



LIVERPOOL'S NEWEST HOTEL TAKES FIRST BOOKINGS

A multi-million pound hotel development in the centre of Liverpool's historic RopeWalks district will welcome its first guests in August.

Bookings are now being taken for the unique base2stay hotel in Seel Street, at the heart of the former European Capital of Culture's nightlife and entertainment quarter.

The hotel arrives in the city following the success of its flagship venture in London's Kensington. It will be the second base2stay hotel in the country.

One of its unique selling points is rather than having a bar or dining facilities on site, each air-conditioned room is equipped with a mini-kitchen, and the hotel encourages guests to explore their surroundings by offering exclusive discounts at restaurants, bars and cultural venues across the city.

base2stay Liverpool is located barely 100 metres from the new Liverpool One shopping district in a former print works dating from the 1850s which is undergoing a £14m comprehensive redevelopment that will transform it into a 106-room, four star hotel with special opening rates per room starting from £49, including VAT.

Many of the building's original heritage features have been retained and incorporated into the contemporary interior design, including the original roof timbers with which the building was first constructed and which are believed to have come from 18th Century ships.

base2stay's wide variety of rooms, all of which offer free Wi-Fi, free games, 6,000 tracks of music and free internet (for those without laptops!) on HDTVs, as well as movies at £1.95 only, will vary from Super Singles to spectacular double height Gallery Suites.

The hotel hopes to capitalise on Liverpool's rapidly growing international reputation as a short-stay destination for people wanting to sample its world class museums and galleries and its famous night-life.

Visitor numbers to the city, which boasts more Grade 1 listed buildings and museums than any UK city except London, have soared since it enjoyed a spectacular year as European Capital of Culture in 2008, with many drawn by its associations with The Beatles and its historic maritime connections.

Gary Laird, general manager of base2stay Liverpool, said: "Liverpool has gone through a renaissance recently and is now a more exciting and appealing tourism destination, so we were keen to be a part of that.

"Overseas and domestic visitor numbers are rising rapidly and we are perfectly placed for people wishing to sample the city's broad cultural offering and uniquely vibrant nightlife."

"Since it was announced that we were bringing the base2stay brand to Liverpool we have had lots of people asking when the hotel opens. We have a completely unique concept that sets us apart from what is currently on offer in the city."

base2stay Liverpool opens in August 2010 and bookings are being taken online at www.base2stayliverpool.com or by calling +44 (0)845 262 8000

Notes to Editors

Following the continued success, critical acclaim and reviews across the world press of the base2stay concept launched in Kensington, London, in April 2006, innovative founder Robert Nadler is delighted to be taking the **smart luxury** concept to Liverpool in Summer 2010; **luxury** because the base2stay promise provides a guarantee of stylish, comfortable, air-conditioned rooms and **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. base2stay Liverpool, at the heart of the city's historic and vibrant RopeWalks district, launches in August 2010.

base2stay Liverpool has been supported by Liverpool City Council, the Heritage Lottery Fund, Northwest Regional Development Agency, City Focus and English Heritage.

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