



base2stay™ - 'does what it says on the tin'
25 Courtfield Gardens, Kensington, London SW5 0PG - 020 7244 2255

From just £91 per night inc VAT and with 67 contemporary air-conditioned rooms, base2stay Kensington is setting the trend for stylish, value-led accommodation and has proved such a success that further openings are planned for 2010.

base2stay™, is situated in fashionable Kensington, enjoying a central London location ideal for shopping or business and provides value for money with no hidden surprises. With its value proposition that eliminates those irritating hidden extra costs, putting you in control of your expenditure with no compromise on stylish comfort. the base2stay mantra is "the price you pay at check out is what you thought you'd pay at check in".

Putting the guest not only in charge of what and where they chose to spend their money – base2stay also offers unique benefits, unheard of in the Capital until its launch;

- Free Wi-Fi
- A mini-kitchen in every room – with exclusive discounts at local restaurants and easy access delivery or take-outs services, enabling guests to enjoy meals in their room at no extra costs
- Price is per room not per person – without any age restriction on additional guests.
- Vending machine at high street prices rather than over-priced mini-bars

- LCD flat screen multi-channel TVs with free facilities including internet for those travelling without laptops, 1500 tracks of music, radio, games, as well as 30 pay-per-view films at £2 per film.

Privately owned, base2stay is the ultimate choice for the leisure or corporate audience looking for a value-led, contemporary hotel with all the trimmings and is 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 that feature state-of-the-art communications, complimentary Wi-Fi internet and mini kitchens. “**Smart**” because base2stay edits out many of the unused extras available at traditional hotels and provides value for money with no hidden surprises in the room rate. Prices at base2stay London start from just £81 per room including VAT. The next base2stay concept will be launching in Liverpool in July 2010.

For more information please contact Riva PR;

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