

PRESS RELEASE

Munich, 04/01/2012

Ab From April 2012, Easy Palace will change its name to SMART STAY with immediate effect.

Sleeping place turns into a cozy nest. After having undergone renovations, the well-known Easy Palace Hostel in Munich is now called the SMART STAY HOSTEL MUNICH CITY. With a new name and a trendy look, the HOSTEL MUNICH CITY now offers more comfort, better service and a homey atmosphere for its international and domestic guests right in the center of Munich.

Since April 2012, the HOSTEL MUNICH CITY has been boasting a new look. Guests are delighted with the extra service offered since its re-opening, and the spacious rooms with own dressing room, the completely renovated bathrooms, and the guest kitchen on the second floor that is available to guests for self-catering. All rooms and bathrooms have been enhanced by means of lighting and color schemes, making for instant wellbeing and a homey feel. The new rooms speak for themselves, and thanks to the new atmosphere that has been created, the SMART STAY HOSTEL MUNICH CITY is a model of excellent service and reasonably priced accommodation in Munich. "We have modernized the entire hostel, and are already receiving positive feedback from our guests. International backpackers are particularly thrilled with the small but classy guest kitchen. Certainly, a few things here and there still need to be refined, but overall I'm looking forward to an exciting future with many events at our HOSTEL MUNICH CITY," said Martin Gomille, Manager, about the renovation. The hostel is located in the heart of Munich, directly at the Theresienwiese and only two subway stations away from the center/Marienplatz. Numerous guests prefer the SMART STAY HOSTEL MUNICH CITY because of its proximity to the Oktoberfest. A convincing reason why the hostel is so in demand during the world-famous Oktoberfest, and why guests start making their bookings for this period as early as spring.

SMART STAY guests have been offered a home away from home at three different locations in Munich for almost a decade now. From a hostel to a 3-star hotel, all travelers are bound to find optimal accommodation in Munich and the best possible comfort in the low-budget segment. All establishments are all located in selected tourist centers in Munich with direct connection to the local public transport. As part of a new identity of the SMART STAY GROUP, all associated hotels will now be revamped. The SMART STAY HOTEL SCHWEIZ and the SMART STAY HOTEL STATION will be modernized and transformed towards the end of 2012. Modern, friendly lobbies, generous large and light reception areas and bars will in future invite guests to stay over and enjoy the comfort and low rates. The aim in the medium term is to promote the expansion of the SMART STAY GROUP chain in additional German megacities such as Hamburg and Berlin as well, so as to offer quality accommodation in two-star and three-star categories.

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About the SMART STAY Group:

The Smart Stay Group in Munich has been privately owned since 2001, and represents a young, dynamic and stylish hotel/hostel concept in the low-budget segment. For purposes of repositioning the SMART STAY GROUP, the umbrella brand will receive a new identity. The new, self-explanatory name SMART STAY stands for reasonable, clean and central accommodation. SMART STAY currently consists of three establishments in Munich and employs around 65 members of staff. Occupancy of 83% during the 2011 financial year is proof of the success of the SMART STAY GROUP, which is essentially based on the concept of smart accommodation with comforts at low rates in downtown locations. Three additional establishments are planned to be opened in key travel centers in Germany by 2014 and Austria by 2015/2016. Further information is available at: www.smart-stay.de

Note for editorial staff

Images are available at <http://smart-stay.de/pressematerialien-download/>

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