The CitizenM hotel chain offers its guests affordable luxury. Partner and Director of Marketing, Robin Chadha explains that low price and luxury do not have to be contradictory: "First of all, the construction costs for this hotel are relatively low. The rooms, which are about the same size as a sea freight container, are prefabricated in a factory and subsequently assembled at the building site like a construction kit. As soon as the four cables and the water and drain systems are connected, the room is completely ready for use. In addition to that, we have a relatively small advertising budget and there are fewer visible employees than in a high-price luxury hotel."

The CitizenM concept is based on surveys, according to which the modern traveler places the highest value on the quality of the bed, followed by the shower, the electronic equipment and the fittings. The architectural consultancy, Concrete, designed the hotel rooms on the basis of these four basic requirements. The rooms are equipped with an extraordinarily large bed, a so-called "rain shower," designer fittings and the latest technical appliances—all at an affordable price. Each hotel room has its own controller, the CX9000 Embedded PC with the associated I/O terminals. The CX controller regulates and controls all of the room functions, for example, the lighting (including the colors in the room), access control, the temperature and the curtains. Each guest is given a personal card containing an RFID chip, which they can take home with them. The RFID chip also serves to lock and unlock the room. In this way, the hotel staff can see which rooms are currently occupied at any time in the central computer system.

"All systems, plus a central computer system are connected to this network, in which the personal tastes of the users are saved. Next time the guest visits a hotel from the chain, the room will be automatically adjusted to his profile from his last stay."

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The rooms are adapted precisely to the guest’s wishes: they are equipped with a large bed, a “rain shower,” designer fittings and the latest electronic appliances.

Each hotel room is fitted with LED lighting. The color can be changed for different lighting scenes.

Control structure in the CitizenM hotel