

Sleeperz Hotels announce Edinburgh Opening

Sleeperz Hotels, the innovative UK budget hotel operator, is to launch Cityroomz – a rooms-based sister brand offering convenience and comfort at great value prices – with an opening in Edinburgh this month.

Sleeperz Hotels specialises in building design-led premium budget hotels in city centres close to mainline rail stations. It currently operates successful hotels in Cardiff and Newcastle.

It launches sister brand Cityroomz in the Scottish Capital as the latest phase in aggressive expansion plans.

David Myers, chief executive of Sleeperz Hotels, said:- “The launch of a new rooms-based sister brand is a bold and exciting move for a young business. The fact that it is one of the best locations in Edinburgh, at the end of Princes Street, is a tremendous opportunity”.

“Edinburgh is one of the world’s truly great cities. It’s Scotland’s cultural capital, sustaining a thriving and resilient tourism industry, and is the beating heart of business and politics north of the border.”

Sleeperz is closing in on further sites for Sleeperz hotels in central Glasgow and London, with a 121 room agreement to lease secured for a hotel in Glasgow city centre and a London property at planning stage.

The Cityroomz hotel will open on the site of a former Travelodge in Edinburgh’s Shandwick Place, equal distance between Waverley and Haymarket rail stations.

The Sleeperz team will refurbish the property, renovating and

reinventing the hotel to reflect Sleeperz Hotels' passion for modern contemporary design, style and comfort.

Cityroomz Hotel Edinburgh will operate 72 rooms and offer a fresh continental breakfast (£4.95) with rates starting at £49 per night, including free and fast wi-fi. The hotel is scheduled to open on Monday May 13.

Creating and saving jobs

The Cityroomz hotel will create 10 new jobs in the Edinburgh economy and save six existing roles among former Travelodge employees.

Steve Allen, operations director, Sleeperz Hotels, said: "Our philosophy at Sleeperz Hotels is to exceed guest expectations, not only in terms of customer service and welcome but most importantly in terms of the quality of rooms, furnishings and conveniences people expect when they stay at a budget hotel. Cityroomz will be no different."

Features of Cityroomz Edinburgh

- Freeview flat screen TVs
- Free and fast Wi-Fi access
- Tea/coffee making facilities in the room
- Comfortable beds with high quality duvets
- Custom made bespoke mattress, microfibre filled pillows
- Bright, cheerful décor
- Laptop safe
- Modern bath/shower rooms
- Blackout curtains/blinds
- Storage/hanging space

The expansion of Sleeperz Hotels has been driven by investment in the business by backers including Andre Hoffmann, Connection Capital and Costain.

Sleeperz were ably supported in the Shandwick place transaction by Anderson Strathern LLP.

For more about Sleeperz Hotels and its sister brand Cityroomz, visit: <http://www.cityroomz.com> and Sleeperz Hotels: <http://www.sleeperz.com>

Submitted by [Matthew Moore](#)

