

two broad market segments: transit and destination customer markets.

https://www.researchgate.net/publication/323598704_ANALYSIS_OF_INVESTMENT_DECISION_MAKING_OF_A_BUDGET_HOTEL_A_CASE_STUDY

What we do Our mission is to make “being there” accessible for everyone. easyHotel is for people who believe that life is for living. The type of person who lives for experiences and wants to make the most of every moment. They want to be located right in the heart of the action. They expect a great bed, well-trained, friendly staff, a good shower and well-designed rooms. We aim to provide a great place for good night’s sleep, in a great location, at a great price. Nothing more and nothing less!

is the owner, developer, operator and franchisor of branded hotels. Its strategy is to target the super budget segment of the hotel industry by developing and marketing “clean, comfortable, stylish and safe” hotel rooms to its customers.

The **easyHotel** strategy



Customer Understanding

- Budget hotels are chosen because of location and price
- Consumers choose them because they're close to where they need to be
- Customer needs are relatively simple: a great bed, well trained, friendly staff and well-designed rooms
- A brand that is easy and simple to do business with



A Market Opportunity

- Owned & leased potential for c.12,000 rooms in UK and Europe*
- Franchised potential for c.15,000 rooms in UK & Europe*
- Over 2,500 **owned & leased** rooms under negotiation with over 1,000 rooms approved by the Board
- Further c.1,300 **franchised** rooms under negotiation

* Directors' estimate

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The £ 50 million placing will enable easyHotel to accelerate its development across Europe, following its integrated model of developer, investor, operator and hotel franchisor. The hotel and real estate group owns, operates and franchises already 26 hotels and nearly 2,350 rooms in European major cities. The model, developed around simplicity, comfort and competitiveness of the 'easy' brand, enables it to achieve exceptional occupancy levels, combined with high operating margins. 15 new hotels and nearly 2,050 rooms are planned for opening in 2018 and 2019 in the cities of Barcelona, Sheffield, Leeds, Ipswich, Cardiff, Milton Keynes and Oxford. In addition, one potential project for 200 rooms expected close to a major French airport

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The **easyHotel** strategy (cont.)



Maximising Revenues

- We don't have restaurants in our hotels – we use every available space to sell bedrooms
- We offer a consistent, good quality room at a low price. As a result, our occupancies are high
- Revenues are maximised via the revenue management and eCommerce strategy
- Successful implementation of hotel management system



easyHotel Amsterdam Arena



easyHotel Amsterdam Zaandam

