



Selina Celebrates 8 Years of Hospitality Innovation with Over 100 Mini-Festivals and Other Events Across its Portfolio

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From September 22 to 24, Selina is thrilled to celebrate its 8th anniversary by hosting more than 100 mini-festivals across its global locations. These festivals will feature a diverse range of activities, from live music and DJ sets to yoga retreats and chef pop-ups, showcasing the brand's commitment to community building, cultural exchange, and authentic travel experiences.

NEW YORK--(BUSINESS WIRE)--Sep. 19, 2023-- Selina Hospitality PLC, the fast-growing lifestyle and experiential hospitality brand targeting millennial and Gen Z travelers, is excited to announce the celebration of its 8th anniversary, hosting more than 100 mini festivals across its portfolio of locations worldwide. These festivals will showcase the best of Selina, with a wide range of activities and events for guests to enjoy.

"We are thrilled to celebrate our eighth anniversary with such a diverse lineup of events. Since our inception, Selina has been committed to community building, cultural exchange, and authentic travel experiences. These events showcase how we connect with our guests at a deeper level and continue to promote our core values," said Rafael Museri, co-founder and CEO of Selina Hospitality.

Selina's Journey: Eight Years of Impact and Innovation

Over the past eight years, Selina has expanded its presence to 6 continents in 24 countries. From the sunny beaches of Costa Rica to the bustling streets of New York, the idyllic island life in Phuket to the stunning desert in Morocco, Selina has become synonymous with unique and vibrant lodging experiences. The brand's innovative approach to hospitality combines the comfort of a hotel with the warmth and sense of community found in hostels, catering to travelers from all walks of life.

Social Responsibility: Selina Gives Back

Through its incredible locations throughout the world, Selina has a positive social and economic impact on the community. This includes initiatives such as the "Selina Gives Back" program to local projects and businesses, fostering sustainable development, and creating opportunities for communities. This commitment to responsible tourism has solidified Selina's reputation as a socially conscious brand.

The Evolving Landscape of Work and Travel

Since the start of the COVID-19 pandemic, remote work opportunities have increased around the world. According to the [International Labor Organization \(ILO\)](#), 1.2 billion workers in the world's main economies are younger generations, and 94% of whom have experienced some level of temporary or permanent closure of their work spaces since 2020. This shift has led to the need for greater flexibility from employers worldwide, allowing individuals to plug-in and be effective from virtually anywhere in the world.

Selina's Response to Changing Needs

Furthermore, new concepts such as *workcation* (that is, traveling to different countries to work there temporarily) and the use of hybrid working models also gave rise to a new way of occupying and conditioning spaces. Selina has helped address this by creating spaces where travelers can establish real and meaningful connections with people, places and communities. At Selina, attractively designed accommodation is combined with coworking spaces, shared areas, recreation activities, moments of well-being, and local experiences.

"Today more than ever, millennials and GenZ-ers are looking to balance work and personal life. For that reason, it is important that they have spaces that allow them to be extremely productive while enjoying the comfort of a vacation. All Selina properties have activities, experiences and spaces in which guests can find and strengthen that balance they are looking for," adds Museri.

Taking these challenges and needs into account, Selina seeks to democratize hospitality, offering different types of accommodations for travelers, regardless of budget. Thus, guests can enjoy new experiences in different parts of the world without sacrificing their comfort or budget.

A Worldwide Celebration

To commemorate this anniversary, Selina has planned a series of exciting events and experiences that will take place from September 22 to the 24th at all Selina locations, from Bariloche in South America to Melbourne in Australia. Each celebration will showcase local culture, cuisine, and talent, providing guests with a truly immersive experience. Through these commemorative moments, Selina aims to express its gratitude to its loyal guests and partners, while also reaffirming its commitment to offering unique and immersive experiences such as music festivals, cultural activations, wellness retreats, and more.

Join the Festivities

In this anniversary period, Selina Hospitality invites travelers to embark on unforgettable journeys and experience the unique form of hospitality through the different events that will be available in each country. With its unwavering commitment to providing exceptional accommodations and fostering a global community, Selina looks forward to delivering new experiences to its guests.

For example, in Selina Miami River Inn, the main celebration will happen on Saturday September 23 with a *Wellness Festival* filled with fitness, yoga, neighborhood running and more. Also, a garden brunch with live music at night gives guests the opportunity to enjoy a *Pink Party* with pink decoration, cake and a fun photobooth. For more information on all of Selina's anniversary events, please visit: <https://www.selina.com/>.

About Selina Hospitality PLC.

Selina (NASDAQ: SLNA) is one of the world's largest hospitality brands built to address the needs of millennial and Gen Z travelers, blending beautifully designed accommodation with coworking, recreation, wellness, and local experiences. Founded in 2014 and custom-built for today's nomadic traveler, Selina provides guests with a global infrastructure to seamlessly travel and work abroad. Each Selina property is designed in partnership with local artists, creators, and tastemakers, breathing new life into existing buildings in interesting locations in 24 countries on six continents – from urban cities to remote beaches and jungles. To learn more, visit [Selina.com](https://www.selina.com) or follow Selina on [Twitter](#), [Instagram](#), [Facebook](#), [LinkedIn](#) or [YouTube](#).

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