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## **EASYHOTEL OPENS NEWLY RENOVATED FLAGSHIP HOTEL ON OLD STREET WITH ROOMS FROM JUST £49.99**

easyHotel, the super budget hotel chain, today officially opens its newly renovated, 89-room flagship hotel on Old Street, central London.

With prices starting at just £49.99 per night for stylish, comfortable accommodation, easyHotel Old Street is set to be one of the best value hotels in the UK's capital city – where a suite has been known to set visitors back as much as £26,000 for one night.

Old Street is home to the UK's very own tech hub, silicon roundabout, and is walking distance from the City of London. It is perfect for business visitors looking for a hassle-free stay close to where they need to be, without clocking up an enormous expenses bill.

The hotel is also ideal for tourists visiting London who want a decent place to stay in a central location but without the hefty Zone 1 price tag. Old Street itself is a vibrant, bustling area with plenty of popular restaurants and bars on the doorstep, as well as being just a stone's throw from the buzzing nightlife of Shoreditch.

**Guy Parsons, CEO of easyHotel, commented:** "I am thrilled to be opening our newly renovated flagship hotel on Old Street today. Every one of our super budget easyHotels are based in a prime location and Old Street is no exception. London is one of the most popular cities to visit in the world and it has so much to offer whether your trip is for business or pleasure.

"At easyHotel we believe in making being there possible for everyone. Our no frills, great value offer makes this possible and the best thing about our new Old Street hotel is that guests are left with more cash to spend on getting out there and experiencing London.

"Old Street is just the latest hotel in our busy opening programme as we expand easyhotel across the UK and Europe. We were the first ever super budget hotel brand and despite other players entering the market lately, our growth is evidence that we remain the best."

**Kate Nicholls, CEO at UK Hospitality said:** "Convenience and variety are two of the biggest strengths of hotels in the UK. Customers have a fantastic range of options from budget accommodation to luxury and everything in between. This new easyHotel is in a fantastic location and will provide consumers with even greater choice, affordability and convenience."

-ENDS-

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**Notes to Editors:**

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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 twelve owned hotels currently comprise 1,340 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, Ipswich and Milton Keynes.

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: Chester, Cardiff, Oxford\*, Blackpool. Subject to planning consent: Cambridge\* 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.