

easyHotel champions the “Pack Light” philosophy

- **European survey reveals 80% of French travellers expect to change their lifestyle for the climate - here’s one lighter way to start**

Paris, July, 2025 – In a world where time, simplicity and conscious travel choices matter more than ever, easyHotel is encouraging travellers to adopt a new mindset: the “Pack Light” philosophy. Inspired by the French art de vivre, where elegance meets practicality, easyHotel invites travellers to embrace a simpler way to see the city. Skip the bulk, move more freely and travel without the extras.

This message resonates strongly in France, where recent data from the European Investment Bank reveals that 80 percent of people expect to change their lifestyle for the climate*. Packing light isn’t just about your suitcase. It’s about how you move, what you value and how you explore.

With prime city-centre locations, compact comfort, and Europe’s lowest CO₂ emissions per hotel room, easyHotel offers travellers a smarter, lighter, and lower-carbon way to explore. It’s also a natural fit with the growing slow travel movement in France - where more people are choosing to stay local, explore regional cities, and immerse themselves in cultural experiences without rushing.

Travel smart, move freely, explore more

Getting around the city should be simple. From hopping on the metro to exploring local neighbourhoods on foot, travellers today are looking for ease and flexibility. easyHotel is designed for this kind of trip, with hotels built in walkable, central locations and a focus on what really matters. In fact, 90 percent of easyHotel’s are within a five-minute walk of public transport, helping guests get around quickly, easily and without stress.

With everything you need and nothing you don’t, easyHotel helps guests enjoy the city without distraction. Whether it’s a quick getaway or a spontaneous weekend, the experience is focused, flexible and built for real-life travel.

Hotels designed for light travel and low impact

Every easyHotel room is designed with efficiency in mind: 4-star style mattresses, premium soundproofing and fast free Wi-Fi. Guests get everything they need for a great night’s sleep and nothing they don’t. No gyms, spas or full-service restaurants. Instead, easyHotel encourages guests to explore the city and support the neighbourhood.

In France, easyHotel has even removed single-use plastic from guest areas, replacing it with refillable water stations, wooden key cards and fixed soap dispensers. It's all part of a travel model that values simplicity, ease and responsibility.

Additionally, research data from Deloitte (2024), found that the hospitality industry contributes around 3 percent of global carbon emissions, with one-third generated directly by hotel operations*. easyHotel's approach is designed to reduce that footprint through compact design, energy efficiency and a simpler guest experience.

How to Pack Light: easyHotel's Tips for Travelling Smarter

For the 80% of French people ready to adapt their habits for the climate, packing light is a simple place to start. These practical tips help make the whole journey lighter, quicker and easier for you:

1. Keep it compact – a small, easy-to-handle bag means more freedom wherever you go
2. Pack versatile – 5 to 7 mix-and-match pieces go a long way
3. Switch to solids – compact toiletries save space and hassle
4. Move smarter, not motor – walk, cycle or take local transport where possible instead of hiring a car
5. Support local – eat in local restaurants, shop nearby and experience the city

Explore the city, not your suitcase

The “Pack Light” philosophy reflects a growing shift in how people want to travel: fewer complications, more experience. As more travellers prioritise affordability and low-impact choices, easyHotel is showing that comfort and convenience don't have to come with excess. Whether in Marseille, Paris or Nice, the city is yours. You just don't need to pack everything with you.

* <https://www.eib.org/en/press/all/2024-415-80-of-french-respondents-say-they-will-have-to-adapt-their-lifestyle-due-to-climate-change-eib-survey-finds>

* <https://www.deloitte.com/uk/en/Industries/consumer/blogs/sustainable-carbon-credits-strategy-for-the-hospitality-industry.html>

Isabel Calvo

ic@indigofrance.com

Blandine Hodouin

bh@indigofrance.com

Tél. +33 1 40 28 10 00

Notes aux rédacteurs :



easyHotel est une chaîne d'hôtels économiques à faible empreinte carbone. Elle a été fondée en 2004 et appartient à EPIISO 6, un fonds discrétionnaire géré par Tristan Capital Partners LLP.

easyHotel va accélérer son expansion en Europe dans les années à venir, en s'appuyant sur la notoriété de la marque easy. L'entreprise vise à renforcer sa présence sur les marchés clés en ciblant les villes-portes européennes du sud et de l'ouest de l'Europe, avec un intérêt tout particulier pour l'Espagne, le Portugal et la France.

Présentation des hôtels :

easyHotel possède un parc de près de 50 hôtels avec environ 4 700 chambres, dont 16 hôtels franchisés (1 000 chambres) et 32 hôtels en pleine propriété ou en location (3 700 chambres).

Hôtels :

Royaume-Uni : Belfast, Birmingham City Centre, Cardiff City Centre, Croydon Town Centre, Edinburgh, Glasgow City Centre, Ipswich Town Centre, Leeds City Centre, Liverpool City Centre, London City Shoreditch, London Paddington, London South Kensington, London South Kensington, London Victoria, Manchester City Centre, Milton Keynes Central, Newcastle City Centre, Oxford, Reading, Sheffield City Centre, Oxford, Reading, Sheffield City

France : Marseille Euromed, Vieux-Nice, Aéroport Paris Charles De Gaulle Villepinte & Paris Nord Aubervilliers.

BENELUX : Amsterdam Arena Boulevard, Amsterdam City Centre, Amsterdam Zaandam, Bruxelles City Centre, Maastricht City Centre, Rotterdam City Centre, La Haye City Centre, La Haye Scheveningen Plage

Espagne : Alicante, Barcelone Fira, Barcelone La Sagrera, Madrid Alcalá, Malaga & Valence Ciutat Vella.

Suisse : Bâle, Genève Aéroport Ferney Voltaire, Zurich City Centre, Zurich Limmatplatz, Zurich Main Station & Zurich West.

Autres villes européennes majeures : Berlin Hackescher Markt, Budapest Oktogon, Dublin City Centre, Lisbonne et Sofia.