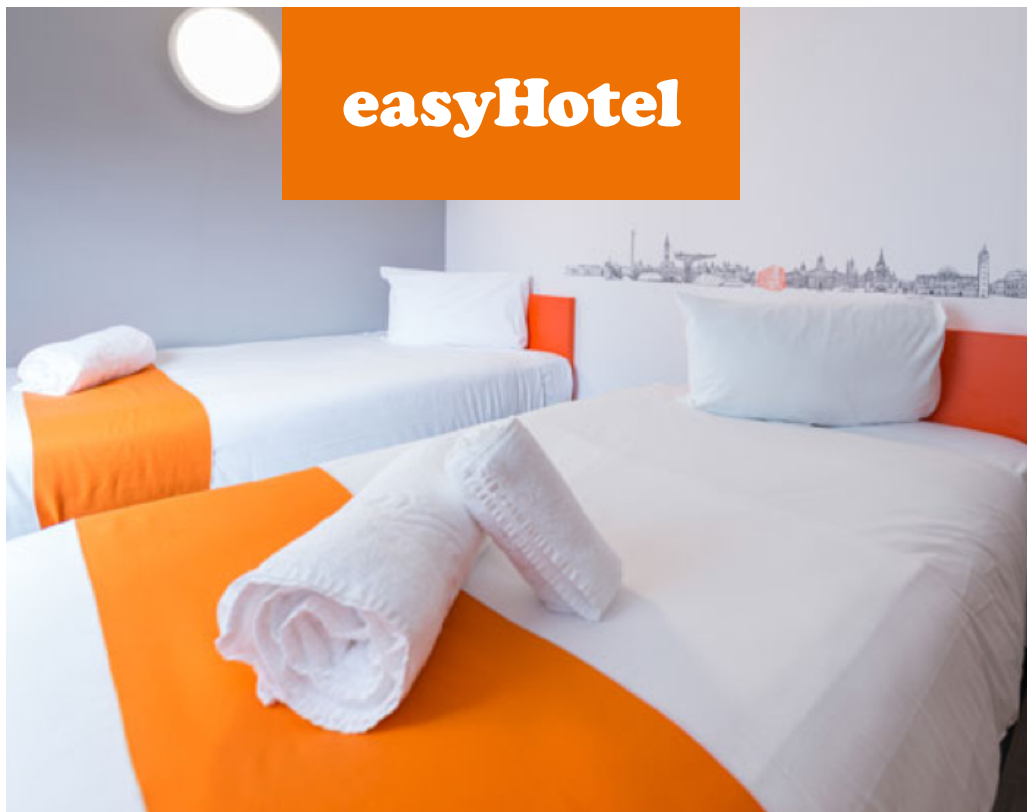


**News release**

## Splendid Hospitality Group set to open easyHotel Reading

Splendid Hospitality Group is set to open a new 53 room 'super budget' easyHotel Reading on 6 September 2018.



The hotel will be headed by newly-appointed general manager Ignacy Mirkowicz, who joins the hotel from his position as night manager at Holiday Inn London Heathrow Terminal 5. Ignacy will oversee the running of the no-frills concept and will be responsible for the day-to-day activities of the hotel and staff.

Featuring simple design alongside air-conditioning, heating and en-suite showers, the hotel promises the perfect base for both leisure and business travellers looking for basic accommodation. Basic rates start from just £19.99 per room, and add-ons such as television, Wi-Fi, and breakfast are available at an extra cost. Bookings made through the easyHotel app receive an extra 5% off.

Its central location on Caversham Road is just a short walk from key Reading destinations including globally-renowned Reading Festival, The Oracle shopping centre, and Madjeski Stadium, whilst Reading station has train links to London, Cardiff and Edinburgh.

CEO of Splendid Hospitality Group, Stuart Bailey, said: "We're excited to be welcoming an entirely new brand and concept to our rapidly expanding portfolio of independent and branded hotels. The opening of EasyHotel Reading will appeal to those seeking good-value accommodation and allow guests to explore more of their destination than ever before."

Chief Executive Officer easyHotel Guy Parsons, commented: “We are delighted to be expanding the easyHotel portfolio to include Reading. This exciting project takes easyHotel’s pipeline of owned and leased development projects to 1,150 rooms and 1,857 franchise rooms currently under development.”

Ignacy Mirkowicz, general manager of easyHotel Reading, said: “We can’t wait to open our doors on 6 September and offer fresh and inexpensive accommodation to business and leisure visitors to the Reading region. Our staff are all excited to welcome a new influx of guests to the hotel, and showcase what EasyHotel is all about.”