

Splendid Hospitality Group welcomes easyHotel brand



Splendid Hospitality Group has started work on the transformation of Rainbows Lodge to re-open as a new “super budget” 53 room easyHotel for Reading in August 2018.

The building contract has been awarded to TW Construct and the interior design project is being led by Axiom Architects.

Enthusiastic for the project’s lift-off, CEO of Splendid Hospitality Group, Stuart Bailey, said: “This will be our first “super budget” hotel with easyHotel, so we are naturally thrilled at welcoming a new brand to our portfolio. It’s great to be able to bring something fresh and super affordable to business and leisure travellers coming into the Reading area. We have a highly skilled team of professionals on board to manage all aspects of this project. As part of the project, we have also commissioned an enhanced look for the hotel frontage.”

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.”

The new easyHotel Reading is centrally located on Caversham Road in Reading a few minutes’ walk from Reading’s town centre and within easy reach of the railway station and all major road networks.

The new easyHotel Reading will include a reception and small car park for eight cars. All rooms and accessible rooms are air-conditioned, fully heated and feature en-suite showers.

Splendid Hospitality Group signed a franchise agreement in Reading with easyHotel, the owner, developer, operator and franchisor of “super budget” branded hotels, in November 2016.