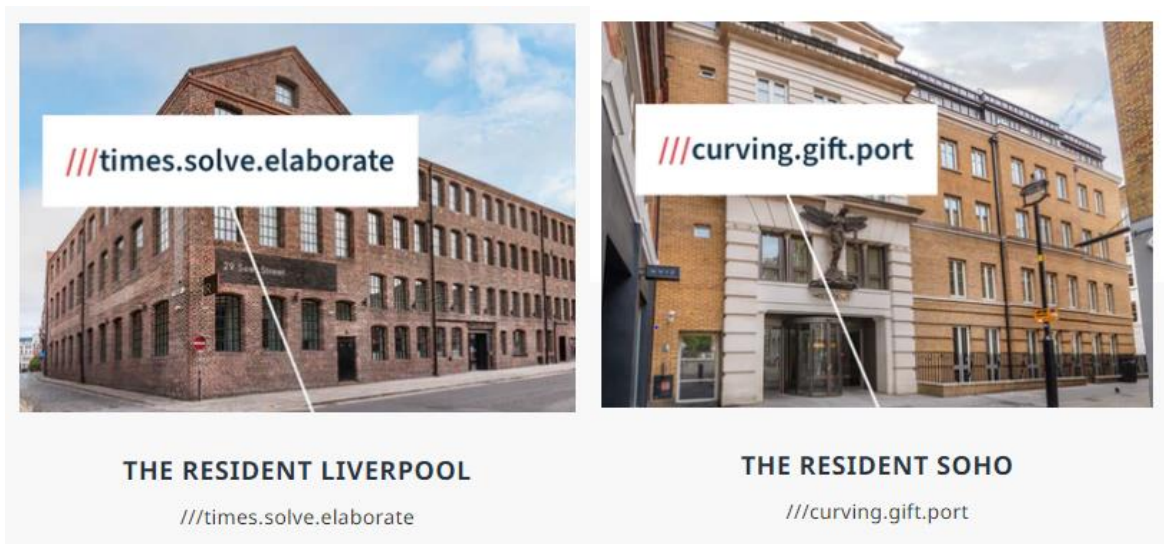


PRESS RELEASE
23rd April 2021

RESIDENT HOTELS PARTNERS WITH WHAT3WORDS

///times.solve.elaborate and ///many.wiser.hired are not lockdown scrabble attempts, they are unique three words guests can use to locate Resident Hotels via app, what3words

In anticipation of a summer of city exploration, Resident Hotels has partnered with the global geocode app, what3words, to ensure that all guests can quickly and easily find each of The Resident hotels in London and Liverpool



A recent study shows that over half of travellers (52%) spent more than an hour getting lost on their last trip.¹ Now, The Resident's guests will be able to pinpoint the exact location they need faster, more easily and without getting lost – leaving them stress free to enjoy a relaxing and comfortable stay.

what3words, which has divided the world into 3mx3m squares, means the addresses are more precise than street addresses and more useful than dropping a pin in the centre of the building. This is a more reliable way of navigating and makes travelling in unfamiliar places easier and safer.

¹ what3words Consumer Travel Survey based on 2,000 respondents in the UK and USA, aged 18+

Resident Hotels will be communicating each unique set of three words to guests on its pre-arrival communication, on TripAdvisor as well as being listed on the website pages for the four hotels in London and one in Liverpool. what3words is currently available in 40 languages. The app also works offline, which means that international travellers can use it to find each of The Resident hotels confidently.

Find out more here - <https://www.residenthotels.com/what3words/>

In addition, there are no duplicates when it comes to what3words addresses, which is common with street addresses (there are 14 Church Roads in London!). This comes as particularly good news for business travellers as 62% saying they've had trouble finding their hotel while travelling.

As the hotels welcome back guests from May 2021, Resident Hotels has been looking at fulfilling ways to engage guests using what3words as we rediscover our cities this summer. In August, Resident Hotels intend to launch 'The Resident Explorer', an exciting treasure hunt discovering cultural, culinary and hidden gems across London. With 50 free entry places up for grabs, guests will be invited on a pursuit to find clues and spot iconic landmarks. To be in with a chance of winning a three nights stay for two people, with tickets to two attractions and a complimentary dinner valued at £150. We expect the treasure hunt will also supply lots of instagrammable memories to share with our members.

Resident Hotels has also been using the app to engage their teams, since February, team members have been enjoying games and quizzes using what3words, including a special Easter Challenge.

Richard Lewis from what3words said: *'There is nothing more frustrating than your sat nav or google maps claiming that you have arrived at your destination, only to realise you haven't. Resident Hotels' booking confirmations will now have what3words addresses on them, meaning just three words will direct guests to exactly where they need to be. We are excited to be embracing new technology to better the guest experience.'*

David Orr, CEO of Resident Hotels said: "We specialise in opening up local hidden gems in our neighbourhoods for our guests, the starting point being arriving at our front doors. From each of The Resident hotels, guests can venture out from our relaxed enclaves to explore the

locality with confidence. what3words supports precisely the heartfelt advice of our teams as to where and what to discover. The App is a gem, a game changer and fun to use, combining safety and utility with experience. It is great to be able to send your friends to the exact spot in the city you have discovered, the best view or the best outside space for Al Fresco dining.

Resident Hotels has an in-room grocery service for its guests. The discrete mini-kitchen in each guestroom means that guests can request groceries of their choice either prior to arrival or during their stay. The Resident's attentive team can make grocery suggestions as well as organising, sanitising and placing the items in the mini-kitchen to ensure guests' peace of mind.

The Resident embraces British design provenance and builds on the leading guest appreciation the hotels have established. The Resident Covent Garden is currently #2 on TripAdvisor out of all London Hotels

For more information on The Resident, please visit <https://www.residenthotels.com/>

[ENDS]

For further press information, please contact:

Emma Arthurs

Rooster. We are pr

theresident@rooster.co.uk

www.rooster.co.uk

[@RoosterPR](#)

For all media what3word enquiries contact Miriam Frank on miriam@what3words.com

About Resident Hotels Ltd:

The Resident is an innovative brand of city centre hotels in London and Liverpool. The hotel business was founded in 2006 by its majority owner, led by Executive Chairman of MacTaggart Family and Partners, Sir John Mactaggart.

Providing excellent rooms, in exceptional locations with heartfelt hospitality. Located in carefully chosen urban neighbourhoods, the hotels provide guests with a relaxed

enclave from which they can easily immerse themselves in the city. Attentive team members provide heartfelt advice suggesting the best bars, restaurants, culture and entertainment in the local area, tailored to the guests' personal requirements.

All five hotels receive exceptional guest appreciation, with The Resident Covent Garden ranking #2 out of 1,100 London hotels on TripAdvisor (April 2021).

The Resident has recently refurbished its lounges and refreshed all rooms with hand-picked and often handmade British and European furniture. Each room has a concealed mini-kitchen and an in-room grocery service is available for guests.

Headquartered in London, Resident Hotels is headed by CEO David Orr. The Resident plans to expand with an additional 1200/1500 rooms in the UK in the next five years. If you have a development or management opportunity, please email development@residenthotels.com

For more information, please visit our website at residenthotels.com. In addition, you can connect with us on Facebook, LinkedIn, Twitter and Instagram.

About what3words:

Co-founded in London in 2013 by Chris Sheldrick, what3words is the simplest way to talk about location. The system covers the entire world, never needs updating, and works offline. A what3words address is a human-friendly way to share very precise locations with other people, or to input them into platforms and machines such as autonomous cars or e-commerce checkouts. It is optimised for voice input and contains built-in error prevention to immediately identify and correct input mistakes.

The free what3words app, available for [iOS](#) and [Android](#), and the [online map](#) enable people to find, share and navigate to 3 word addresses in 37 languages to date. A 3 word address in one language can be switched instantly into any other supported language, and even looked up in one language and shared in another. what3words can be easily integrated by businesses, governments and NGOs into apps, platforms or websites, with just a few lines of code, and products are available for free or for a nominal fee for qualifying NGOs. Its partners include Mercedes-Benz, Ford, Domino's Pizza, Lonely Planet, Airbnb and Cabify.

what3words has a team of over 120 people, across offices in London, UK, San Francisco, USA, Johannesburg, ZA and Ulaanbaatar, Mongolia. The company has raised over £40 million in capital from investors such as Intel, Aramex, Deutsche Bahn, SAIC and the Sony Investment Fund. what3words is used in 193 countries in the world. Thousands of businesses are using millions of 3 word addresses to save money, be more efficient and provide a better customer experience. Find your 3 word address [here](#).