

Staycity appoints UK Development Director

Dublin-based aparthotel operator Staycity has announced the appointment of Simon Walford MRICS as Development Director UK.

Walford is the first of several senior appointments that will be made to strengthen the company's development team across Europe and play a pivotal part in achieving the growth strategy that will take it to 15,000 apartments by 2022. He will report to Group Development Director Barry Hickey.

Walford joins the group from a similar position with German budget hotel company Motel One. He has also worked with Jurys Inn as head of development & estates, former Malmaison and Hotel Du Vin owner MWB, and pub operator Mitchells & Butlers.

'I'll be working with landlords, developers and investors to acquire suitable premises in a number of UK cities,' commented Walford. 'I'm very much looking forward to being part of the rapid growth and development of what has become one of the leading aparthotel brands.'

Staycity Aparthotels is keen to acquire leasehold properties in London, Edinburgh, Bristol, Glasgow, Cambridge, Oxford, Manchester, York, Birmingham and Leeds.

Over the next 12 months the company will open three new premises in the UK including Manchester (182 apartments), London Covent Garden (106) and Liverpool (202) as well as two in France ? Lyon (144) and Marseille (108). Staycity now has over 3,000 apartments across eight major European cities.

Last week Staycity Aparthotels was highly commended in the Serviced Apartment Business of the Year Award category of the annual industry awards, organised by the Association of Serviced Apartment Providers (ASAP). This year the awards attracted a record number of entries from operators, agents and suppliers. www.staycity.com. [ends

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About Staycity Aparthotels

Staycity Aparthotels is a privately held company based in Dublin offering quality short-term apartment and aparthotel lettings in central city locations. These include Dublin (179 apartments), Edinburgh (146), Manchester (84), Liverpool (56), Birmingham Arcadian Centre (79), Birmingham Newhall Square (170), London Heathrow (269), London Greenwich (166), Paris (50) and York (197).

The company was founded in 2004 by Tom Walsh and his brother Ger who began offering short-lets on an apartment in Dublin's Temple Bar, a former recording studio used by the likes of U2.

With its active expansion across Europe Staycity has quickly established itself as one of the leading serviced apartment operators. In 2015 it secured capital funding from Swedish finance house Proventus Capital Partners. The company has an annual turnover of ?60m (2017).

Last year 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. www.staycity.com