

## Fresh look and greater functionality for Staycity website

Staycity, the Dublin-based aparthotel operator, has revamped its website giving it a more modern image that better reflects the urban-look design principles behind its newest premises.

The new-look website, developed by Staycity and Zinc Design, gives customers mobile and tablet compatibility as well as making the company's growing portfolio of sites clearer and more visual with moving images that enhance the home page.

'A high percentage of our bookings come via the website and that number is growing, so it's a vital tool for us and a unique opportunity for us to effectively communicate our brand values,' said Jason Delany, the company's newly appointed director of brand, product & marketing.

'The website makes greater use of the 'stay with us' franchise with key information pages entitled 'stay awake', 'stay fed', 'stay sweet', 'stay informed' and 'stay secure'. We intend to make more use of this throughout our marketing as we move forward,' added Delany.

The website also explains the company's support of homeless charities Crisis and Focus Ireland, with 50p/50c from every online booking made from its website going to one of the two charities.

Staycity Aparthotels can now be found in eight major cities across the UK and Europe with European expansion plans taking it from 1,200 apartments to 3,500 over the next 24 months.

In a departure from its previous format Staycity's latest opening in Birmingham Newhall Square as well as an extension to its Heathrow premises include a comfortable seating area where guests can work, meet or eat, together with an urban-look café offering premium coffee, pastries and light lunches. Where space allows future Staycity premises will feature this facility.

This week Staycity also announced the promotion of Sales and Marketing Director Jason Delany to Director of Brand, Product and Marketing, while Group Revenue Manager Paula Mullaney becomes Director of Revenue, Sales & Distribution.<<[www.staycity.com](http://www.staycity.com)>>

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For further information or photography please contact:

Linda Pettit, Tilburstow Media Partners

[Linda@tilburstowmedia.co.uk](mailto:Linda@tilburstowmedia.co.uk)

Tel: +44 13 4283 2866 / Mob: +44 79 7378 9853

### About Staycity

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

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 since when the company has become one of the leading operators in this fast-expanding sector. [www.staycity.com](http://www.staycity.com)