



BANK HOLIDAYS AT BASE2STAY

For those people flocking to the big smoke to enjoy a host of May festivals in the Capital, base2stay is an ideal alternative to traditional boutique hotels for the style conscious who don't wish to blow their budget on over-priced hotel rooms.

The month of May is awash with festivals and events and with both Earls Court and Olympia just a stone's throw from the hotel, both culture vultures and food fans will find inspiration. At Earls Court the Real Food Fair is held between the 7th-10th May, at Olympia the House & Garden Spirit of Summer Fair takes place between the 13th-16th May and the Vintage Fashion event is on for one day only on Sunday May 16th.

For the extended bank holiday weekend a variety of events will take place across the city – for example Trafalgar Square will play host to the popular Vaisakhi festival with live music, allowing kids and families the chance to explore Sikh culture. Other events include the London Original Print Art Fair and the Grand Designs Live Show at Excel for those looking for home inspiration.

The perfect accompaniment to a weekend in London base2stay is a contemporary, value-led hotel in Kensington offering a variety of air-conditioned rooms, from singles to luxury doubles and luxury bunkbeds, ideal for those travelling with a group of friends or family. Furthermore, a number of the superior and deluxe rooms at base2stay can be configured to accommodate up to three or four people– with no additional costs for extra guests, which, with the mini-kitchen in every room, makes it easy to keep control of the cost of a hotel stay and have more to spend on the nearby events, shops and restaurants. From just £91 per night (£81 on Sunday's) and with 67 contemporary interior designed rooms, base2stay Kensington set the trend for stylish value-led accommodation and has proved such a success that a further opening in Liverpool is planned for August 2010 and more for 2011.

base2stay™, is situated in fashionable Kensington, enjoying a central London location, ideal for shopping or business, providing value for money with no hidden surprises. The base2stay ethos means that the price you pay at check-out is the price you thought you'd pay at check-in, putting you in control of your total expenditure without having to compromise on style or comfort.

With base2stay, value goes beyond the room rate with unique benefits, unheard of in the Capital until its launch, such as free Wi-Fi and a mini-kitchen in every room, exclusive discounts at local restaurants and easy access delivery or take-outs services. In addition there are vending machines at high street prices rather than over-priced mini-bars, LCD flat screen multi-channel TVs, with movies at just £2 each and free internet-on-TV for those travelling without laptops, 1500 tracks of music, radio and games.

Privately owned, base2stay, the ultimate choice for the leisure or corporate audience looking for a value-led, contemporary hotel with all the trimmings, was only the second hotel in central London to have received the prestigious Gold Award under the Green Tourism Business Scheme.

Base2stay have recently been awarded VisitBritain's 5 Star Gold Award, the highest accolade in their Guest Accommodation – Room Only category, April 2010

Notes to Editors

Following the continued success, critical acclaim and reviews across the world press of the base2stay concept launched in Kensington in April 2006, innovative founder Robert Nadler is delighted to be taking the “**Smart Luxury**” concept to new UK sites in 2010; “**Luxury**” because the base2stay promise provides a guarantee of stylish, comfortable, air-conditioned rooms - “**Smart**” because base2stay edits out many of the unused extras offered by traditional hotels and provides value for money with no hidden surprises on the final bill. The next base2stay concept will be launching in Liverpool in August 2010.

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