

Amsterdam, 22 July 2020

## ZOKU KICKS OFF ITS SUMMER EDITION

*The Amsterdam based hospitality brand launches wellbeing resort experience in city center*

[Zoku](#) today announced the start of its [Summer Edition](#): a program created to facilitate the increased demand for local, high quality getaways as people try to escape the lockdown in safe and easy ways. The summer resort experience allows people to mentally escape the city without having to leave it.

The program kicks off with Zoku's [Positivity Retreat](#), an all-inclusive, health-conscious getaway to start reversing the Corona inertia and reboot a healthy lifestyle & positive mindset. The 3 or 4-night retreat consists of activities like yoga classes by [Delight Yoga](#), bootcamps from [High Studios](#), as well as interactive workshops, a scent experience by [Marie Stella Maris](#) and freshly cooked healthy meals by Zoku's own [Living Kitchen](#) with [Nourish Atelier](#).

Outside activities during the retreat include scenic walks with Zoku's newly launched audio guides of Amsterdam. The unique audio guides will help people diverge from the tourist hotspots so they can (re)discover Amsterdam in a new, more local, light. Dutch travel professionals, [Chris Zegers](#) and [Floortje Dessing](#) and local history enthusiast, [Jort Kelder](#), share insights and background information during the neighborhood walks. All tours were created in close collaboration with local travel writer and global adventurer Sabine de Witte from [Your Ambasadrice](#), who previously was involved with the [Monocle Travel Guide Amsterdam](#).

Together with Dutch brand [Weltevreë](#), a local producer of sustainable outdoor furniture which, like Zoku, is on a mission to 'activate people and places', Zoku transformed its terraces and garden to resort-worthy lounge spaces. The revamped summer terraces provide a safe and scenic escape from the city on the 6<sup>th</sup> floor of Zoku.

Hans Meyer, one of Zoku's co-founders, said: "We had two choices after we saw the hospitality market collapse in March: let it wash over us and hope for the best, or roll up our sleeves and be creative. We chose door number two. Zoku is a flexible concept, and this flexibility comes through in everything that we do. The Zoku Summer Edition is a prime example of what we are capable of if amazing people work together. By cross-linking outstanding brands and knitting them together into one integrated experience, we're able to offer a unique wellbeing experience in an urban oasis for domestic travelers."

This initiative reconfirms Zoku's position as one of the most innovative hospitality brands in the world right now, as it continues to redefine the leisure travel market. The Amsterdam-based pioneer of the home/office hybrid, which will expand to Copenhagen in Q4 of this year and Vienna in early 2021, has been tapping into new markets and rolling out [innovative adaptations](#) to its concept since the start of the Coronavirus lockdown in March. As a result, Zoku can confirm healthy occupancy rates of up to 90 percent in an otherwise decimated market.

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### NOTE TO EDITORS

For more information or media requests please get in touch with Maxime Reinders Folmer: [maxime@futurefactor.com](mailto:maxime@futurefactor.com).

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# Z O K U

## P R E S S   R E L E A S E

The Summer Edition program is an extension of the Better Together-series: a [successful collaboration](#) with Michelin Star winning chef Joris Bijdendijk and his team from RIJKS®, where 50 Zoku Lofts were transformed into private restaurants to allow for a unique experience while [respecting social distancing](#).

### **ABOUT ZOKU**

Zoku has invented a new category within the hotel industry with its home/office hybrid and [Zoku Loft](#). Opened in Amsterdam in 2016 by Dutch entrepreneurs Hans Meyer and Marc Jongerius, Zoku was named after the Japanese word for family, tribe or clan. Zoku facilitates living and working internationally for the growing population of globetrotting talent. Moving far beyond putting heads in beds, the bold concept has won numerous awards and received rave reviews, and is celebrated for its lively Social Spaces, community structure which facilitates genuine connection. Zoku Copenhagen, Vienna and Paris are currently in development and are slated to open in the next 18 months. In 2018, Zoku achieved [Bcorp](#) certification - one of the few hospitality brands worldwide to have received this. For more information, visit <https://www.livezoku.com/>.