

14 May 2018

'SHEET MUSIC'

EASYHOTEL LAUNCHES 'NODCASTS', NEW MODERN LULLABY SERVICE FOR GUESTS

- **Soundtrack features washing machines, tumble driers, a gardening programme, purring cats and light hoovering.**

The track list might sound like an early seventies prog rock album (see attached image), but the intention is to induce sleep rather than foot tapping. easyHotel, the international chain of super-budget hotels, is introducing a free lullaby playlist service for guests to help them get a better night's sleep. The playlists, based on a poll to gauge guests' individual preferences, will be available on Spotify and feature an array of conventional and unusual sounds that are designed to make eyelids droop.

The service will be launched at easyHotel's locations in Glasgow, Newcastle and Croydon. Data indicates that guests in these hotels tend to checkout the latest, suggesting that they need the most sleep. Links to the playlists, accessible via any smartphone, will be provided at check-in in those locations first, before being rolled out across the easyHotel network.

Laurie Walters, Chief Sheep Counter at easyHotel, said: "Our business is comfortable, affordable sleep for as little as the cost of a prog rock double album (£19.99). Bringing some of our 'favourite' domestic sounds into this list is part of providing the essential comforts of home. What listening to a washing machine or hoovering might lack in glamour, it gains in a quick drift off to comfortable night's sleep."

Integrated USB charging ports built in to bedside tables at easyHotel ensure that no guests are without the sounds that they need to bring on slumber.

The easyListening tracklist features the following:

1. Washing machine in the distance
2. Dishwasher in the distance
3. Light hoovering downstairs
4. Free-moving traffic (no horns)
5. Cat purring
6. Clothes drier
7. Electric wall clock
8. Distant calm conversation

9. Radiator pipes
10. The sound of a shower
11. Dog quietly barking
12. Gardening programme

Conventional soothing sounds, such as rainfall and lapping waves, will also feature. Alarm clocks may have new competition, the poll also found. Asked to identify the sound that would wake them immediately, most identified the WhatsApp new message ping. To avoid being woken, guests are advised to put their bedside smartphones on mute.

- ENDS -

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Notes to Editors:

www.easyhotel.com <http://ir.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:

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

Franchise locations:

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), UAE (Dubai), United Kingdom (Edinburgh, London Heathrow, Central London, Luton).

Hotel development pipeline

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

Owned hotels:

United Kingdom (Ipswich, Sheffield, Leeds), Spain (Barcelona). Subject to planning consent: United Kingdom (Milton Keynes, Cardiff, Oxford*, Cambridge* and Chester).

Franchise hotels:

UAE (Dubai), Germany (Bernkastel-Kues), Portugal (Lisbon), Turkey (Istanbul), UK (Belfast, Reading), Iran, Sri Lanka, Netherlands (Maastricht), Spain (Malaga).

*Hotels under an operating lease.