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BY EXCLUSIVE 'ORANGEMENT'

- **easyHotel to trial fake tan sachets for hotel guests**
- **First shades to be tested in Newcastle; 'Tyne-Gerine' and 'Clemen-Tyne'**



easyHotel, the international chain of super-budget hotels, is trialling fake tan sachets for guests in response to demand. The sachets will cost £2.99.

Many hotels provide soap and shampoo for guests and the costs for these are built into the room price. easyHotel avoids extras that guests tend to bring themselves to keep room costs as low as £19.99 a night.

Laurie Walters, segment analyst at easyHotel, said: "We're developing a range of fake tan tones that fit with contemporary fashion trends. There are no plans to develop a tan that matches our famous corporate colours, although

guests who use the sachets might find that they tone more closely with room décor.”

Newcastle is the first location for the range. Planning is already underway for ranges for London, Birmingham, Edinburgh and Croydon. Tangeau, Balti, St Clements, Zest End, Navel Gazing and Tandarín are also under development.

Final tests are underway and easyHotel plans to have the optional sachets on sale from July 15th.

Laurie Walters added: “We’ve had the best Spring for sunshine for many years, but everyone knows that the British summer is at best unpredictable. Our exclusive tan sachets mean that guests can go back to work with a glow that will be the envy of their colleagues.”

easyHotel is also considering a range of fake exotic window views that can be velcroed to guest walls to accentuate the ‘getting away from it all’ feeling.

- Ends -

Enquiries:

Houston PR

Hamish Thompson

Kate Hoare

Kira Marshall

+44 (0) 20 3701 7660

07702 684290

0203 701 7668

0203 701 7664

Notes to Editors:

www.easyhotel.com

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 seven owned hotels currently comprise 702 rooms, and it has a further 20 franchised hotels with 1,728 rooms.

Owned hotels:

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

Franchise locations:

United Kingdom: Edinburgh, London Heathrow, Central London, Luton.

Europe: Belgium (Brussels), Bulgaria (Sofia), Germany (Berlin, Frankfurt), Hungary (Budapest), The Netherlands (Amsterdam: City, Arena & Zaandam, Rotterdam, The Hague, The Hague Scheveningen Beach), 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: Ipswich, Sheffield, Leeds. Subject to planning consent: Milton Keynes, Cardiff, Oxford*, Cambridge* and Chester.

Europe: Spain (Barcelona).

Franchise hotels:

United Kingdom: UK (Belfast, Reading)

Europe: Germany (Bernkastel-Kues), Netherlands (Maastricht), Portugal (Lisbon), Spain (Malaga)

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

*Hotels under an operating lease.