



easyHotel is an European hotelier, developer, operator and franchisor of a super-budget hotel chain with 42 hotels in 11 countries under management or franchise. easyHotel strives to offer its domestic and international customers great value and a clean, comfortable and safe stay. The hotels are designed to meet the needs of today's consumer with the knowledge that they explore the location, not the hotel. The brand has an ambitious development plan, supported by its main shareholders ICAMAP and Ivanhoé Cambridge, with already a comprehensive pipeline of committed transactions throughout Europe which are due to open in the next years with further expansion through franchise agreements.

**PRODUCT**



easyHotel, in conjunction with Saguez & Partners, is in the process of a comprehensive re-design of the typical easyHotel bedroom concept. The focus is on « All you need, no more, no less » and is centred around key principles of city centre locations, fair prices and sustainable comfort

**LOCATIONS**



Capital and key cities  
City centre locations with good access to public transport and food & beverage offering

**DEVELOPMENT CRITERIA**



Existing limited service hotels, preferably unbranded, with or without potential extension  
Conversion of existing buildings (offices, hostels, student accommodation...)  
New build  
Subject to hotel planning permission

**OWNERSHIP**



Preference for full ownership  
Lease agreements considered with sufficient rent cover and fix / variable lease structure

**SIZE**



Minimum 80 rooms  
Existing hotels, buildings or new build allowing to develop a minimum of 2 000 m<sup>2</sup>  
NIA ranging from 20m<sup>2</sup> to 25m<sup>2</sup> per room, common areas included, depending on the project configuration

**CONTACTS**



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**At a glance**



Accessibility



Comfort



Service



Simplicity



Sustainability