

First for Cardiff with Launch of New Compact Lifestyle Hotel

The first in a new generation of compact lifestyle hotels for the UK is taking shape in the heart of the Welsh capital.

Sleeperz Hotel is being built just a stone's throw from Cardiff Central Station – aimed at providing guests with the city living experience within a hotel environment.

The design-led building will include 74 stylish bedrooms – with accommodation targeted at both the business and leisure traveller – a café-bar and meeting room.

Being built by Cowlin Construction Ltd, the hotel is due to open in October and will create around 30 new jobs, with the company already seeking applicants for management positions.

Covering 1,632 square metres on a plot of former railway land at the southern end of St Mary Street, the distinctive design of Sleeperz Hotel is an integral part of its modern 'In Touch in Town' urban concept.

Once the Cardiff project is completed, similar Sleeperz Hotel developments are expected to be introduced near key mainline railway stations in cities across the UK, including Manchester and Newcastle.

Owners Sleeperz Hotels, based at London's Euston Station, are working in close co-operation with Network Rail to develop a highly visible and recognisable landmark hotel in Cardiff. Maximum use will be made of space, while the building's limestone and glass façade will allow light to flood through the building.

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Its 60 double and 14 twin bedrooms will all feature internet access, with complimentary wi-fi and hard-wired broadband connection, together with free local and national phone calls based on a fair-use policy.

The bathrooms have all been designed as compact wet rooms, with power showers and heated mirrors.

Other facilities will include a café-bar providing an all-day contemporary food and drinks menu, together with meeting room services designed for the business visitor.

Talking about his company's decision to bring the new hotel concept to Cardiff, Sleeperz Hotels Head of Marketing and Sales, Javeed Anwar, said: "Sleeperz will offer an affordable and quality lifestyle alternative to mainstream limited service hotels and the more expensive mid market hotels in the Welsh capital.

"No element of style has been sacrificed in creating quality compact high specification rooms with fresh, colourful and contemporary interiors that create a sense of modern urban living.

"Cardiff is already an extremely vibrant city, and with all the current development that's taking place it is fast becoming a must-visit destination – for both business and leisure travellers."

Javeed added: "Our site at the end of St Mary Street fits perfectly with the Sleeperz Hotels ethos – utilising irregular shaped sites very close to mainline railway stations to create distinctive landmark buildings.

"This is a very exciting time for us as we look ahead to the official launch of Sleeperz Hotels and we are confident that Cardiff is the perfect city in which to introduce the new hotel concept to the rest of the UK."