

First for UK with Launch of New Compact Lifestyle Hotel

The first in a new generation of compact lifestyle hotels for the UK aimed at providing guests with the city living experience in a hotel environment is due to open later this autumn.

Sleeperz Hotels – based at London’s Euston Station – will be opening the first of its new concept hotels in Cardiff, just a stone’s throw from the Welsh capital’s main railway station.

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, Newcastle, Birmingham and Winchester. Other Sleeperz projects in the pipeline include potential hotel developments in Bath and Liverpool.

Cardiff’s design-led hotel 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 welcome its first guests in November, and will create around 30 new jobs.

Covering 1,632 square metres on a plot of former railway land close to Cardiff Central Station and the heart of the Welsh capital’s shopping centre and nightlife, the distinctive design of Sleeperz Hotel is an integral part of its modern ‘In Touch in Town’ urban concept, in touch with people’s lifestyles and in prime central locations.

-m/f-

.../2

Working in close co-operation with Network Rail to develop a highly visible and recognisable landmark hotel in Cardiff, Sleeperz Hotels and their architects Clash Associates are making maximum use of the available space.

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.

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 a small meeting room and comfortable lounge area, an ideal place to meet friends or to do business.

Talking about his company's decision to bring the new UK 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 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 in Cardiff 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."