

# hotStel: Reinventing Housing

*"We imagine a new space, in the real world, real life. A space where art, storytelling, and commerce coexist harmoniously. The revenue generated is reinvested into the space, benefiting everyone."*



## Our Goal with hotStel

hotStel's mission is to revolutionize the way people live and work by offering sustainable, affordable, and inclusive housing solutions tailored to the needs of digital nomads, long-term stays, and local communities.

Wait. Let's rewind.

## What Are the Current Issues with Rentals?

There are many interesting options for nomads today. However, sustainability often seems absent. We believe we have the right solution.

## **Sustainable means affordable**

You can do as much yoga as you want, but if local populations can't afford to participate in what's happening in their own communities, it creates a negative dynamic that benefits no one in the long run. Being a nomad isn't a superpower that allows us to do whatever we want, wherever we go. We are guests wherever we travel.

## **Current Housing Is Not Designed for Professionals**

Sometimes the internet works well, sometimes it doesn't. Sometimes there's a real desk, sometimes there isn't. Sometimes you get a proper office chair, other times it's just a chair the owner wanted to get rid of.

Some accommodations claim to be designed for digital workers, but then you find no pictures of the bedroom, or you have to read between the lines. Here, you have to pay a membership fee; there, electricity is included—but only up to a certain limit. You need to pay a deposit, pay in advance, stay for at least three months, or not exceed two months, etc.

But the real problem isn't even that.

Let's fast forward.

## **What Does It Mean to Design for a Digital Nomad?**

*I traveled for more than three years, hopping from one Airbnb to another. My best office? I found it while volunteering in Spain. That room was almost free.*

*I don't want a hotel desk. I need a real, spacious desk where I can lay out my things.*

The Biggest Drawback of Nomadism? Loneliness.

**This is where Happy Housing comes in.**

*One day, I lived in a large Andalusian house with fifteen other nomads, digital or not. All were travelers at that time. The house, old and full of character, naturally attracted curious minds. There were wealthy and less wealthy people, students, creatives, nurses, salespeople, life coaches, bankers... Everyone was interesting*

*and willing to live together; some kept more to themselves, being more independent.*

*These were some of the best days of my life.*

*I discovered this concept in Spain. It's about meeting people on-site, organizing visits, celebrating Halloween, Thanksgiving, sharing meals, and facilitating interactions. It's not mandatory, but for those looking for companionship and adventure, it changes everything.*

## The Real Issue: Sustainability

The nomadic lifestyle is a great thing—it naturally means fewer belongings, leading to less consumption. It also promotes remote work, reducing the need for cars on the road.

We develop services to support this approach:

- Clothing exchange programs
- Bicycle sharing
- A Tech Lab

### **Sustainable must also mean inclusive.**

Today, services for nomads are mostly designed to extract money from them. Just because we make a living this way doesn't mean we should spend all our income on rent.

*I have met affluent people who rented at low prices, both to invest in their projects and because nowadays, even a minor rent increase is disappointing. Everything is already overpriced, so why have high expectations?*

Moreover, constantly increasing rents excludes locals. Some locals would love access to housing, a community, and services that help them develop their online business.

**In summary: We want to keep prices affordable and, as a principle, never exceed the local minimum wage.**

## How?

By using all available space, not just rooms, and leveraging the power of our network:  
**LODLA.**

**By optimizing space and creating new monetization opportunities to reduce entry costs—allowing everyone to participate—while ensuring profitability.**

Under the Sun.

While Northern Europe might still afford to believe climate change is a myth, in the South, it is a reality. That's where change must begin. By building a new way of life and a new mindset, we can invest our energy in a better future.



## A New Vision for Living and Working Spaces

The concept of “home” is evolving. More and more people embrace remote work and a nomadic lifestyle, traveling the world while maintaining their professional activities. However, traditional housing and coworking solutions are often inadequate, especially for those seeking affordable, community-driven spaces. This is where hotStel comes in.

hotStel was born out of the need for a new type of housing, one that serves both digital nomads and local communities while promoting sustainability and inclusivity. It moves away from the Airbnb model and impersonal short-term rentals, creating a network of

co-living and co-working spaces designed for long-term stays, collaboration, and environmental responsibility.

The idea behind hotStel is simple: create a joyful living and working environment where nomads and locals can coexist and thrive. It's not just about renting rooms; it's about building a community that cares about the environment, encourages collaboration, and supports local economies.



## The Story of hotStel: From Frustration to Innovation

The journey to hotStel began with personal experiences in travel and remote work. From unreliable internet connections to uncomfortable workspaces—or even the complete lack of them—to exorbitant prices, the flaws in existing housing options for digital nomads were obvious. After years of bouncing between Airbnb rentals and co-living spaces of varying quality, it became clear that fundamental change was needed.

The concept of hotStel took shape: a network of sustainable, affordable, and comfortable spaces tailored to the unique needs of digital nomads, long-term stays, and

locals. The goal is to create an environment where work and life seamlessly integrate, where community flourishes, and where the impact on the planet is minimal.



## Mission & Vision

### Mission

To revolutionize the way people live and work by providing sustainable, affordable, and inclusive housing solutions for nomads, long-term stays, and local communities.

### Vision

To create a global network of Happy Housing that fosters creativity, sustainability, and community. hotStel will not just be a place to live, but a true hub of innovation, collaboration, and sustainable living.



## What Makes hotStel Unique

### 1. Designed for Digital Nomads & Long-Term Stays

- hotStel is built to meet the needs of digital nomads by offering:
- Comfortable, functional workspaces with ergonomic chairs and spacious desks.
- High-speed internet to ensure uninterrupted productivity.
- Rooms designed for extended stays, providing both comfort and privacy.
- A vibrant community environment that fosters networking and collaboration.

### 2. A Strong Commitment to Sustainability

- hotStel integrates eco-friendly practices, including:
- Urban farming to supply fresh produce to the community.
- Clothing exchange programs to minimize waste and support a circular economy.
- Energy-efficient designs and the use of renewable materials.

### 3. Affordable & Inclusive

- hotStel keeps pricing accessible by:
- Leveraging a pre-existing network of interconnected projects (LODLA).
- Pooling costs and resources to optimize expenses.

- Indexing rent to the local minimum wage, ensuring fair pricing.
- Providing volunteer opportunities in exchange for discounted housing.
- Offering fixed pricing to prevent unexpected financial surprises.



## The hotStel Experience: More Than Just Housing

Each hotStel location is a true community hub, where residents can work, collaborate, and chill.

### Public Spaces

- LODLab – A creative and museum-like space for innovation.
- Rêvèr – A local shop selling upcycled and recycled products.
- Lushour – A tech lab dedicated to experimentation and innovation.
- WWWWEB – A digital agency developing both internal and external projects while supporting the integration and training of future residents.

### Events & Social Spaces

- Workshops, performances, and cultural activities on a regular basis.
- Green spaces for urban farming, relaxation, and vertical agriculture.



## Workspaces

- High-speed internet and ergonomic desks for maximum productivity.
- Studios for media production and creative work, enabling content creation on-site.



## LODLA: A Collaborative Playground for Innovation

LODLA is not just a collection of projects—it's a living, ever-evolving ecosystem. Since 2015, it has grown into a dynamic network of interconnected applications and initiatives, where each project fuels the other. Housing solutions, a digital agency, a social platform, a music label, an online store, a token and volunteer program, media, and an artistic community—LODLA is built to adapt, innovate, and push boundaries.

### **The Power of an Integrated Digital Agency**

One of LODLA's superpowers? WWWWEB, our in-house digital agency. Instead of outsourcing and spending resources on external providers, we manage everything internally. This allows us to scale rapidly, innovate freely, and train the next generation of web talents.

### **A Mission Beyond Business**

LODLA is more than just a project network—it's a mission: to raise awareness, enhance local communities, and promote responsible tourism by attracting travelers who care about their environmental impact, cultural preservation, and authentic experiences.

[\*LODLA is not just an ecosystem. It's a movement. And this is just the beginning.\*](#)



## hotStel: Reinventing Housing

Affordable. Sustainable. Community-driven. That's the vision of hotStel, an initiative powered by the LODLA ecosystem. Instead of relying solely on traditional rental models, we diversify revenue streams by integrating our other projects. The online store generates sales, the music label doubles as a studio, the digital agency offers courses, events, and experiences—everything works in synergy to lower costs and maximize opportunities.