



**PRESS RELEASE**

**3 March 2017**

**STAYCITY ANNOUNCES MARKUS BEIKE AS DEVELOPMENT DIRECTOR**

Staycity Aparthotels has announced Markus Beike as development director Germany & CEE, with a special focus on developing the brand in Germany, Austria and Eastern Europe.

Beike, who holds a business management degree (Diplom-Betriebswirt FH), a real estate management degree (Immobilienökonom ebs) and is a member of the Royal Institution of Chartered Surveyors MRICS, joins Staycity from CBRE Hotels where he was managing director for Northern & Eastern Europe. His 30-year career began with Steigenberger Hotels followed by assignments with Kempinski Hotels, Deutsche Bank, Arthur Andersen and Christie & Co.

"Markus will be a great asset to our expanding development team. He has a wealth of experience in areas where we are keen to gain representation as part of our on-going European expansion as well as being extremely well known and respected in the property sector," commented group development director Barry Hickey.

Said Beike: "Staycity offers a simple alternative to a hotel with a lot more benefits. It's the right product for today's business and leisure travellers. I am thrilled to support the development of the company in what will be new areas of expansion for the brand."

Dublin-based Staycity Aparthotels is one of the fastest-growing aparthotel providers. Its well-equipped apartments are popular with both business and leisure travellers as an alternative to hotel accommodation.

Staycity operates over 3,000 apartments across 10 European cities including Birmingham, Dublin, Edinburgh, London, Paris and Marseille. This year will see new openings in Lyon, London Covent Garden and Manchester including the first of a new four-star deluxe brand.

Staycity Aparthotels intends to grow to 15,000 apartments by 2022, reinforcing its position as one of the leading aparthotel operators. [www.staycity.com](http://www.staycity.com). [ends]

*Photograph attached of Markus Beike.*

**For further information 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 Aparthotels**

Staycity Aparthotels is a privately held company based in Dublin offering short-term apartment and aparthotel lettings in central city locations. These include Dublin (179 apartments), Edinburgh (146), Manchester (84), Liverpool (56), Birmingham (249), London (435), Paris (50), York (197), Marseille (108) and Lyon (144). The company was founded in 2004 by Tom Walsh and his brother Ger starting with a an apartment in Dublin's Temple Bar, a former recording studio used by the likes of U2. With its active expansion across Europe Staycity Aparthotels 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 a projected annual turnover of €60m (2017).

Seven of the company's properties have become Laterooms.com Simply The Guest Top Rated (STG) winners for 2016, based on guest review scores of over 80%. [www.staycity.com](http://www.staycity.com)