

SilverDoor Apartments and Citybase Apartments Introduce New Market Positioning

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SilverDoor Apartments and sister-company, Citybase Apartments, have adjusted their brand positioning to best serve their expanding client base.

As of 1st July 2017, SilverDoor Apartments is focusing solely on booking serviced apartments for corporate clients, while Citybase Apartments will handle all non-business stays.

Citybase Apartments corporate clients will now be managed under the SilverDoor Apartments brand, but retain the same dedicated account management teams.

The change will enable both brands to continue providing the best service for their clients, tailored to the divergent needs of corporate and personal stay guests.

Corporate clients moving to the SilverDoor Apartments brand will have access to a larger portfolio of serviced apartments, a wider range of payment options, and sophisticated technology designed specifically for business travel.

SilverDoor Apartments and Citybase Apartments property partners will continue being managed by the same Partner Relationships team spread across the agents' London, Lancaster, and Singapore offices.

SilverDoor Apartments and Citybase Apartments Commercial Director, Stuart Winstone, commented:
"SilverDoor has long been recognised as the leading global agent for corporate clients while Citybase is setup perfectly to provide the best experience for people who want to book serviced apartments for their own use. Clearly defining our brands will help to ensure we maintain our position as the world's leading agent for both corporate and personal serviced apartment bookings."

- Ends -

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About SilverDoor Apartments and Citybase Apartments

SilverDoor Apartments and Citybase Apartments are the world's leading serviced apartment agents. With expert knowledge of over 170,000 serviced apartments worldwide, we'll find the perfect accommodation for you. Our service is free to use and each client is assigned a dedicated account management team to organise every element of their search and stay.

SilverDoor

citybase
APARTMENTS