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EASYHOTEL FLIPS SWITCH ON IPSWICH

- **Stylish Waterfront and explosion in tech jobs justify a rebrand of the town to 'Hip'-swich, says easyHotel**
- **New hotel offers on-trend décor, comfortable beds, integrated ensembles and more, for as little as £14.99 a night**

easyHotel, the leading super-budget hotel chain, opens its latest hotel in Ipswich, the county town of Suffolk today.

The county town, 100km north east of London, is rapidly becoming a stylish technology hub, as an increasing number of firms base themselves there to take advantage of local talent. In technology circles, Ipswich is becoming known as 'Hipswich', as the trendy Shoreditch culture.

Ipswich's café culture is incredibly vibrant. There is a greater density of coffee shops in central Ipswich than there is in Shoreditch, underpinning its claim to being the hipster capital of the east.

St John Harvey, chief cultural historian at easyHotel, said: "Alongside its cosmopolitan culture, Ipswich really is a cradle of British innovation and inventiveness. Not many people know that the world's first commercially marketed powered lawnmower was built by Ransomes in Ipswich in 1902. But it's not all about lawn mowing. The plough, the iron bridge, the fried clam, a fully hydraulic auger for winemakers and fruit growers, a test that has drastically reduced the number of diabetics suffering heel ulcers at the town's hospital and the HI Kayak rescue method were all invented in the town."

Ipswich has a long, fascinating and proud history of culture, innovation and invention. It is thought to be the oldest town in England and was originally a Roman settlement. The nearby coast of Suffolk has also become a magnet for artists, writers, musicians and DJs from London, many of whom have made it their second or first home.

More than 100 technology start-ups have made their home in the town and the Waterfront area has had a major makeover in recent years. Adastral Park is home to many innovative businesses, with more than 10,000 digital jobs created locally.

“We’ve brought a sort of upgraded seventies minimalist chic to the rooms”, added St John Harvey. “Stylish, simple rooms, our signature orange colour, integrated en suites and simple, convenient touches such as integrated bedside USB charging points.”

easyHotel’s network of hotels throughout Britain offer staycationers a perfect inexpensive way to have a traditional British Grand Tour, with Ipswich joining Liverpool, Birmingham, Leeds, Sheffield, Manchester, Reading and London on the itinerary.

- Ends -

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 eleven owned hotels currently comprise 1,219 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, Ipswich.

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), Germany (Bernkastel-Kues).

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, Bristol.

Europe: 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.