

Premier Inn staff at Leicester Square hotel receive Hollywood makeover

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Premier Inn, the UK's best value hotel chain, is treating team members at its newly opened Leicester Square hotel to a Hollywood makeover to ensure they fit in with the infamous London film premiere location.

The Premier Inn Leicester Square (<http://www.premierinn.com/en/hotel/LONLEI/london-leicester-square>) team are swapping their everyday looks for bouffant-style blow-dries, fluttering false lashes, sparkling white teeth and spray tans that would make the cast of 'The Only Way Is Essex' envious, all in-keeping with the new hotel's star-studded address.

Female members of the 16-strong team are receiving mountains of hair extensions to emulate the bouffant of Marilyn Monroe, and finishing touches of acrylic nail overlays and celebrity-favoured threading to ensure no hair is out of place.

And male team members are not to be left out, with each team member receiving traditional wet shaves and hair lacquering to resemble the iconic looks of Marlon Brando and James Dean.

Nicole Dos Santos, a receptionist at Premier Inn Leicester Square said: "I loved having the makeover and feel like I would even fit in on the red carpet. I can't wait to welcome guests at the new hotel with my true Hollywood smile."

Claire Haigh, Head of Communications for Premier Inn commented: "The new hotel is so close to premieres taking place on the Square that we wanted our team members to have the chance to feel like film stars.

"The newly styled team will enable customers to experience a slice of the red carpet but at great value. Our team will ensure that all of our guests awake film-set fresh after a great night's sleep with us."

As the busiest spot in London, Leicester Square is the entertainment hub of the West End, surrounded by theatres, cinemas and exciting entertainment venues.

Premier Inn offers all guests a unique 'Good Night Guarantee', which means if guests are not 100% satisfied with their stay they will get a full refund.

The new London Leicester Square hotel, which sees a £12 million investment into the London economy, is one of 20 London hotels (<http://www.premierinn.com/en/london-hotels.html>) that will have opened by the end of 2013 across the city as part of a major expansion drive for the hotel chain.

About Premier Inn:

Award-winning Premier Inn is the UK's best value hotel brand with over 600 budget hotels and more than 46,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathrooms, TV with Freeview, and Wi-Fi internet access. All Premier Inns feature a bar and restaurant; situated inside the

hotel or adjacent, offering a wide range of food choices.

Premier Inn is open in Abu Dhabi, Dubai and India. On a domestic front, Premier Inn aims to be the largest provider of budget hotels in London (within the M25) by 2012.

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