

# NATIVE

## GO NATIVE REBRANDS TO 'NATIVE' TO SUPPORT EXPANSION DRIVE

### ACROSS THE UK AND EUROPE

**LONDON, XX 2018** – Go Native, the leading aparthotel brand, has re-launched as Native as the firm sets out plans for its next phase of growth.

Seventy percent owned by Ares Management, Native has become a major player in the aparthotel market, with a design-led approach that resonates with guests, who enjoy a four-star boutique offering.

The [Native portfolio](#) reflects exciting partnerships with leading firms including David Archer Architects and Conran on furnishings. The business is also completing a refurbishment programme of the entire 1,000 apartment portfolio.

Current and planned assets range from new build developments and renovated period warehouses through to converted offices, with sites across the UK including London, Manchester and Glasgow.

With a strong development pipeline, Native will operate in excess of 2000 units by the end of 2019. Future target cities include Brighton, Reading, [Manchester](#), York, Dublin, Paris and Amsterdam.

Rather than adopt a 'one size fits all' approach, there are buildings of all shapes and sizes in the Native portfolio. Each design draws on the best elements of the [local environment](#) and aims to provide guests with an authentic 'native' experience.

As such, every aparthotel has its own distinctive identity whilst sharing the same outstanding service, boutique design and operational efficiency associated with the Native brand.

Native prides itself on keeping guests 'in the know' with the team always on hand to provide tips on local hotspots.

Each guest is also given a neighbourhood guide featuring [local heroes](#), places that have been selected to inspire and delight, from the best eateries through to art galleries and markets.

Guests are also treated to a Welcome Gift including locally sourced food brands and staple items such as tea, coffee and snacks, aimed at making them feel at home, right away.

**Guy Nixon, Founder & CEO of Native, said:** "With the refurbishment of our portfolio almost completed and a strong pipeline of new openings ahead, the time is right to relaunch with a strong new brand that reflects the high quality design led nature of our growing portfolio.

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The new brand communicates our commitment to providing our guests with an experience that is grounded in the rich history of each of our assets, the cultural backdrop of the areas in which they're located and supported by industry leading customer service."

The new Native brand design is displayed prominently across the portfolio and forms the basis of the company's new corporate brand identity which includes a new B2B website.

A new consumer facing [website](#) makes it easier to search and book apartments and includes content designed to enhance the guest experience. Nativeplaces.com also now includes a designated section for [partners and agents](#) to find property details and images, specials rates and offers and industry news and blogs.

**ENDS**

## **For more information please contact:**

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## **About Native:**

With a £1.7 billion portfolio of assets under management, Native is one of the largest Built to Rent and aparthotel operators in the UK, delivering long term, market leading value for investor partners through outstanding service, branding and design, operational efficiency and revenue management.

70% owned by Ares Management, Native has become a major player in the market, able to both to buy, lease and manage assets across the UK as well as working with a broad range of third party institutional and private equity investors.

Clients include CBRE Global Investors, Grosvenor, Standard Aberdeen, Aviva and LaSalle Investment Management.

As a leading UK aparthotel operator with a strong development pipeline, Native will operate in excess of 1,000 units by the end of 2018 growing to 2000 units by the end of 2019.

2018 see the year that Native expands outside London with openings in Glasgow and Manchester. Birmingham and Leeds follow in 2019 with further expansion planned to build a national chain of aparthotels.

Website: [www.nativeplaces.com](http://www.nativeplaces.com)

Facebook /Twitter/Instagram: @nativeplacesuk

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