

News release

Splendid Hospitality To Create New EasyHotel Reading



Splendid Hospitality Group has signed a franchise agreement in Reading with easyHotel, the owner, developer, operator and franchisor of “super budget” branded hotels.

The site which is centrally located on Caversham Road in Reading is an existing hotel that will be converted into an easyHotel during 2017. The hotel is only a few minutes’ walk from Reading’s town centre and is within easy reach of the railway station and all major road networks.

Nadeem Boghani, Vice Chairman, Splendid Hospitality Group commented:

“We are delighted to be working as a franchise partner with easyHotel to create the new easyHotel Reading. Reading is an area we know well from an operational point of view and it is ideally suited to the easyHotel portfolio. We think that business and leisure travellers in and around the M4 corridor will welcome this affordable super budget option.

“The simple ethos and exceptional brand recognition of easyHotel appeals to us and fits well into our 20-strong portfolio of branded and independent hotels across the UK.”

Guy Parsons, Chief Executive Officer, commented:

“We are delighted to announce the extension of our franchise network in the UK as we continue to implement our expansion strategy. This franchise agreement will enable us to further increase our presence in the south-east and raise brand awareness without direct capital investment.”