

easyHotel announces new hotel signing for Alicante

easyHotel, the low carbon affordable hotel chain, is delighted to announce that it has acquired a site to undertake the construction and development of a new hotel in the vibrant city of Alicante, Spain. This milestone aligns with easyHotel's robust growth strategy across Europe, with an emphasis on new hotels in France and Spain, building upon the groups leading brand awareness in travel.

Located on Avenida de Alcoy, adjacent to the Parc del Tossal, the hotel will be built just a 5-minute walk from the city centre and a 9-minute public transportation ride to the main railway station, providing an easy journey to Alicante Airport.

At 2,900 square meters, the hotel will feature 97 new low carbon rooms, carefully developed by easyHotel to fuse sustainable construction methods and materials with guest comfort. Independent research has verified that the rooms will emit 21% less CO₂ over a 50-year hotel lifecycle vs the competition.

In keeping with easyHotel's commitment to sustainability, the property will be constructed using recyclable and sustainable materials when possible, optimising space and surface area with smart room design to minimise building materials and reduce the carbon footprint. It is these factors that will see the building labelled as 'Very Good' by BREEAM for sustainability.

This turnkey project has been achieved with the support of Xpandia Projects, a well-established developer in the region, who helped in identifying and securing the site, and demonstrates easyHotel's desire to partner with developers in key markets, as the company looks to execute its ambitious growth plans. It is expected to open in 2026 and will provide c.15 direct and indirect jobs.

With a portfolio now comprising 47 hotels across Europe, easyHotel has firmly established its presence in Spain, with Malaga, Madrid, and Barcelona already operational, and additional hotels in Barcelona and Valencia expected to open in 2025. The low-cost brand will also open a fourth hotel in Zurich and its first hotel in Marseille later this year.

Commenting on this news, Karim Malak, CEO of easyHotel, said: "The easy brand is renowned among consumers throughout Spain, making this new hotel a key component to our strategy of expand in countries where our brand enjoys strong recognition. Collaborating with a local developer allowed us to pinpoint the ideal location near public transport and in a popular city destination. Alicante is the perfect addition to our existing portfolio, and allows for us to introduce a new, budget-friendly option for travellers seeking to explore this fantastic city and the beautiful beaches of Costa Blanca."

Where Gwenaëlle Pouy, Chief Development Officer and Head of Real Estate of easyHotel adds: "We are more than happy having worked with Xpandia on this project, and we both wish to deliver more assets together as part of a long-term partnership. This is the exact type of relationship that we are keen to develop with our real estate partners, and we are already studying more assets that we can collaborate on."

Javier Perez Picallo, Director General at Xpandia Projects, commented: "It has been a rewarding experience collaborating with easyHotel to identify an ideal location that perfectly aligns with the brand's needs and enhances its market strategy. We look forward to the continued opportunity to contribute to and support this project."

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Notes to editors:

easyHotel:

easyHotel is an affordable, low-carbon chain of value hotels. It was founded in 2004 by Sir Stelios Haji Ioannou and is now 79.1% owned by ICAMAP Investments S.à r.l and Ivanhoé Cambridge.

The company's purpose is to offer affordable travel to all. It now has over 40 establishments in 11 countries, with all hotels ideally located in city centres or near major transport links. Over the past few years, easyHotel has been working to achieve its ambitious growth objectives, with several developments in the pipeline in major city centres and a planned schedule of hotel openings.

ICAMAP Investments S.à r.l. is an investment fund managed by ICAMAP S.à r.l., an asset management company founded by Guillaume Poittrinal, Harm Meijer and Alexandre Aquien.

Ivanhoé Cambridge internationally develops and invests in high-quality real estate properties. It is a subsidiary of Caisse de dépôt et placement du Québec (CDPQ), a global investment group.

Operating hotels:

easyHotel has an estate of 47 hotels with c.4,900 rooms, comprising 17 franchised hotels (c.1,400 rooms) and 31 owned and leased hotels (c.3,500 rooms)

Hotels:

United Kingdom: London Shoreditch, London Paddington, London Victoria, London South Kensington, London Croydon, Birmingham, Manchester, Liverpool, Newcastle, Leeds, Sheffield, Ipswich, Milton Keynes, Cardiff, Oxford, Reading, Edinburgh, Glasgow, Belfast

Benelux: Amsterdam City Centre, Amsterdam Arena, Amsterdam Zaandam, The Hague, The Hague Scheveningen, Rotterdam, Maastricht, Brussels

Europe: Berlin, Charles de Gaulle (Paris), Paris Nord Aubervilliers, Nice, Marseille, Barcelona Fira, Barcelona Meridiana, Malaga, Madrid, Valencia, Alicante, Zurich City Centre, Zurich West, Zurich Central Station, Zurich Limmatplatz, Basel, Lisbon, Sofia, Budapest, Dublin

About Xpandia Projects:

The logo for easyHotel, featuring the brand name in white lowercase letters on an orange rectangular background.

Xpandia Projects is a company specialized in hotel real estate investment and promotion that develops hotels in Spain and Portugal.

The company has more than 25 years of experience in real estate development with deep market knowledge.

It is currently developing 6 hotels in Spain with a total of 508 new rooms in the cities of Alicante, Valencia and Madrid, and 2 hotels in Portugal in the city of Lisbon.