

Major Brands Move Away from Budget Hotels as Nike Contractors Opt for Premium Stays.

Overseas employers are increasingly moving away from budget hotels, offering their employees a taste of English countryside living while they work on a major new development in Corby.

More than 55 contractors working on the 43-acre Nike logistics campus are being housed in high-end corporate accommodation nearby, hosted by short stay provider We Stay Group.

UK-based We Stay, a specialist in short and mid-term accommodation, highlights a growing industry trend as businesses increasingly recognise that housing employees in quality homes, rather than traditional hotels, delivers both cost savings and improved wellbeing.

Contractors at the Nike site enjoy spacious, fully equipped houses, ideally located near local amenities and excellent transport links, offering home-like comfort and convenience.

Sophie Jones, Managing Director at We Stay, said: "Our clients consistently report savings of around 25% on accommodation compared with hotel stays, making this not only a cost-effective solution but also a far more enjoyable experience for their staff.

"We Stay delivers unforgettable experiences for a wide range of guests, from holidaymakers to working professionals.

"Through our Pro Stay division, we are proud to partner with leading household names, including contractors involved in the new Nike development in Corby."

Following two successful years housing over 100 overseas employees across the Midlands for a leading UK supermarket, as well as another 65 for smaller projects around the country, We Stay's role in providing homes for contractors at the Corby site reflects the increasing demand for its expanding network of properties.

Often working in isolated conditions for extended periods, temporary overseas workers can face challenges such as language barriers and limited social connections.

Increasingly, employers are treating these needs as a priority, introducing initiatives to support the health, wellbeing and productivity of their workforce.

We Stay's corporate model combines local expertise with a global client base, providing tailored accommodation solutions that meet the distinct needs of travelling professionals.

Sophie Jones added: "This is the future of corporate travel.

"These homes offer both private and shared spaces, along with a wide range of high-end amenities, creating an environment thoughtfully tailored to diverse needs and expectations."



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The new Nike development will serve as Nike's principal UK supply chain hub and is expected to create over 100 jobs. The campus includes extensive wellness-focused features such as woodland trails and open-air gyms.

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About We Stay Group:

- Established in 2019
- We Stay enjoys a brand partnership with Homes & Villas by Marriott Bonvoy; Superhost status on Airbnb; and listings on Plum Guide
- Pro Stay delivers tailored corporate accommodation, combining premium amenities and thoughtfully designed spaces to meet the needs of travelling professionals.

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