



PRESS
KIT

BYHOURS

BYHOURS is the first platform that allows you to book a hotel room for a few hours.

It offers microstays of 3, 6 and 24h in more than 4,000 hotels worldwide. It's present in 25 countries and more than 600 cities, with 3, 4 and 5-star partner hotels.

Customers can choose with total flexibility the check-in time to the hotel, during the day or night, and pay only for the hours the room is needed. With a microstay, the client enjoys all the hotel's services: spa, swimming pool, gym, common areas, restaurant, and more.



+4M
HOURS SOLD

+260K
CUSTOMERS

+4000
HOTELS

+25
COUNTRIES

+600
DESTINATIONS



HOW BYHOURS WAS FOUNDED

BYHOURS was created in 2012 by Guillermo Gaspart and Christian Rodríguez, founders of the company, answering the question: ***"Why do we pay the price of a whole night when we only need a hotel room for a few hours?"***

At that time, both decided to incorporate pay-per-use in the hotel industry. They made microstays, defined by their flexibility and customization, a reality.

BYHOURS has ten years of existence, more than 50 employees and two offices: headquarters in Barcelona and the Latin American headquarters in Mexico City.

Guillermo Gaspart

Born in a hotel, Guillermo is a fourth-generation hotelier with more than 20 years of professional experience in the travel and hospitality industry. He specializes in business development and strategies for luxury and business hotels and the startup ecosystem. Has extensive knowledge in drafting business plans and hotel pre-openings. He has proven his ability to build and grow successful teams to execute business objectives. Guillermo stands out for his positive energy, loyalty, and professionalism.

Christian Rodríguez

An entrepreneur since the age of 18, Christian has an extensive business background and an innate talent for developing new projects, recruiting young and talented teams and creating winning business ideas. Christian is creative and a specialist in conceptualizing new businesses and models. He also has multidisciplinary leadership skills in front of projects and people. He has experience in the operational and corporate management of companies and projects and is passionate about innovation and creativity.



FOUNDERS

THE RISE OF REVHOURLUTION

A service such as *pay-per-use*, to which we are familiar with in transport, parking, cleaning, or babysitting among the 25 to 45-year-old population, has also been a growing model in the hotel sector since 2012.

BYHOURS has become an alternative for both the client and the hotelier. The developed platform allows the hotelier to choose what to sell, how and when, and at what price. In this way, the client can book a hotel only for the hours they need, and the hotelier can use BYHOURS as a complementary sales channel, combining it with their daily operations, selling their empty rooms or reselling those they have already booked, once the client leaves the room.

Business

Enjoy an office in any location with all the amenities, comforts, and peace of mind. Relax and refresh before or after a meeting. Hold an important conference or video call in an optimal environment. Find the perfect location for a photoshoot. Record videos, do interviews, prepare for an event, in summary: Turn idle hours into productive ones between meetings and on business trips.

Travel

No time wasted at airports and stations during long layovers, delays, or cancellations. Choose your hotel check-in time with complete flexibility. Rest and freshen up before a long journey or after an event (concert, theater, festival or sporting event). Stay for a few hours in hotels near hospitals when a family member is ill. Pay only for the time needed to stay at the hotel.

Local leisure

Discover the best luxury hotels in the city by the hour at the best price. Access to all the hotel's incredible facilities: swimming pools, spa, roof terraces, restaurants, gyms. Celebrate special occasions, treat yourself, disconnect from everyday life, enjoy quality time for yourself, with your partner... In short, enjoy a microholiday in your city.



THE BEST HOTEL CHAINS AROUND THE WORLD

Many chains and independent hotels worldwide are already part of the trend. At BYHOURS, you can book hotels of all categories located in strategic locations in the main cities of Europe and Latin America.

BYHOURS

HYATT®

nh
HOTELS

W
HOTELS

Louvre Hotels
GROUP


CROWNE PLAZA
HOTELS & RESORTS

starwood
Hotels and
Resorts

BW | Best Western.
Hotels & Resorts


Sheraton

Sercotel
hotels


ACCOR HOTELS

 Hoteles


Holiday Inn

Radisson 

WYNDHAM
WORLDWIDE

Barceló
HOTELS & RESORTS

OUR COMMUNITY



BBDD Emailing:
51K active users in Spain & **+100k worldwide**



Avg. monthly traffic:
+300K and a **+5% CR**



Social Media:

- **IG: +43K** followers & 5% engagement
- **LinkedIn: +8K** followers & 7% engagement
- **TW: +5K** followers & 3% engagement
- **FB: +28K** followers & 2% engagement

BYHOURS SOLUTIONS

In 2020, BYHOURS evolved its marketplace, to become the new '**travel tech**' of the sector, betting even more on technology.

BYHOURS DIRECT arises, the BYHOURS SaaS that offers the possibility of selling rooms in packs of 3, 6 and 24 hours and meeting rooms by the hour to hotels from its website. BYHOURS DIRECT arrives as a direct sales solution for hoteliers. A technological tool that is available for all types of tourist accommodation worldwide.

In 2021, BYHOURS signed an agreement with Sabre, the largest provider of global distribution systems in the travel sector, to offer travel agencies worldwide the product of microstays.





MEDIA

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EUROPE

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Traveler

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mujerhoy

Forbes

DIGITAL
TRENDS

LAVANGUARDIA

EU-Startups

ElReferente
Comunidad de empresarios emprendedores

Antena 3

elPeriódico

LIDERES
DIGITAL

europa press

lonely planet

TeleMadrid

SMART
TRAVEL

A modern, minimalist bedroom interior. The room features a large window with dark frames, offering a view of a lush, green landscape. To the left, there is a small desk with a round mirror and a modern armchair. The bed is positioned in the center, with a dark headboard and several pillows. A small round table with books is next to the bed. The floor is made of light-colored wood, and the walls are a neutral tone. The overall atmosphere is calm and sophisticated.

BYHOURS

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