

easyHotel Rolls Out Room Key in Apple Wallet

The value-brand brings a fully digital check-in experience as guests can now seamlessly and securely unlock their room at easyHotel London City Shoreditch & easyHotel Paris Aubervilliers with a simple tap of their iPhone or Apple Watch

London, September 2025 - easyHotel guests can now add their room key to Apple Wallet on their iPhone and Apple Watch and simply tap their device to unlock their room and access other hotel spaces. The great value hotel chain, easyHotel, has introduced room key in Apple Wallet at its London City Shoreditch and Paris Aubervilliers hotels, reinforcing its commitment to making travel simpler and more seamless for guests. This innovation also moves easyHotel towards a more low-carbon, low-waste future by reducing reliance on traditional material key cards.

Room keys in Apple Wallet helps deliver a seamless experience from check-in to check-out. Once a room key is added and activated in Apple Wallet, guests can hold their device near the door's NFC-enabled lock to seamlessly access key card-protected areas. With Express Mode, guests don't need to unlock their device to use their room key in Apple Wallet - they can simply tap and enter. If an iPhone needs to be charged, guests can still use the device to unlock their room or common areas with Power Reserve.

After booking directly with easyHotel online or in-app, guests can add their room key to Apple Wallet. Once added, the room key in Apple Wallet will be updated to let them know when it's time for check-in. After check-in is complete and a room is ready, the room key in Apple Wallet will be activated.

If an easyHotel guest needs to change rooms, extend their stay, or access late checkout, easyHotel can update their room key in Apple Wallet remotely - no need to visit the front desk. And when it's time to leave, the room key will be deactivated automatically upon checkout.

The security and privacy of guests are top priorities at easyHotel. Room key in Apple Wallet takes full advantage of the privacy and security features built into iPhone and Apple Watch. When or where a easyHotel guest uses a room key in Apple Wallet is never shared with Apple or stored on Apple servers. If an iPhone or Apple Watch is misplaced, the guest can promptly use the Find My app to help locate it.

This launch was accomplished through a collaboration with Alliants, an expert in guest experience technology and dormakaba, a global leader in smart access control solutions. dormakaba's digital lock technology and Alliants' mobile key provisioning platform remove the need entirely for a physical key card, enabling guests to enjoy a fast, efficient, and digital check-in experience.

This latest innovation reflects easyHotel’s brand pillars, which commit to making travel super easy, super value, and super low carbon. As always, great value remains at the core of every stay, ensuring guests get a comfortable, well-located room at an affordable price.

easyHotel has seen a growing demand for digital solutions, which was also highlighted in a easyHotel study. The study revealed that more than half of guests prefer mobile check-in and check-out. In line with easyHotel’s goals towards making travel as low-carbon friendly as possible, in 2023, easyHotel removed all plastic key cards and introduced FSC-accredited wooden key cards preventing the production of 55,000 plastic key cards annually.

Louis Poisson, Chief Operating Officer at easyHotel, added: *“At easyHotel, we strive to make every stay as easy and stress-free as possible for our guests. The introduction of room key in Apple Wallet at our London City Shoreditch and Paris Aubervilliers hotels is a significant step towards an easy, secure and private experience that allows guests to access their rooms seamlessly with just their iPhone or Apple Watch. We’re excited to expand this to more of our hotels in the near future.”*

For more information on easyHotel room key in Apple Wallet, visit:

<https://www.easyhotel.com/digital-key>

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Notes to editors:

easyHotel:

easyHotel is an affordable, low-carbon chain of value hotels. It was founded in 2004 and is owned by EPIISO 6, a discretionary fund managed by Tristan Capital Partners LLP.

easyHotel is surging its expansion across Europe in the coming years, leveraging the leading easy brand awareness. The company aims to strengthen its presence in key markets targeting European gateway cities across Southern and Western Europe with Spain, Portugal and France being locations of particular interest.

Hotel Overview:

easyHotel has an estate of c.50 hotels with c.4,700 rooms, comprising 16 franchised hotels (c.1,000 rooms) and 32 owned and leased hotels (c.3,700 rooms)

Hotels:

United Kingdom: 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

France: Marseille Euromed, Nice Old Town, Paris Charles De Gaulle Airport Villepinte & Paris Nord Aubervilliers.

BENELUX: Amsterdam Arena Boulevard, Amsterdam City Centre, Amsterdam Zaandam, Brussels City Centre, Maastricht City Centre, Rotterdam City Centre, The Hague City Centre, The Hague Scheveningen Beach

Spain: Alicante, Barcelona Fira, Barcelona La Sagrera, Madrid Alcalá, Malaga & Valencia Ciutat Vella.

Switzerland: Basel, Geneva Airport Ferney Voltaire, Zurich City Centre, Zurich Limmatplatz, Zurich Main Station & Zurich West.

Other Key European Cities: Berlin Hackscher Markt, Budapest Oktogon, Dublin City Centre, Lisbon & Sofia.

Alliants:

Founded in 2009, Alliants is the digital guest experience technology partner of choice for prestigious hospitality, travel, and retail brands worldwide, renowned for pioneering the guest experience platform of the future. With deep industry knowledge, Alliants crafts technology that delivers swift ROI and unmatched guest satisfaction.

dormakaba:

dormakaba is a leading global provider in the access solutions market. The company reimagines access by setting industry standards for smart systems and sustainable solutions across the lifecycle of a building. More than 15,000 employees worldwide provide their expertise together with distribution partners to a growing customer base in more than 130 countries. dormakaba supports its customers with a broad, innovative portfolio of integrated access products, solutions and services that easily fit into building ecosystems to create safe, secure and sustainable places where people can move around seamlessly. dormakaba is listed on the SIX Swiss Exchange and is headquartered in Rümlang near Zurich (Switzerland). It generated a turnover of CHF 2.8 billion in financial year 2023/24.

SIX Swiss Exchange: DOKA

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