

Staycity rolls out bookable extras across its estate

Late checkouts, taxi transfers, luggage lockers and extra towels and toiletries are just some of the bookable extras now being offered to guests by leading serviced apartment operator **Staycity**, as part of a customer-driven initiative to enhance guest experience.

Secure car parking, extra cleaning and tickets to local tourist attractions can also be booked across the 1,000-apartment Staycity estate, along with breakfast vouchers for local restaurants, the option to upgrade apartments and airport transfers.

‘We found that all these are extras people often ask for, so it made sense to make them available across all our apartments, with guests able to book them online, or at reception,’ commented sales & marketing director Jason Delany.

In addition Staycity now offers a complimentary Staycity Kids Bag to children on arrival. In the bag is an activity book, colouring pencils, stickers and a diary for them to record memories of their trip.

‘It’s about making all our guests as comfortable as possible and their stay as trouble-free and memorable as we can,’ Delany added.

Under COO Keith Freeman, Staycity has focused strongly on customer service with both front- and back-of-house staff receiving additional customer training with improved visibility at peak times. The initiative has resulted in a 10% rise in guest satisfaction scores in the third quarter of 2014.

Staycity now operates over 1,000 apartments in eight European cities including Birmingham, Dublin, Edinburgh, Liverpool, London Heathrow, London Greenwich, Manchester, Paris and Amsterdam and is on target to expand to 5,000 apartments over the next five years.

The company is delighted to have been shortlisted for two awards in the forthcoming 2014 Serviced Apartment Awards ? Industry Leader and Guest Experience Award. The winners will be announced by the Association of Serviced Apartment Providers (ASAP) on 4 December 2014.

www.staycity.com

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EDITOR'S NOTES

About Staycity

Staycity is a privately held company with headquarters in Dublin, offering quality short-term apartment lettings in city centre locations. The 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'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.

All properties feature 24-hour reception with many offering private car parking facilities on site as well as providing fully equipped kitchens with dining room, lounge and bathroom. Additional apartment features include complimentary Wi-Fi access and flat screen TV while weekly housekeeping is also included. Ideal for both short and long term use, all properties come with a high emphasis on comfort and convenience.

CEO Tom Walsh founded Staycity in 2004, with his brother Ger.