

NEW EASYHOTEL OFFERS OLD STREET GUESTS A HIPSTER WELCOME PACK

- Chest hair mousse, beard volumiser and organic trouser press all part of the service
- easyHotel: “Orange is on fleek; hence style goals”

easyHotel is offering guests of its newly refurbished and reopened flagship hotel on Old Street a trial welcome pack, in a nod to the neighbourhood which has in recent years become the Hipster Hot Spot of London.

Neil Fidler, Head of Moussekeeping, said: “We always do extensive market research when we open or reopen a new hotel. Our last audit of traffic along Old Street found that one in ten people had beards and, at its peak during rush hour, one in 23 people had a small dog that they were taking to the office. There’s clearly a significant addressable market and we’re keen to serve local needs. I’d like now to address our target audience directly in their native tongue:

“We are sorry not sorry that we are not offering custard creams and UHT milk for those woke occasions when you realise you’ve got an 8.30 at the Roundabout. The establishment is well situated, though, and there are an abundance of places to gluten and Bronson on the way to your start-up interview or meeting when you’ve gotta bounce. To maximise your morning ablutions we are offering beard volumiser and chest hair mousse on a hand chiseled slate – perfect if your morning hair looks a bit Tossed Caesar – and an organic trouser press made from vintage reclaimed planks for guests. Hotel-wise, yes, there are totally extra and bouji alternatives nearby that will cost you bare kale, but none are tangerine toned and on fleek. Also, bedside USB port at easyHotel for your piece is on point.”

The organic trouser press, perfect for cheesecloth and crinoline, is fabricated from reclaimed boards, is hinged and sits beneath the mattress on the bed, drawing on the weight of the guest to flatten the garment. It is 100% organic and is powerless. Take that, Corby.

The optional welcome pack will be trialed for the first month at easyHotel Old Street (or Rue Xennial as it is known by the Beardoisie).

-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 eleven owned hotels currently comprise 1,216 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 and Ipswich.

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: Milton Keynes, 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.