

Staycity announces nearly 850 new apartments for 2016

Aparthotel operator **Staycity** is to add 125 apartments to its London Heathrow property in 2016 and open five further sites bringing its total openings scheduled for next year to 843 apartments.

The London Heathrow extension, due for completion in March 2016, will give the property 269 apartments as well as a larger lounge area on the ground floor with seating and a coffee outlet. For the first time Staycity will operate a restaurant on the site, offering breakfast and light lunches.

“Heathrow is an important location for Staycity with strong corporate bookings from the surrounding business community,” commented Staycity CEO Tom Walsh.

“The original Heathrow property, which opened in May 2012, has consistently traded well and there is certainly demand for further rooms from both the corporate and the leisure market. London Heathrow is also the ideal site to trial a food and beverage offer, given the surrounding area and its guest profile.”

In addition next year will see new Staycity properties in Birmingham New Hall Square, where 170 apartments open in January; York, where 190 apartments will open in June; and in Marseille, where 108 units will open in the summer. London Covent Garden with 106 apartments, and Lyon with 144 are also expected to open during 2016.

“This year has been a strong trading year for Staycity across our entire estate. We are on target for a 22% increase in turnover for 2015, up from £32m in 2014 to £39m in 2015. On the back of this performance we are forging ahead with our European expansion plans which will take us from 1,000 to 3,500 apartments over the next 24 months. Further sites will come on stream in 2017, with a number of new property deals yet to be announced,” added Walsh.

Staycity was founded by Tom Walsh in 2004 with just one apartment in Dublin. With strong bookings for short-let stays Walsh added further outlets in Birmingham, Liverpool, Manchester, and London Heathrow. Since its inception the company has been one of the serviced apartment sector's fastest growing success stories.

Staycity serviced apartments and aparthotels can now be found in eight major cities across the UK and Europe. The company is on target to reach 10,000 apartments by 2020.

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About Staycity

Staycity is a privately held company with headquarters in Dublin, offering quality short-term apartment and aparthotel lettings in city centre locations. By Summer 2016, Staycity will operate over 1,800 apartments in 15 properties across 10 European cities including Birmingham, Dublin, Edinburgh, Liverpool, London Covent Garden, London Heathrow, London Greenwich, Lyon, Manchester, Marseille, Paris and Amsterdam.

All properties feature 24-hour reception with many offering private car parking facilities on site as well as providing fully equipped kitchens with dining area, sitting area 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.

In 2015 Staycity was inducted into the TripAdvisor Hall of Fame, having won a Certificate of Excellence award for its Birmingham (Arcadian Centre) and Dublin (Saint Augustine Street) locations for five consecutive years.

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