



## **MEDIA RELEASE**

### **Sleeperz opens 120-bed Dundee Waterfront Hotel**

*New Railway Station Hotel opens opposite £80m V&A Museum of Design Dundee – part of a £1bn regeneration of the city’s waterfront*

*(Dundee, Scotland – July 10, 2018)* Sleeperz Hotels, the innovative UK premium budget hotel company, has opened a 120-bed waterfront hotel in Dundee, Scotland.

The design-led lifestyle hotel is located on four floors above Dundee’s new £38m Railway Station.

Its curved frontage looks out over the River Tay and two major visitor attractions, the RRS Discovery – Captain Scott’s polar expeditionary vessel – and the V&A Museum of Design Dundee, opening September 15.

Dundee Railway Station and Sleeperz Hotel Dundee were opened yesterday, Monday July 9, by Joe FitzPatrick MSP, Minister for Public Health and Sport.

David Myers, chief executive of Sleeperz Hotels, said: “Dundee’s transformation and regeneration is making headlines across the world and now is the perfect time to open a new Sleeperz Hotel in the city.

The opening of the V&A Museum of Design in September will attract visitors from across the UK and internationally and they will benefit from our ultra-convenient location at the gateway to Dundee and Sleeperz’ distinctive brand of stylish city stays at affordable rates.”

Sleeperz Hotel Dundee is the brand's fourth UK hotel and was built in partnership with Dundee City Council.

Dundee has received global media attention and been named "Scotland's Coolest City" and one of the 'World's 10 hottest destinations' by The Wall Street Journal in 2018. Travel guide Lonely Planet also listed Dundee as one of Europe's Top-10 places to visit this year.

The hotel has created 40 new hospitality jobs in the city's visitor economy through direct employment and a partnership training scheme with Dundee City Council called Remploy Work First.

Sleeperz Hotels specialises in building stylish and affordable city centre lifestyle hotels, close to mainline rail stations. Sleeperz Hotel Cardiff was first to open in 2008, followed by Sleeperz Hotel Newcastle in 2012 and 'sister-brand' hotel Cityroomz Edinburgh in 2013.

All Sleeperz Hotels feature free and fast Wi-Fi, laptop safes, innovative space saving furniture, bespoke handmade Sleepzee mattresses and tea and coffee making facilities as standard in every room.

Guests can choose from a cooked or continental breakfast and an all-day menu is available in the hotel's bar and lounge.

## **SLEEPERZ HOTEL DUNDEE – FACTOIDS**

Design-led premium budget hotel located above the new Dundee Railway Station in the regenerated Waterfront District.

- 120-bedrooms
- 165 Beds
- 75 Doubles (9 Superior Rooms, 6 Accessible Rooms)
- 15 Family Rooms
- 15 Twins

## **DUNDEE FEATURE WALL**

A feature wall in the lounge bar celebrates the past and present of Dundee paying homage to the Jute industry, marmalade production and celebrated journalism heritage (Beano, Dandy and DC Thomson Publishing House) as well as the modern creativity of a city which produced iconic video games 'Grand Theft Auto,' and 'Lemmings.'

### **Rates**

Start from £59 per night

### **Bedrooms**

- Underfloor heating
- Bathroom pods with pivoting wand and Monsoon shower heads
- Steam-proof mirrors
- Bespoke handmade Sleepzee mattresses
- Down Effect pillows
- Free super-fast Wi-Fi
- Laptop Safes
- Pear drop seating inspired by Danish designer Arne Jacobsen
- Latest Smart TV technology and free local telephone calls

### **Architect**

Nicoll Russell Studios, Dundee, Scotland

### **Construction**

Balfour Beatty

### **Interior Design – Lounge/ Reception**

Space Solutions, Edinburgh

<http://www.spacesolutions.co.uk/>

### **Jobs Created**

40 Hospitality FTE

Sleeperz Hotel Dundee sits at the centre of an 8km waterfront development on the North bank of the River Tay which includes restaurants, bars, hotels, commercial office space, leisure venues, public gardens and industrial units.

### **Open for The Open**

Sleeperz Dundee opened ahead of the 147<sup>th</sup> Open Championship, which takes place at nearby Carnoustie Golf Links from July 15-22 and has helped the hotel sell-out for four days in only its second operational week.

Manny Baber, general manager at Sleeperz Hotel Dundee, said: “Open for The Open is a great thing to be able to tell Dundee and Scotland and to sell-out four straight nights is an hotelier’s dream start.

We have recruited a great team here, our hotel enjoys some of the finest views of Dundee Waterfront and the River Tay and we are looking forward to forging an outstanding reputation in the city.”

Sleeperz is working to a plan to expand and build further hotels in major UK cities, including Glasgow, London and Manchester.

For more, visit: [www.sleeperz.com/dundee](http://www.sleeperz.com/dundee)

### **ENDS**

### **Media Enquiries**

For media requests, images or further information about Sleeperz Hotels contact Matthew Moore on: [matthew@honeypotmedia.co.uk](mailto:matthew@honeypotmedia.co.uk), or call: 07791 798 185.

### **Picture Caption**

L to R: David Myers, chief executive Sleeperz Hotels and Manny Baber, general manager Sleeperz Hotel Dundee

Interior and Exterior Photography Sleeperz Hotel Dundee

## **Notes to Editors**

Sleeperz Hotels is a new and innovative UK budget hotels business.

It opened its first UK hotel in the Welsh capital Cardiff in 2008 followed by a 98-bedroom Newcastle hotel in 2012 and a new 'rooms based' sister brand called Cityroomz, which opened in Edinburgh in May 2013.

Sleeperz is working to a plan to expand and build further hotels in major UK cities, including Glasgow, London and Manchester.

Sleeperz prides itself on introducing a new generation of design-led premium budget hotels into the UK hotels market and creating a philosophy of colourful, stylish, compact contemporary rooms at affordable room rates.

Its aim is for its customers to experience stylish urban living in a city centre hotel environment.

Sleeperz also aims to build distinctive buildings that make a positive architectural contribution to the cities in which it chooses to build hotels.

The growth in Sleeperz – and the construction of its second UK hotel in Newcastle – has been driven by investment in the business by the company's investors, including Andre Hoffmann, Connection Capital and Costain plc

Videos detailing the hotel experience are available to watch on YouTube at the following link: [www.youtube.com/sleeperzhotels](http://www.youtube.com/sleeperzhotels)