

3 December 2018

## **WITHOUT FEATHER ADO: EASYHOTEL LAUNCHES 'CHEEP ROOMS'**

- **easyHotel to open national network of free rooms for feathered international guests**

easyHotel, the leading super budget hotel chain, today announces plans to open a national network of hotels for birds. The rooms will be free-of-charge for feathered guests, conditional on the guests supplying their own bedding.

The 'cheep rooms' will be installed in gardens in the growing number of cities and towns where easyHotel has a presence. All accommodation will be in line with RSPB guidance.

St. John Harvey, director of seed capital at easyHotel, said: "We're very pleased to be making this attractive offer to international guests ahead of an anticipated surge in demand in the Spring. Britain is a country steeped in romance and I think it's reasonable to assume that we'll see a surge in new winged British citizens during our guests' stays."

He added: "Some might say that we're quackers to offer rooms for free, but we've been hatching this idea for a while. Our advice to visitors? Swoop on these deals. The cluck is ticking. Wren they're gone, they're gone."

All rooms will be offered on a first-land, first-served basis. Advance bookings are not available, nor will there be any special tweetment for celebrity birds. Rooms are for couples only; no 'owl by myself' accommodation will be available.

After their long flights, guests will want to have easy access to essentials. Sites will be selected on the basis of security, ready availability of bedding and proximity to wourmet food outlets.

There are no plans to list easyHotel's network of cheap rooms on the storkmarket.

- Ends -

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**Notes to Editors:**

[www.easyhotel.com](http://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 ten owned hotels currently comprise 1,130 rooms, and it has a further 24 franchised hotels with 2,039 rooms.

**Owned hotels:**

United Kingdom: Old Street (London), Glasgow, Croydon, Birmingham, Manchester, Liverpool, Newcastle\*, Leeds, Sheffield.  
Spain: Barcelona

**Franchise locations:**

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

Europe: Belgium (Brussels), Bulgaria (Sofia), Germany (Berlin, Frankfurt), 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: Ipswich, Milton Keynes, Chester, Cardiff, Oxford\*. Subject to planning consent: Cambridge\*, Blackpool, Bristol  
Europe: Ireland (Dublin).

**Franchise hotels:**

Europe: Germany (Bernkastel-Kues), Spain (Malaga), Switzerland (Zurich, Basel), Netherlands (Amsterdam Schiphol Airport).

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

\*Hotels under an operating lease.