✧ Hospitality

How CityHub saves 10K€/month on feasibility studies with Rayon

Perspective from a 5-person expansion and growth team

Challenge

CityHub is expanding its innovative hospitality concept across Europe. With a small team and big ambitions, one of their biggest challenges was quickly and efficiently evaluating new real estate opportunities.

Lacking the tools to run accurate test fits in-house, they had to outsource preliminary feasibility studies - even for early stage opportunities - costing them valuable time and significant expenses.

Solution

Rayon has transformed CityHub's expansion process, enabling the team to conduct precise feasibility studies independently by uploading floor plans quickly to extract key data.

A custom block library with CityHub's "Hub" sleeping units allows quick test fits, streamlining site evaluations. Additionally, Rayon helps create polished presentations for investors and developers, enhancing professionalism and accelerating expansion.

CityHub Reykjavik

Outcome

By using Rayon, CityHub **saved tens of thousands of euros on outsourcing preliminary feasibility studies to external parties**. This allowed their in-house expansion team to quickly produce accurate studies, enhancing their capabilities while **eliminating the bottleneck of waiting for service providers.** The result was a more cost-effective and efficient process.

" Rayon has transformed the way we evaluate real estate opportunities. We no longer need to rely on rough approximations or costly feasibility studies by architects. With Rayon, we can independently and accurately determine the number of units that can fit in a given space. It's a game changer. "

Martial Robardet, CityHub's Head of Expansion

CityHub Amsterdam

The story behind CityHub

Founded in the Netherlands in 2015, CityHub is **revolutionizing hospitality** by blending the privacy and luxury of a hotel with the affordability and community of a hostel. Their unique "Hub" accommodations offer compact, stylish sleeping units with maximum comfort, while shared spaces like spa-like bathrooms and sleek lounges emphasize a social atmosphere. With self-check-in kiosks and wristband access, **CityHub enhances convenience and allows staff to focus on more personal guest interactions**. With multiple European locations and more planned for 2025, CityHub is **redefining modern travel experiences.**

Pursuing high expansion goals with limited resources

Expanding its hospitality brand across multiple locations required CityHub to refine its growth strategy, but several challenges stood in the way.

With a startup mindset, CityHub aimed to **achieve ambitious goals with a lean team** - but its expansion strategy created a heavy workload. It became clear **the team needed a more efficient way to evaluate all the new real estate opportunities** that came their way.

Additionally, in the early stages of site assessments, they lacked the right tools to extract precise dimensions and square meter data, **making feasibility studies overly speculative**. As a result, they had to outsource these initial studies to third parties—an **expensive and time-consuming process** that was

applied even before determining a project's true potential. This often led to **wasted resources** on opportunities that ultimately didn't align with CityHub's requirements.

CityHub's Expansion Game Changer, Rayon

Since integrating Rayon into their workflow, CityHub's expansion team has never looked back. The tool's **user-friendly and intuitive interface** allowed them to **conduct precise feasibility studies independently**. They can now upload floor plan images, PDFs, or DWG files to **extract key data and generate tables with square meter calculations** by zone. Additionally, the team created a custom block library featuring CityHub's signature "Hub" sleeping unit, enabling **quick and efficient test fits**.

Rayon also transformed collaboration, providing a browser-based, multiplayer interface that **allows the team to work on plans simultaneously**. This real-time functionality has been invaluable for a small team like CityHub, significantly **improving efficiency**.

Beyond design and feasibility, Rayon enables the creation of polished floor plan presentations, which are shared with partners, investors, and developers. This enhances CityHub's professionalism, strengthens stakeholder trust, and leads to more productive meetings—ultimately **accelerating expansion opportunities**.

Rayon at CityHub today

Rayon has become an essential tool in CityHub's expansion strategy, **enabling its team to evaluate new real estate opportunities with speed and precision**. By conducting feasibility studies in-house, they have **eliminated costly outsourcing, saving tens of thousands of euros each month**. The ability to quickly upload floor plans, extract key data, and run test fits with their custom "Hub" block library has **streamlined site assessments**. Additionally, Rayon's collaborative interface allows the team to work in real-time, increasing efficiency. With professional presentations enhancing investor and developer communications, Rayon continues to drive CityHub's growth and expansion.

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