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**PRESS RELEASE – EMBARGOED UNTIL 9AM GMT 15/10/2020**

**SITU Live: Launching the largest network of instantly bookable serviced apartments in the marketplace.**

SITU, the international serviced apartment agency, today makes further inroads toward their mission to make sourcing and booking serviced accommodation effortless by announcing the launch of its SITU Live: Global Network. This product allows professional serviced accommodation operators worldwide to connect their inventory, availability and pricing to SITU. This move means travel buyers will have the option to instantly make a booking on-line and circumnavigate the traditional 'on-request' process which is typical within the sector.

***Booking a Serviced Apartment is now  
as easy as booking a Hotel.***

Commenting on the development of SITU Live, Managing Director Phil Stapleton said “We are delighted to launch the SITU Live: Global Network in answer to what has been a long-held point of contention for the business traveller and business travel buyer – that serviced apartments are harder to book than hotels. This tool allows our team to work with our clients and build bespoke accommodation programs that blend online and offline bookable inventory globally which can be connected to third party booking tools or accessed via SITU’s customer portal.”

**WE HAVE MADE  
BOOKING SERVICED  
ACCOMMODATION  
EFFORTLESS.**

INTRODUCING OUR **BLENDED APPROACH.**

**01  
LIVE BOOKINGS.**  
The SITU Live Global Network makes sourcing and booking serviced accommodation as easy as finding a hotel.

**02  
SITU CUSTOMER PORTAL.**  
By using the portal clients can easily see and configure a wide range of accommodation options, bookings, reporting and other useful tools.

**03  
SITU SERVICE.**  
Our team of Serviced Accommodation professionals are available 24/7 to support and source the most suitable Corporate Housing options providing a blended approach of people and technology.

**04  
SITU SUPPLY CHAIN.**  
We have built the largest curated, safe, secure and compliant global network of Serviced Apartments in the market to support any Corporate Accommodation requirements.

“We will continue to be known for the high-touch, responsive and professional support delivered via our operations teams, but now with yet another way to access serviced accommodation inventory which is tailored to our clients’ needs.”

The SITU Live: Global Network launches with a coverage of over 40 locations across the UK, with the aim of expanding this to over 200 worldwide by December 2020. This will make SITU Live the largest network of instantly bookable, professionally operated & vetted to the highest quality standard, serviced apartments in the marketplace.

“SITU’s high standards ensure that all of the serviced apartments featured in our professionally curated marketplace conform to and, in many cases, exceed COVID-19 requirements. We continue to work closely with Government and Industry bodies such as the ASAP to deliver the safest and most convenient accommodation for our guests.” - Nathan Lovegrove - Commercial Director SITU.

To find out more about the SITU Live Global Network, the locations currently served or how you might incorporate instantly bookable properties into your travel program, please visit [www.situ.co.uk/business-solutions/situ-blended-service](http://www.situ.co.uk/business-solutions/situ-blended-service) or contact the SITU team.

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## ABOUT SITU

With a stated purpose to make finding and booking serviced accommodation effortless, SITU was founded by Phil Stapleton in 2008 to offer an alternative choice for companies who would otherwise book a hotel. Today, SITU is a global serviced accommodation business focusing on

delivering a blended booking experience, through the perfect combination of people, product and technology.

Recognising that the reality of finding and booking serviced accommodation was overcomplicated and difficult, SITU has developed its business to offer the right booking experience that is relevant to each individual customer and client.

**For further information please contact:**

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