

ZIP BY PREMIER INN IS A STRIPPED-BACK BUDGET HOTEL

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Zip by Premier Inn, UK



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UK – The new hotel concept will offer travellers compact rooms for ultra-low prices.

The rooms were designed by **PriestmanGoode**, an agency with experience designing for compact spaces such as airline and train cabins. Adhering to the motto ‘basics done brilliantly’, the rooms offer a choice of bed sizes, an en suite bathroom with a power shower, a digital screen, television and free wifi. With stripped-back facilities, Premier Inn hopes to encourage guests to use the communal spaces.

Zip by Premier Inn will be located on the outskirts of UK towns and cities, with the first 138-room hotel opening in Cardiff in early 2019. The rooms, which will be less than half the size of a standard Premier Inn room, will start at just £19 (\$25, €22) a night.

As travellers spend more time outside their hotel room, hospitality brands are redesigning their facilities to focus on the basics. To see how this has infiltrated the luxury sector, see our microtrend **Stripped-back Hospitality**.