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EASYHOTEL OFFERS VALENTINES DAY GUESTS INFLATABLE JACUZZIS AND PLASTIC BOUQUETS FOR RENT

In a nod to the luxury market, easyHotel, the UK's leading super-budget hotel chain, is offering guests the option to rent inflatable Jacuzzis (ground floor rooms only) or a dozen plastic red roses in a vase for their room on Valentine's Day to add the finishing touch to a low-cost evening of celebration.

The Jacuzzis and bouquets are being trialled at Manchester, Newcastle and Barcelona Fira. The Jacuzzi comes with instructions and all necessary nozzles. Bouquets come with an integral plastic vase. To add authenticity, bouquets will be hand-sprayed at reception with synthetic rose fragrance. The rose stems are a consistent 30cm long and closely replicate the texture of real roses.

A complimentary magnum of orange bubbly (Lucozade or Tango) complete the romantic package.

Last year easyHotel trialled a £5 self-assemble four poster bed upgrade for Valentine's Day. The trial was so successful that easyHotel are now working on a more elegant and robust version that takes less than three hours to assemble. It is hoped that this will be offered more widely in time for Valentine's Day 2020.

The pound's rocky performance against the euro has put pressure on the price of flowers, most of which are sourced from Holland.

St John Harvey, Head of Experience Enhancements at easyHotel, said: "We market-tested our infinity pools and bouquets in early January. The look of utter surprise on guests' faces when we offered them as options at reception convinced us that we were

on to a winner. At a time when cash-strapped romantics are trying to arrange something special, the rental luxury option, alongside a low-cost night away for as little as £19.99, feels like the perfect celebratory combination.”

Other Valentine’s Night options at easyHotel include the ‘Nights in Orange Satin’ package, which enables guests to upgrade to a set of satin sheets in easyHotel corporate colours for a fiver. The satin sheet option is being trialled regionally.

To book a romantic night at easyHotel for Valentine’s Day, visit www.easyhotel.com

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Notes to Editors:

easyHotel is the owner, developer, operator and franchisor of branded hotels. Its strategy is to target the super budget segment of the hotel industry by marketing "clean, comfortable and safe" hotel rooms to its customers.

Operating hotels

easyHotel's eleven owned hotels currently comprise 1,219 rooms, and it has a further 25 franchised hotels with 2,139 rooms.

Owned hotels:

United Kingdom: Old Street (London), Glasgow, Croydon, Birmingham, Manchester, Liverpool, Newcastle*, Leeds, Sheffield and Ipswich.

Spain: Barcelona

Franchise locations:

United Kingdom: Edinburgh, London Heathrow, Central London, Luton, Reading and Belfast.

Europe: Belgium (Brussels), Bulgaria (Sofia), Germany (Berlin, Frankfurt, Bernkastel-Kues), Hungary (Budapest), The Netherlands (Amsterdam: City, Arena & Zaandam,

Rotterdam, The Hague, The Hague Scheveningen Beach, Maastricht), Portugal (Lisbon), Switzerland (Basel, Zurich).
International: UAE (Dubai).

Hotel development pipeline

The Company's committed development pipeline of owned and franchised hotels currently consists of:

Owned hotels:

United Kingdom: Milton Keynes, Chester, Cardiff, Oxford*. Subject to planning consent: Cambridge*, Blackpool and Bristol.

Europe: Subject to planning consent: Ireland (Dublin), France (Paris-Charles de Gaulle Airport*).

Franchise hotels:

Europe: Spain (Malaga), Switzerland (Zurich, Basel), Netherlands (Amsterdam Schiphol Airport).

International: Iran, Sri Lanka, Turkey (Istanbul), UAE (Dubai).

*Hotels under an operating lease.