



ONE IN TEN BUSINESS TRAVELLERS ASKED TO SHARE A ROOM base2stay offers a solution for those awkward business moments

With a recent survey revealing one in ten business travellers are being asked to share a room¹ by their employers, base2stay London has come up with the perfect solution for a situation that most would like to avoid.

The contemporary, value-led hotel in Kensington offers luxury bunk-beds, ideal for those travelling with a colleague and with a limited business budget but for whom sharing a room is not a preferred option. With employees admitting to feeling pressured to save money, this solution ensures cost-cutting, whilst maintaining a measure of privacy. Not exclusive to business travellers, these bunk-beds are perfect for a boy's weekend away or a family - without the usual top and tailing!

Furthermore, a number of rooms at base2stay can be configured to accommodate up to three or four people – with no additional costs for extra guests, allowing more cost-savings for diligent employees or leisure guests, keen to save their pennies for the nearby shops and restaurants.

From just £91 per night 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 July 2010 and more for 2011.

Founder of base2stay Robert Nadler says “*Whether travelling with a colleague or friend, sharing a room can be awkward. Our luxury bunk-beds offer guests the opportunity to enjoy their own space, yet save money on room rates, freeing up their budget to spend as they choose whilst away from home.*”

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 facilities including internet for those travelling without laptops, 1500 tracks of music, radio and games.

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 - “**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 July 2010.

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