

## TV ad boost for Staycity serviced apartments

**Staycity** has this week launched a ?50,000 (£41,000) TV advertising campaign, the first for the serviced apartment sector.

The TV campaign, which will run four times a year in the UK, targets the company's core leisure market of couples, families and groups, aged 16-54. The 30-second advert will be screened 128 times over the next four weeks on Sky UK's entertainment, news, documentary, sports and music channels.

?'This advert will be a great brand building exercise for us as our sector had previously been very much under the radar but more recently has started to emerge into the mainstream,?' commented sales and marketing director Jason Delany.

?'The advert aims to educate guests about the key advantages of a serviced apartment over a hotel room such as self-catering, additional space and flexibility with additional services such as 24-hour reception and complimentary WiFi adding further appeal. It also tells prospective customers which cities we operate in.?'

He added: ?Our aim would be to update the ads throughout the year as we open apartments in additional cities across Europe.?'

The TV campaign coincides with the Dublin-based company's 10th anniversary. Staycity was founded in March 2004 by CEO Tom Walsh and his brother Ger. The company's majority shareholding is held by the founders and management, while some 40% is held by Irelandia, the investment vehicle of the Ryan family, one of Ireland's wealthiest families.

Staycity has over 1,000 apartments across eight European cities, with ambitious expansion plans for the next five years taking it to 5,000. In May 2014 it will open 161 purpose-built apartments in two properties in Greenwich, London. In August 2014 66 Staycity apartments will open in Venice, with another 144 being added to the portfolio in Lyon in October.

The TV ad can be viewed by clicking onto <http://www.staycity.com/apartments/>.

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### EDITOR'S NOTES

#### About Staycity

Staycity is a profitable, privately held company with headquarters in Dublin, offering quality short-term apartment lettings in city centre locations. Staycity's business model is based on long term, full repairing and insuring leases and increasingly management contracts.

Apartments are fitted with the aim of giving customers what they want, while stripping out extraneous features for which the travelling public does not necessarily want to pay.

As well as having a fully equipped kitchen with dining room/lounge and bathroom, properties also feature complimentary WiFi access; flatscreen TV; complimentary sports channels; a living area/kitchen; weekly housekeeping; heating; rollaway sofa beds in many apartments; iron and ironing board; cot & high chair (on request); hairdryer; and a lift to all floors.

#### Tom Walsh - Chief Executive Officer

Dublin-born Tom Walsh was previously Plant Manager of Henkel Loctite Ireland, a high-tech specialty chemical and biomedical

manufacturer with a ?150m turnover. He was in charge of operations, logistics and engineering with a staff of 200 employees.

Tom holds a primary degree in Engineering (Dublin) and a first class honours Business degree from UCD. He founded Staycity in 2004, with his brother Ger, working part-time for the company before becoming full-time in 2006.

[www.staycity.com](http://www.staycity.com)