and screened off to make the Loft cosy, business-like or something in between.

Social Spaces designed to facilitate effortless connections

Global nomads are entrepreneurial, curious and open minded. They can be individuals as well as groups like project teams, incubators, scale-ups and due diligence teams. When living and working abroad, these travellers are surrounded by the 'exotic', yet can often feel bored, lonely and uninspired.

A Zoku property attracts international talent and fosters connections between locals and residents, which are actively facilitated by Zoku's community structure. Zoku Vienna's social spaces will be located on the top floor, which will also feature a beautiful green rooftop terrace. The space will also include a co-working space called 'Work Zoku' on the ground floor creating a buzz as people enter the building.

What next for Zoku?

Zoku's global roll-out will continue to expand with ambitious plans to launch 40 new sites over the next 10 years - including London, Copenhagen, Paris, Berlin, Milan, Frankfurt and Dublin as well as US cities like Los Angeles, Seattle, Austin, Denver, Boston, New York and the Bay Area.

Hermann Klein, Managing Director of full-service real estate specialists IG Immobilien, a subsidiary of the Austrian National Bank, concludes: "At IG Immobilien Group we prioritise low-risk environments. Zoku, being a modern and relatively young brand, has already proved that its innovative concept is a worthy investment. We see Zoku as a great addition to our portfolio".

Quick Zoku stats

Occupancy rates of more than 90 percent for the past two years // Proud owner of both the B-Corp certification as well as a Green Key Gold sustainability certificate // National Geographic Traveller's Big Sleep Awards: 'Game Changer' winner // Forbes' 25 coolest hotels in the world // CNN's "10 Coolest Apart Hotels around the world" // Serviced Apartment Awards: Best aparthotel // European Hotel Design Awards: 'Best bedroom and bathroom' & 'Best public areas' winner // Radical Innovation Award for Hospitality

* Ranked according to the Mercer Quality of living city ranking 2018 - [link](#).