GSAIR

# THE GLOBAL SERVICED APARTMENT

INDUSTRY REPORT

2023

CELEBRATING 10TH EDITION

Ariosi

PUBLICATION

Travel Intelligence Network

IN ASSOCIATION WITH

OASIS COLLECTIONS

ROOM SPACE

forenom

SKYSIDE International

# Global Serviced Apartment Industry Report 2023 in association with:

**Oasis & Oasis Collections, Skyside International, Forenom, Roomspace, res:harmonics, Staycity Aparthotels, Wilde Aparthotels by Staycity, Charles Hope, Appart'City and SilverDoor**

CELEBRATING
10TH EDITION

**Published by Ariosi**
www.ariosi.com

**Compiled by Travel Intelligence Network**
www.the-tin.com

**Designed by EXP Consultancy**
www.expconsultancy.com

**Disclaimer**
Whilst every effort has been made to ensure accuracy, neither Ariosi nor Travel Intelligence Network can be held responsible for any errors or omissions.

# Contents

# Report methodology

The 2023 edition of the Global Serviced Apartment Industry Report has been responsibly compiled from annual proprietary research and selected secondary sources, both in and closely aligned to the serviced apartment sector.

The bulk of this report is based on data from the dedicated survey undertaken especially for this report. This was conducted during Q1 of 2023 amongst a refreshed and consolidated database of 3,000 corporates, serviced apartment operators and agents.

The survey's findings were then presented to, and discussed with leading corporate buyers, agents, and operators in a series of one-to-one interviews conducted between March and May 2023.

Although the questions posed in this year's survey have been updated to reflect current market trends, comparisons with previous years have been included to highlight trends where appropriate.

For this edition, we have focused on primary sources, with secondary sources kept to a minimum. Where secondary sources are used, information sources are fully attributed.

# Editorial team

**Joanna Cross**
**Chief Operating Officer,** Ariosi

Joanna started her hospitality career at the Four Seasons Hotel in Sydney in 2001, moving to London in 2005 and joining the team at COMO Metropolitan Hotel. Her interests switched to serviced apartments in 2006 when she joined SilverDoor. In 2015 she moved into the operational side of the sector and several years followed at both Supercity Aparthotels and Clarendon Apartments. 2022 saw her re-join Habicus Group, and in November 2022 she launched the industry's newest serviced apartment consultancy, Ariosi Group Limited.

**Mark Harris**
**Contributing Editor**

Mark joined the business travel industry in 1990, has been a Director of Travel Intelligence Network since 2005 and originated GSAIR. He was voted the business travel industry's Personality of the Year in 2006 and has notched up four Business Travel Journalism Awards. TIN's output includes over a million words in reports, white papers and blogs, co-creation of the Serviced Apartment Awards and hosting many others. After lunch, he is chairman of the PitchingIn Northern Premier League and an FA councillor.

**Sacha Sandhar**
**Head of Insights,** Ariosi

A qualified accountant, Sacha joined SilverDoor in 2019 in Quality Assurance, within the Partner Relationships department, after several years of working in finance across a number of different commercial analysis roles. He then became International Expansion Manager before progressing to Head of Insights upon the inception of Ariosi Group Limited. Sacha travels extensively for both business and leisure. He speaks fluent German, Punjabi, Hindi, Urdu, and Spanish.

**Bard Vos**
**Property Content,** SilverDoor

Bard has contributed to all ten editions of GSAIR; when he was Marketing Manager at The Apartment Service, and then as part of the Partner Relationships team at SilverDoor, following the acquisition of the former, by the latter, in 2021. He has strongly supported the Ariosi team in 2023, ensuring continuity and context for comparability with previous editions, and has assisted with the compilation of the latest surveys that form the basis for all editions of GSAIR, past and present.

**Shani Clarke**
**Client Manager,** Ariosi

Shani began her serviced apartment journey in 2013 in the SilverDoor Account Management team. Learning about the extended stay and corporate housing industry from the ground up, she progressed to the role of Account Manager where she led a team to service global mobility and travel management clients. Her experience was then augmented as sales manager at London based property operator, Cycas Hospitality. 10 years on in 2023, Shani is Client Manager at Ariosi Group Limited, applying her years of varied industry experience to all pillars of the business and providing integral support to each Head of Department.

# Acknowledgments

**Rachel Angell**
Chief Operating Officer
Domus Stay

**Shabina Awan**
Head of Partner Development
SilverDoor

**Steve Banks**
Chief Commercial Officer
Agiito

**Ben Davis**
Co-founder
Saxbury

**Richard Eades**
Global Category Manager
Travel, Meetings & Events
bp

**Carol Fergus**
Director - Global Travel
Meetings and Ground Transportation
Fidelity International

**Steve Frey**
Chief Executive Officer
Oasis

**Giles Horwitch-Smith**
Chief Executive Officer
res:harmonics

**Niko Karstikko**
Co-founder & CEO
Bob W.

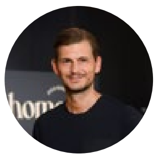
**Beverly King**
Vice President
Business Development & Consulting
EMEA & APAC, Graebel

**Tom Meertens**
Chief Operating Officer
International
National Corporate Housing

**Alex Neale**
Group Head of Partner Relationships
SilverDoor

**George Sell**
Editor-in-Chief
International Hospitality Media
Serviced Apartment News

**Hanish Vithal**
Chief Information and Technology Officer
SilverDoor



**Josef Vollmayr**
Co-Founder & Managing Director
limehome

# Glossary of terms

Several acronyms or abbreviations are used in this report. These are as follows:

| | |
|---|---|
| **ADR:** | Average Daily Rate. |
| **Agent:** | Used more generally to describe an intermediary, either individual or company, booking travel or accommodation on behalf of another party. |
| **AI:** | Artificial Intelligence. |
| **APAC:** | Asia-Pacific. |
| **Aparthotel:** | Fully furnished and equipped apartments, which include hotel services such as manned reception and cleaning. Typically used for shorter stays and suitable for business and leisure use. |
| **Assignment working:** | A short or long term stay, undertaken to perform a specific task or project based trip. Stays can last between 30 days and three years[1] and are temporary, whereas Relocation (see below), is permanent. Assignment workers are often referred to as assignees. |
| **AST:** | Assured Shorthold Tenancy - the most common tenancy when renting from a private landlord or letting agent, typically for 12 months or more. |
| **Bleisure:** | Bleisure trips combine leisure with business, usually by tacking extra days onto a business trip. |
| **BTR:** | Build To Rent. |
| **Business travel:** | A journey specifically taken for work purposes, usually but not always up to seven days. Business travel excludes daily commuting, leisure trips or holidays. |
| **CHPA:** | Corporate Housing Providers Association. |
| **Co-living:** | Co-living refers to accommodation where multiple unrelated people can live together. Units usually contain large communal spaces as well as private bedrooms. Developments often feature social areas and programmes designed to foster a sense of community. |
| **Corporate housing:** | Residential apartments, packaged up to include servicing and bills, typically bookable for a minimum of 30 nights, either let and maintained by the operator on an ongoing basis or rented specifically for a particular housing requirement and length of time, after which they are handed back to the owner. Corporate housing is also the term used in the U.S. to describe serviced apartments. |
| **CSR:** | Corporate Social Responsibility. |
| **DE&I:** | Diversity, Equity, and Inclusion (also referred to as EDI). |
| **EMEA:** | Europe, the Middle East, and Africa. |

1. https://www.crownworldmobility.com/wp-content/uploads/2013/10/13-jan-CWM-white-paper-changing-world-of-international-assignments.pdf

| | |
|---|---|
| **ESG:** | Environmental, Social, and Governance. |
| **FTE:** | Full Time Equivalent, equal to the number of hours a full-time employee works for an organisation. |
| **GBTA:** | Global Business Travel Association. |
| **GDS:** | Global Distribution System (e.g. Amadeus, Travelport, Sabre). |
| **GDV:** | Gross Development Value. |
| **Generation Z:** | Generation reaching adulthood in the second decade of the 21st century. |
| **GHG:** | Greenhouse gas. |
| **Greenium:** | A premium paid to purchase comparatively more sustainable options. |
| **GSAIR:** | Global Serviced Apartment Industry Report. |
| **Home Stay:** | Generic term for products like Airbnb, Onefinestay, or home rental. |
| **OBT:** | Online Booking Tool. |
| **Occupancy:** | Percentage of occupied bedrooms / apartments during a set period. |
| **OTA:** | Online Travel Agent (e.g. Expedia, Booking.com). |
| **PBSA:** | Purpose Built Student Accommodation. |
| **PMS:** | Property Management System. |
| **Relocation:** | Relocation (also referred to as Relo), involves permanently moving an employee, and family, to another city or country. |
| **RevPAR:** | Revenue Per Available Room. |
| **RFP:** | Request For Proposal. |
| **RMC:** | A Relocation Management Company provides outsourced relocation logistics management for organisations of different sizes and needs. |
| **ROI:** | Return On Investment. |
| **Serviced living:** | Generic term to describe the expanding number of emerging extended stay concepts. Fully furnished accommodation including kitchen facilities, with some private and communal spaces. |
| **TMC:** | A Travel Management Company manages the business travel requirements of an individual or organisation, in line with their corporate travel policies, where relevant. |
| **UK:** | United Kingdom. |
| **U.S.:** | United States of America. |
| **YoY:** | Year on Year. |

# Welcome and introduction

## Welcome to the 10th edition of the Global Serviced Apartment Industry Report.

**By Joanna Cross**
Chief Operating Officer, Ariosi

Fifteen years after the first publication of this industry stalwart, fondly known more commonly as GSAIR, we gather again to celebrate the 10th edition. A significant milestone for this trusted publication, which has long been recognised as an industry pioneer and piece of thought leadership.

In 2023, GSAIR seamlessly sits in its new home, Ariosi Group Limited, part of the Habicus Group and sister company to the world's leading serviced apartment agent, SilverDoor. GSAIR was published under the SilverDoor banner in 2022, following the acquisition of The Apartment Service by Habicus Group in 2021. Whilst the team behind the report has changed, the commitment to deliver value and insight, remains.

At Ariosi, we're proud to continue the long and valuable tradition of GSAIR and support its continuing evolution. Over the last 12 months, many of you have reached out to emphasise the value of the publication to your organisation, so it's a pleasure to bring it to you again, this year, particularly as it reaches its double digit birthday.

Serviced apartment operators, agents and corporate buyers of temporary living products continue to hold GSAIR in high regard, as the place to come for an annual amalgamation of survey results, data analysis and expert industry commentary and opinion. Additionally, it provides tangible and real insights for developers and investors alike, lifting the lid on a maturing sector that brings an ever appealing proposition to the market.

The root and strength of GSAIR remains in its global survey and in those that power it with their organisational responses and data. The broad and far reaching fingers of GSAIR make it a robust collection of data informed intel, allowing it to continue to bring true insights for another year.

### Industry consultancy

We launched Ariosi in November 2022 and have been delighted by the support we've received and thrilled with the business opportunities we've had; we're busy delivering a suite of bespoke training courses and operator workshops, compiling data and market insights, and curating comp sets and research papers for a diverse range of clients.

Our business aspirations are now a reality, and turning real experience into a tangible product, is a result of many years of vision and hard work. Our purpose remains clear – to drive stability and increased growth and performance within the serviced apartment sector.

### An evolving landscape

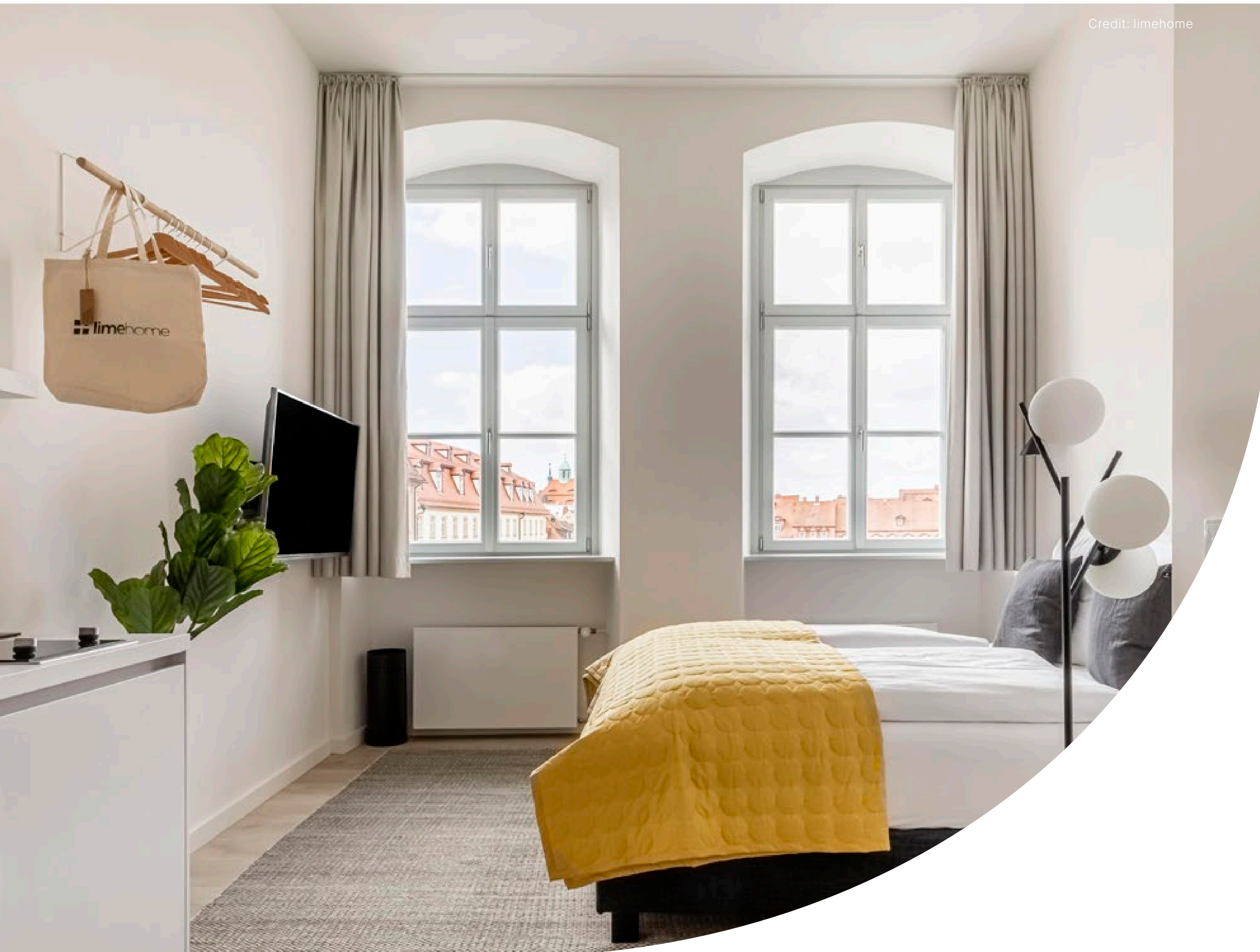
As we continue to put the pandemic behind us, what remains clear is that collaboration and partnership are what strengthen us as a global community. Whilst healthy competition is good for business, working together to overcome new and evolving challenges is what our sector does best. Global or localised crises, regulatory hurdles, and environmental targets, all propel us towards a future landscape where we're focused on a better product, service and offering. The diversification of serviced apartments provides almost relentless opportunity, and the optimism in this year's survey results shows us there's plenty to be positive about.

### Thank you

A special 'thank you' goes to our sponsors, advertisers, contributors, and supporters – all of you continue to make GSAIR possible, whilst ensuring it remains current and relevant, and further strengthening its value.

Credit: Charles Hope

Credit: limehome



# GSAIR now

**By Sacha Sandhar**
Head of Insights, Ariosi

Since 2008, GSAIR has delivered expert commentaries and unbiased analyses of regional and global supply and demand, rates, and market trends. This year, we've refreshed both the recipients of the GSAIR survey and the format of the publication.

Regular readers of, and contributors to GSAIR, may recognise it as a publication within an 18 month cycle. This changed in 2022, when the decision was made to annualise it. Further strategic discussion followed, and in 2023 we're publishing GSAIR in bite size chunks. Firstly, the annual survey results and supporting commentary and supplementary articles, next, regional reports with specific focus on trends or challenges in those regions. Whilst it might be a deviation in deliverable format, the contents and purpose will be largely following a trusted and workable formula.

## Driver of change

Smaller and more frequent GSAIR publications make it more consumable, nimbler, and easily adaptable to current themes and trends, more relevant, valuable, and engaging, and ultimately more memorable and therefore a better servant to our sector.

## Engagement and relevance

Engagement with our GSAIR audience has been a central theme in the curation of the report this year. We've looked at who the audience is, and there are multiple and very distinct areas of interest. By reaching out to trusted industry partners who have interacted with GSAIR in previous years, we have gained illuminating insights which have informed the way it will be delivered in 2023 and beyond.

- It is clear that the report continues to have real importance for readers, as a reliable reference point and tool for aiding strategic business decisions.

- The collation of input from operators, agents and corporate buyers of serviced apartments is seen as a unique feature which enables the reader to benefit from a holistic view of supply, demand, and pricing.

- Regional reporting shines a useful spotlight on local dynamics impacting markets across the globe.

- A view of rates by region is a great resource in developing investment cases and for making tactical pricing decisions.

These diverse use cases and points of interest show that GSAIR's continued relevance to multiple stakeholders would be best served by several smaller, regionally focussed publications.

## Regional focus on global themes

The sections of GSAIR previously referred to as the Regional Reports will be dedicated publications in their own right. They will cover Europe, The Middle East and Africa (EMEA), Asia Pacific (APAC) and The Americas, and will deliver a closer look at how global findings are reflected at a local level.

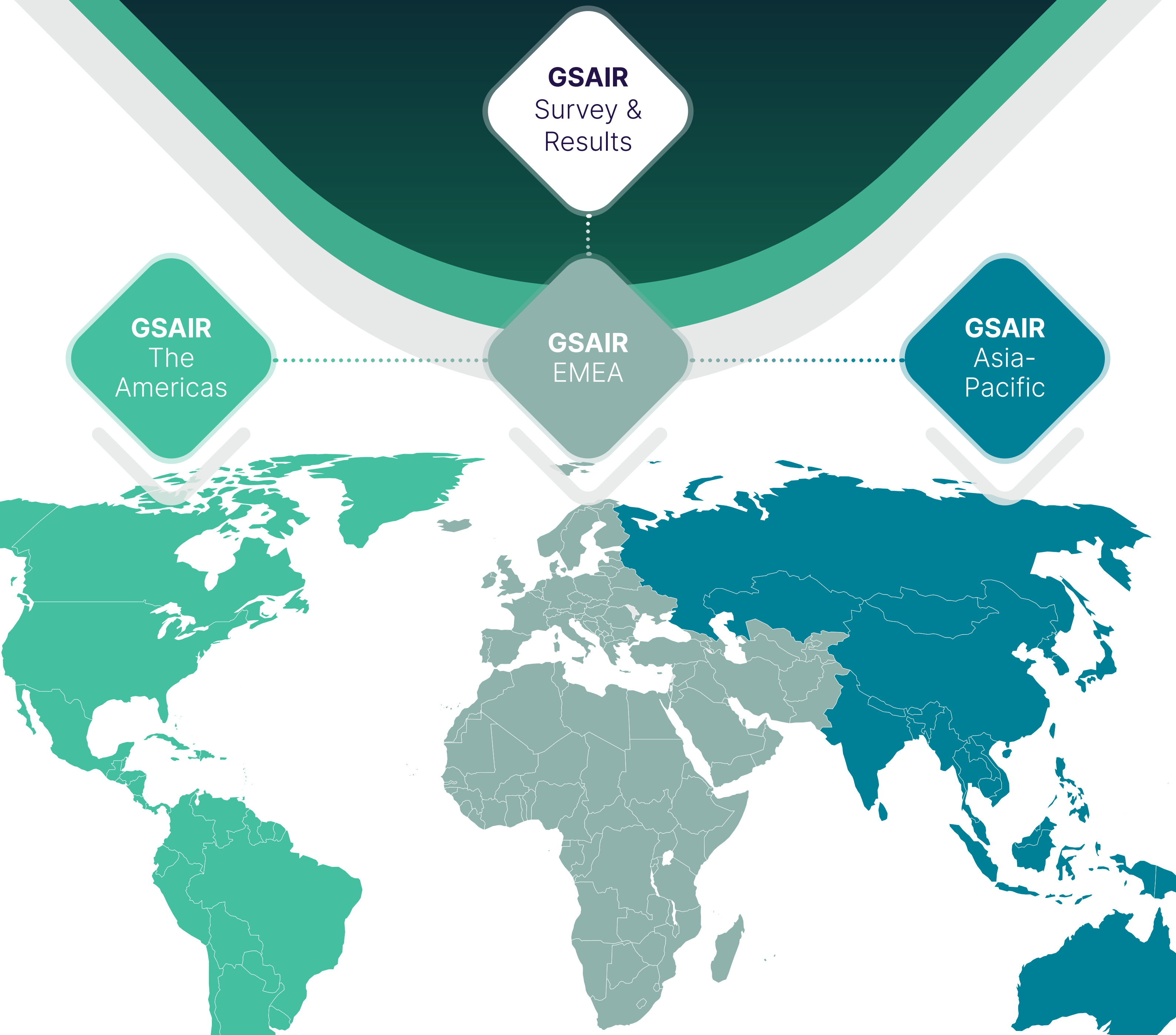
## Smaller print = smaller footprint

The evolution of GSAIR is further reflected in a change to the media used, as well as the delivery of refreshed and valuable content. This 10th edition is part of a much smaller print run than previous years. GSAIR is often consumed by its audience "on-the-go", upholding the importance of a strong digital presence. Whilst the regional publications will be purely digital, this survey results analysis report will be supported by a limited print run.

# GSAIR NOW

More nimble. More current. More bite size.

4 publications throughout the year
to keep you up-to-date.



# Extended stay trends

**By Mark Harris**
Contributing Editor

In last year's GSAIR we made several predictions and raised a number of issues that we felt would have the biggest influence on the serviced apartment sector in the year ahead.

Having risen magnificently to the challenges of Covid, we speculated about whether the serviced apartment sector could maintain their competitive advantage over hotels.

In terms of occupancy, they have. 2022 saw a significant boom in business as demand returned post-pandemic. By June 2022, when last year's GSAIR was published, UK serviced apartment occupancies nationwide were 78% compared to 73.5% for hotels. Outside London, they were 76.2% compared to 73.4% for hotels, and in London averaged 80.5% versus 73.8%.[2]

Last year's boom has settled but travel, assignment and relocation business continues to grow, despite inflation and rising energy costs driving rates up. Although fewer trips are taking place, employers are encouraging their travellers to stay longer to maximise productivity and minimise travel.

Cost containment, sustainability, traveller safety and duty of care still head the list of priorities for travellers, travel, and mobility managers, yet it remains unclear whether corporates are really prepared to pay more for a more sustainable accommodation product.

Meanwhile, the traveller and assignee demographic is changing. Gen Z now make up 30% of the world's population and are expected to account for 27% of the workforce by 2025.[3] This shift has opened eyes in the C-Suite to the need to provide accommodation, such as Home Stay and Co-living, that appeals to those travellers.

The sharing economy, consumer desire for travel and flexible lifestyles, and a lack of affordable housing are amongst the factors driving fragmentation of the extended stay sector which, in turn, has generated 'serviced living' as a new, generic term to describe the range of concepts that have emerged in recent years.

Demand for, and supply of serviced living - fully furnished accommodation including kitchen facilities, with some private and communal spaces – are growing. That's because they are cheaper to rent and profitable to build. In London, serviced living grew by 26.7% in 2022, with further growth predicted.[4]

Indirectly, the pandemic enabled serviced apartments to overcome some pre-existing barriers to growth. Distribution is now more mature, with operators recognising the importance of providing availability on the GDS, whilst many TMCs are complementing their technology stacks with rich content from non-GDS providers.

As the lines between serviced apartments, Home Stay and Co-living continue to blur, the question is precisely what *is* a serviced apartment?

By the time the survey results from the next GSAIR are published, the future landscape may become clearer. Or perhaps we'll just have to become more comfortable with the ever shifting sands of what temporary living means to operators, corporates, agents, and guests.

2. STR data in The Business Travel Magazine 2023 Serviced Apartments
3. https://www.zurich.com/en/media/magazine/2022/how-will-gen-z-change-the-future-of-work#:~:text=Share%20this&text=Born%20between%201997%20and%202012,of%20the%20workforce%20by%202025.
4. Savills - https://servicedapartmentnews.com/news/london-leads-the-way-for-european-serviced-apartment-growth/

Credit: Bob W.

**"As the lines between serviced apartments, Home Stay and Co-living continue to blur, the question is precisely what is a serviced apartment?"**

# Sourcing and usage

**By Mark Harris**
Contributing Editor

Corporate usage of serviced apartments continues to grow across its three main source markets. Business travel and relocation are now joint top source markets for serviced apartments, with assignment work placed third.

As **Fig.1** and **Fig.2** show, 53.3% of corporates say they are now using serviced apartment for business travel more than they were twelve months ago. 38.46% report increased use for project or assignment work, which is unchanged compared to 2022.

This should be seen in the context of external research which says 78% of travel managers anticipate that their companies will make more business trips in 2023.[5]

As **Fig.3** and **Fig.4** show, TMCs and RMCs say their clients' use of serviced apartments is growing most for assignment work (63.64%), followed by business travel (55%) and relocation (43.48%).

By comparison, in 2022 assignment work and relocation were both reported to be growing by 60%, and business travel by 54.84%. The YoY differential is likely to be due to the return of business travel to near pre-pandemic levels.

Despite 57% of businesses allowing employees to add leisure time to their business trips[6] and 45% of hotel guests intending to add a leisure element to business trips in the future[7], our survey showed that just 5.26% of corporates are currently using serviced apartments for bleisure trips.

## Business travel

Increased demand for serviced apartments for business travel is directly attributable to the pandemic, as Richard Eades, Global Category Manager (Travel, Meetings & Events) at bp explains.

*"We utilised apartments quite heavily during the pandemic through our safe passage programme. Our crews needed to get to certain locations for ships, refineries, or oil rigs, so we used serviced apartments for quarantine provision, and as medical centres because of their flexibility. That traction has continued post-pandemic."*

A travel manager in the entertainments sector agrees. *"Pre-pandemic we only used serviced apartments for relocations or the occasional long stay. During the pandemic we started using them extensively because we were still making movies and TV shows, and serviced apartments kept our crew and actors away from contact with others."*

*"Since the pandemic, people are continuing to use serviced apartments because their perceptions changed from needing a full-service hotel."*

## Assignments and relocation

88.89% of corporates report no change in their use of serviced apartments for relocation YoY, compared to 52% who were using more serviced apartments for the same purpose in 2022, against the previous year.

In 2022 60% of TMCs and RMCs reported that serviced apartment usage was growing for relocation and assignment work, rather than business travel. This is most likely due to surging demand for business travel during 2022 which has slowed in the first months of 2023.

5. 2023 CHPA Trends & Forecast for the Corporate Housing Industry Report
6. Forbes - https://www.forbes.com/sites/benbaldanza/2023/04/05/bleisure-travel-is-not-new-but-it-certainly-is-now-more-recognized/?sh=520af284452f
7. Crowne Plaza - https://digital.ihg.com/is/content/ihg/CP-Blended-Travel-White-Paper

**Fig.1** Reasons for corporates using serviced apartments in 2023

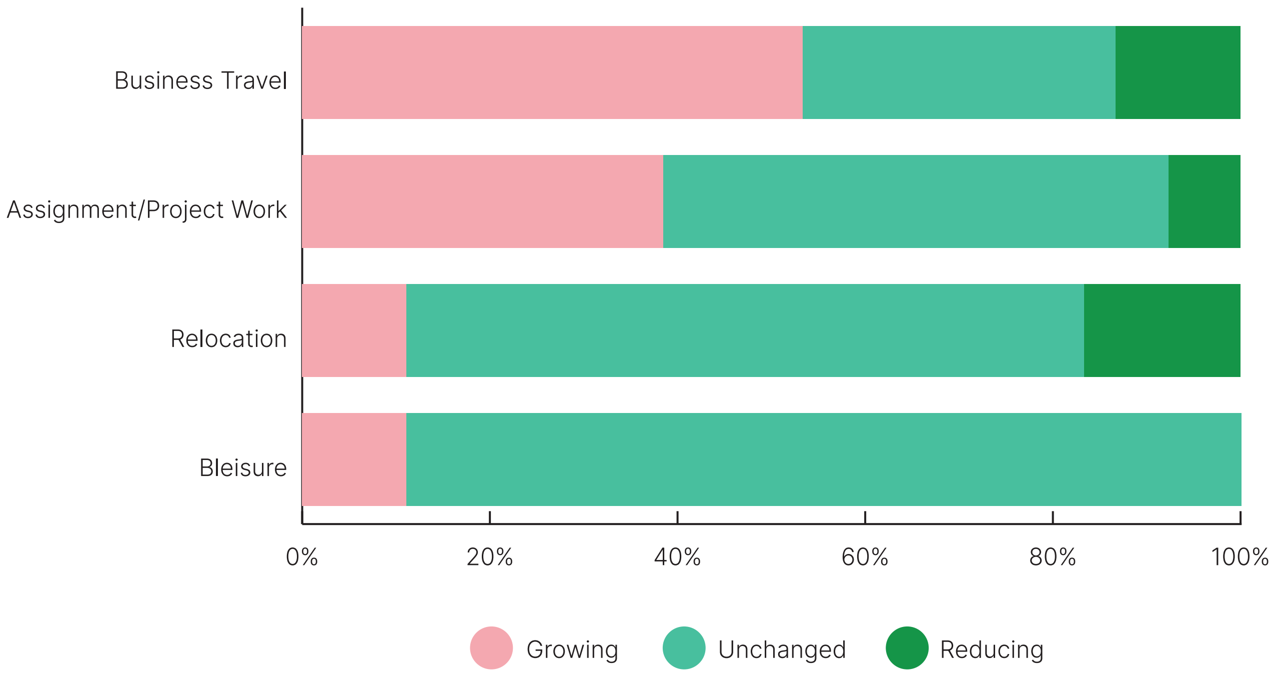



**Fig.2** Reasons for corporates using serviced apartments in 2022

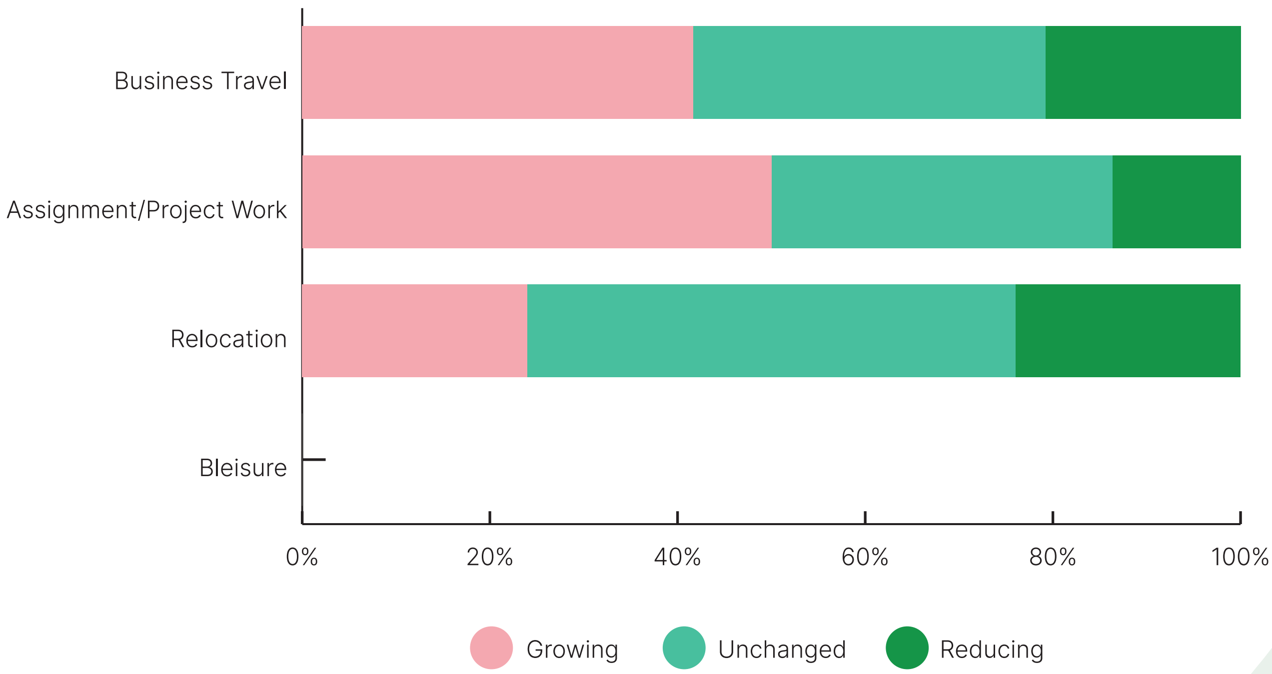


**Fig.3** Reasons for agent clients using serviced apartments in 2023

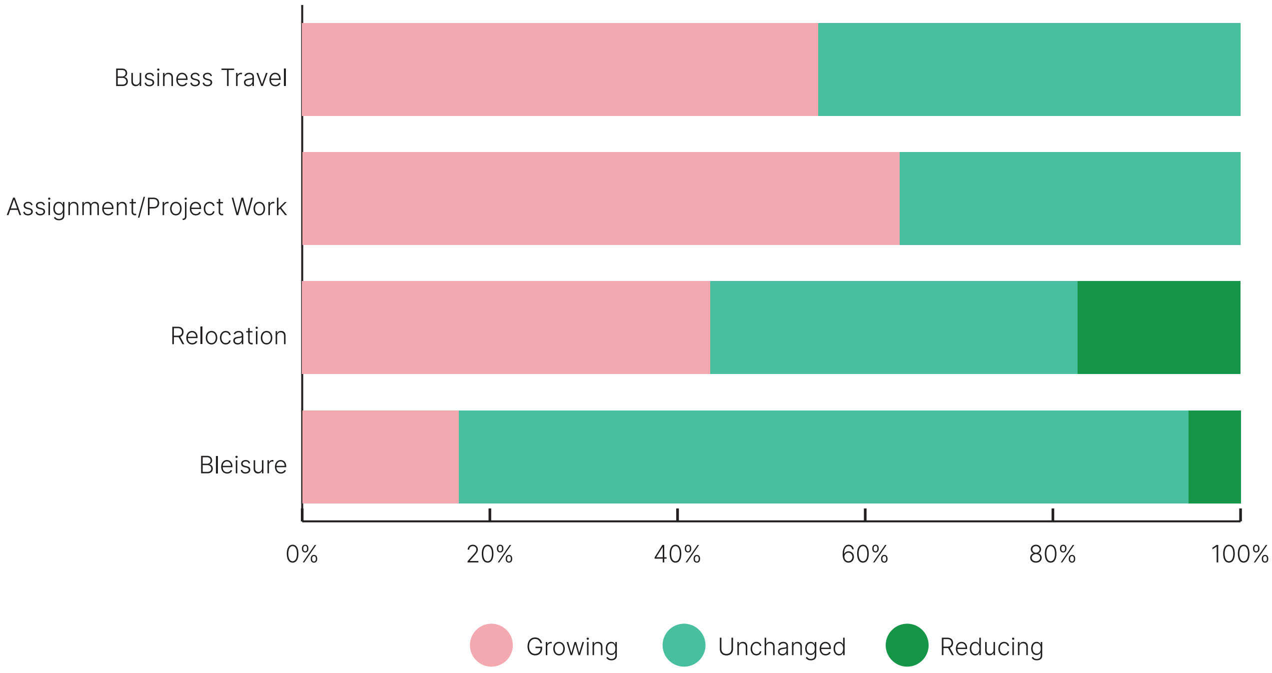
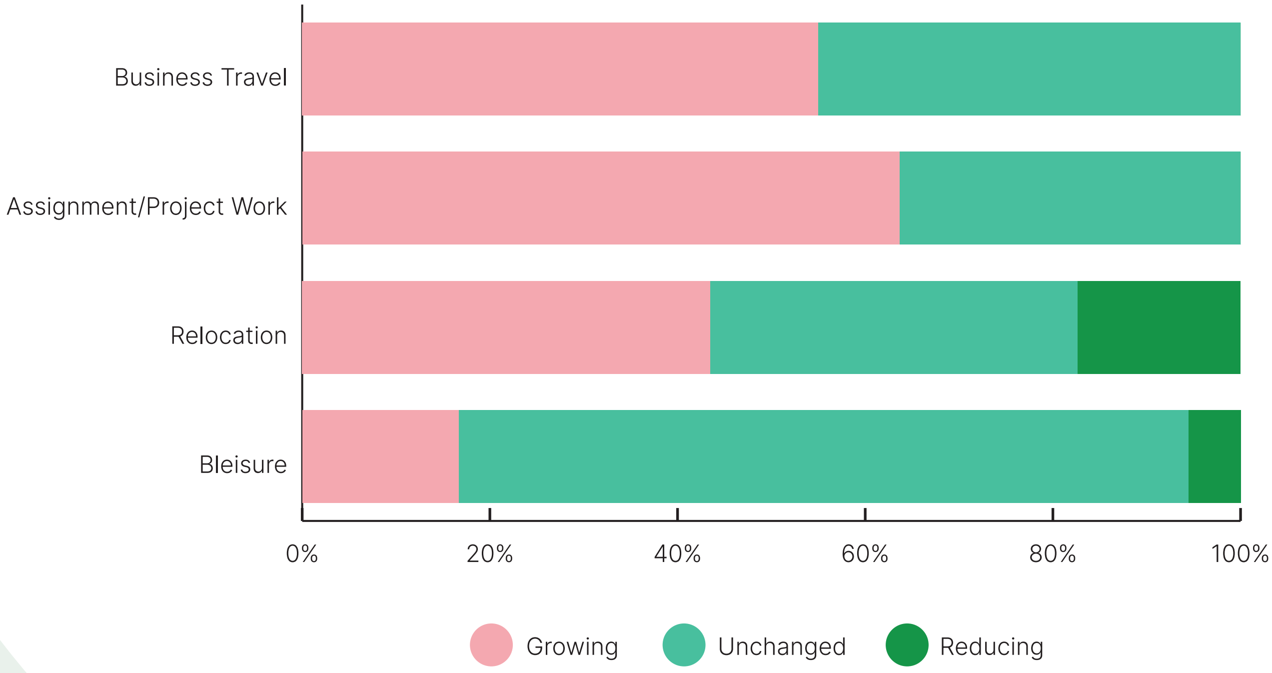



**Fig.4** Reasons for agent clients using serviced apartments in 2022



Beverly King, Vice President, Business Development & Consulting, EMEA & APAC and Global Diversity, Equity & Inclusion Council Member & EMEA Regional Lead at Graebel, who specialise in temporary and permanent relocations.

*“We have seen fewer long-term assignments since the pandemic and more permanent moves since before lockdown”* she says. *“Where there are assignments, we have seen a more recent uplift on short-term as opposed to the traditional long-term assignments.”*

*“If a stay is long term, clients and their employees opt for permanent housing. But if they are only in location for a couple of months, they won’t be renting a property because of complexities in terms of break clauses and so on. Serviced accommodation is often a much more flexible option.”*

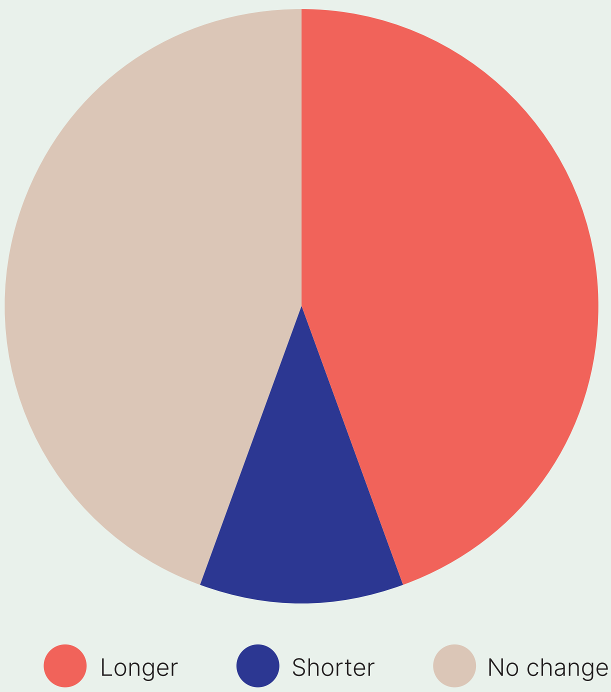
Having enjoyed a bumper 2022, corporate housing providers also report a reluctance amongst many companies to hire because of lingering fears that the pandemic might return. Steve Frey, CEO at Oasis, points to higher interest rates as another major factor.

*“Coming out of Covid lockdowns, we saw demand ramp up quite significantly. This pent-up demand needed to be served, however, there was a shortage of available staff, so companies had to raise wages to attract good people. The increases in wages then caused those companies to have to increase their prices, continuing the inflationary cycle.“*

*“As we entered into 2023, transaction volumes started to level. Some of the largest tech companies were significantly reducing their staff sizes. That meant they were not hiring as many people or moving more people around the world, which is what our business relies upon.”*

*“Our view is that the major employers have done their massive rounds of layoffs and that by the second half of 2023 we will start to get back to normal provided the ‘soft landing recession’ prediction proves accurate.”*

**Fig.5** Average length of stay - 2023 corporate predictions



## Average length of stay

As **Fig.5** shows, 44.44% of corporates say their average length of stay will increase in 2023, with a similar proportion predicting no change. TMCs and RMCs are more bullish, with 87.10% predicting longer stays.

Corporates like Fidelity International are actively encouraging their travellers to travel less and stay longer, as Director - Global Travel, Meetings and Ground Transportation Carol Fergus explains.

*"Cost containment and sustainability are driving migration from hotels to serviced apartments. We are encouraging our travellers to stay in serviced apartments for any stay of five nights or more where available. We also highlight that serviced apartments also give them a home from home experience with the option to work in the apartment similar to their current working patterns."*

## Relo perspective

The way permanent accommodation is sourced is changing, as Graebel's Beverly King explains. *"Demand for permanent housing in places like London, Dublin, Berlin, Sydney, Perth, and Melbourne, is so high that people need longer to find solutions that work for them and this has led to competition for new stock."*

*"Five years ago, employees took 'look-see' trips to view their prospective new home and see what's there (and what isn't). That stopped during Covid and now, they do their viewings virtually, moving to another country and then taking a couple of weeks to find their permanent accommodation."*

*"It's reducing the cost and carbon footprint, but Covid changed the way people approached relocation because virtual became normal and costs are now even more important to organisations."*

## Booking channels

More corporates and agents now use specialist serviced apartment agents to source and book serviced apartments.

In 2022, the GSAIR survey indicated that less than 10% of corporates used specialist agents. One year on, 47.06% of corporates do so. 66.67% of TMCs and RMCs also partner with specialist agents, compared to 22.27% and 52.27% respectively in 2022.

29.41% of corporates and 26.57% of agents now have serviced apartment inventory in their online booking tools, bookable in real-time.

Yet, whilst a higher proportion of serviced apartment bookings are made via TMCs (29.41% vs. 23% in 2022), our survey suggests that usage of OTAs like Expedia and Booking.com is dwindling.

Thanks to improved distribution amongst operators, and TMCs investing in content-rich technology platforms, there is a small (5%) increase in agents offering serviced apartments as a core service, or via a partner. However, operators say 23.16% of bookings still come direct to their own websites.

Fidelity International uses a specialist agent. "They manage our preferred extended stay suppliers, with bookings channelled through the phone or emails. The traveller then receives up to three options based on location, safety, standard, cost, and other criteria specific to the guest. The individual decides and then it's booked" explains Carol Fergus.

## Sector maturing

The post-pandemic surge in demand for serviced apartments has slowed - especially from relocation - but remains strong across extended stays' three source markets.

The growing maturity of the sector is highlighted by corporates and agents alike turning to specialist serviced apartment agents able to provide the knowledge, insight and ancillary services needed to meet customers' business critical needs; cost control, sustainability, and duty of care.

# Key destinations

**By Mark Harris**
Contributing Editor

**Fig.6** Corporate serviced apartment volumes by territory

| United Kingdom | Europe | US, Latin America, Canada | Middle East & Africa | Asia Pacific |
|---|---|---|---|---|
| 42.73% | 30.00% | 18.89% | 18.00% | 43.00% |

As **Fig.6** shows, Asia Pacific (APAC) accounts for the largest share of corporate serviced apartment volumes. The UK has 42.73% share, compared to Europe's 30%, with the Americas receiving 18.89% and the Middle East and Africa 18%.[8]

Our survey shows that London is the UK destination seeing the greatest growth (64%), compared to Brussels in Europe (40%), New York in the U.S. (43%), Riyadh in the Middle East & Africa (67%) and Singapore in APAC (44%).

Apartments in the Middle East are in high demand, both for residential and commercial purposes. 50,000 sqm of office space has brought total inventory to 4.9 million sqm in Riyadh and 1.2 million sqm in Jeddah.

Two major retail developments in Riyadh have increased retail space in the capital to 3.4 million sqm, whilst the launch of Riyadh Air and a new transit visa service will boost the Kingdom's hospitality sector.[9]

Amongst agents, London is the most frequently booked destination (16.49%), followed by Dublin (6.19%), Paris, Dubai, and New York (all 5.15%), and Singapore (4.12%). Strong demand for Singapore is also reflected in the city's status as one of the top seven cities by bookings.

## Top destinations

**Fig.7** shows survey respondents' collective top five destinations. They include Miami, where a combination of low taxes, great weather, and a business-friendly environment have attracted entrepreneurs and major investors alike. Miami's economy is likely to keep growing even if, overall, the U.S. economy struggles to fight inflation, and other Sun Belt cities may struggle to fill new apartment properties.[10]

90% of Fidelity International's serviced apartment business is centred upon London, but Carol Fergus also wants to use serviced apartments in India and some parts of Asia.

*"That's where our back office team are located and they're the ones that tend to stay longer as opposed to the client-facing team. However, the standard of serviced apartments in India is not yet up to the standard that we require for our travellers."*

The U.S. is another country in which Carol says there's plenty of opportunity for serviced apartments. *"Our stays are based on 30+ days so the business tends to be relocation-focused. I'd like to see more opportunity in France, Germany, Switzerland because they're hot spots for us."*

8. The totals do not add up to 100% because multiple respondents are giving values relevant to them.
9. https://makkahnewspaper.com/article/1588176/english-articles/a-structural-shift-in-saudi-arabias-residential-market-sees-demand-for-apartments-outpace-villas-jll
10. https://www.wealthmanagement.com/multifamily/look-miami-s-hot-multifamily-investment-market

| **Fig.7** – Top 5 destinations | |
|---|---|
| **City** | **2023 most booked by corporates** |
| **London** | 16.49% |
| **Dublin** | 6.19% |
| **Paris** | 5.15% |
| **Dubai** | 5.15% |
| **New York** | 5.15% |
| **Amsterdam** | 4.12% |
| **Singapore** | 4.12% |
| **Berlin** | 3.09% |
| **Miami** | 2.06% |
| **Munich** | 2.06% |

## Impact on rates

Three of Graebel's top European locations are London, Dublin, and Amsterdam, but changes in demand are actually driving rates down in these locations, as Beverly King explains.

*"We are still seeing inventory challenges. We know more business travellers are using serviced apartments, which is putting extra stress on the market, but we are starting to see some rates come down, even in traditionally more costly places.*

*"In these locations you would think prices would be going up, but people are moving out of London so there's more availability. The same applies in Singapore. There's also more competition, particularly in Sydney, Perth, and Melbourne. The market in China continues to be slow, whilst in the U.S. lead times are going back to pre-pandemic levels, which helps with supply."*

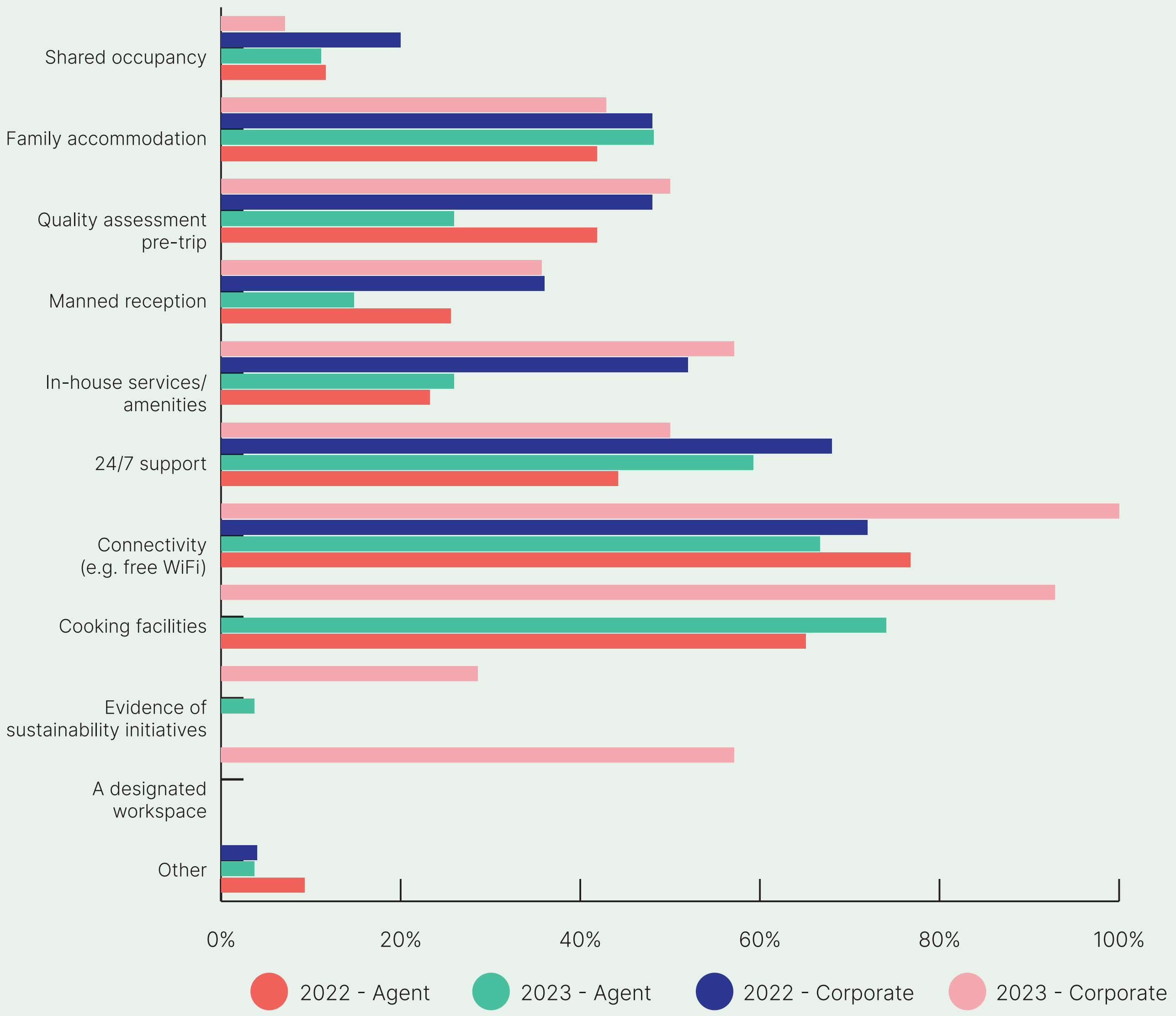
The major cities and business hubs continue to be the key destinations for business travellers and assignees using serviced apartments.

Meanwhile, hotel chains are introducing new extended stay brands whilst expanding the reach of existing ones as they seek to capitalise on the macro trends of longer stays, community-focused activities, and sustainability.

# Traveller preferences

**By Mark Harris**
Contributing Editor

**Fig.8** Essential requirements in serviced apartments - corporates and agents



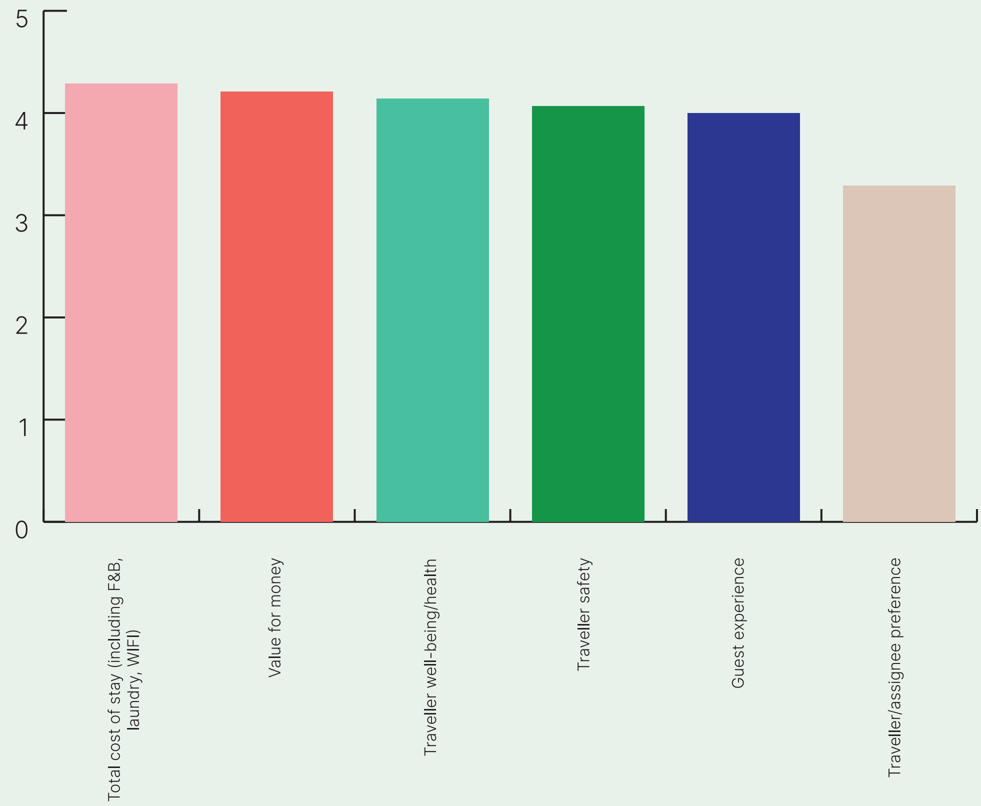

The needs and accommodation preferences of business travellers, assignees, and relocatees are changing as Gen Z accounts for an ever-increasing proportion of the workforce.

As **Fig.8** shows, evidence of sustainability initiatives in serviced apartments is now a key requirement for almost a third (28.57%) of corporates. However, sustainability aside, travellers' needs remain largely unchanged compared to 2022.

Reflecting the growth in digital nomads, remote jobs and the 'work from anywhere' culture, connectivity remains a top priority for travel managers and travellers staying in a serviced apartment.

Agents rank the ability for travellers to cook in-apartment as most important, although Gen Z's preference for authentic local experiences, including dining out, suggest this could change. This is followed in second place by the need for connectivity (#1 in 2022).

**Fig.9** Importance to corporates when deciding between a hotel and serviced apartment - (weighted average score out of 5)




In-house services is jointly ranked third most important by corporates (#3 in 2022). Alongside this, corporates also rank the need for a designated workspace in third place. Quality and security assessment jointly ranks fifth amongst corporates (#4 in 2022). 24/7 support also ranks fifth (#2 in 2022).

Agents rank 24×7 support as third most important (unchanged from 2022) and family accommodation fourth (#4 in 2022).

## Perceptions and needs

Agiito is a leading UK-based TMC. Chief Commercial Officer, Steve Banks believes Covid changed traveller perceptions of serviced apartments and made travel managers realise that extended stay products are a better fit for their travellers post pandemic.

*"Corporates want to empower their travellers to make decisions, and as people travel again after Covid, they want more of a home from home experience. They want more space. They want to feel secure and safe, obviously, as well."*

*"Consequently, serviced apartments are now an integral part of corporate travel programmes. Travel managers want properties on their programmes to be compliant with travel policy and from a regulatory perspective. The guest experience is really important too."*

The same applies to relocators, as Oasis' Steve Frey confirms. *"Gen Z are used to the sharing economy. For their personal travel, they'll book Airbnb and VRBO because it's a more cost-effective option. However, there have been well documented issues with these types of bookings when there is a lack of accountability and duty of care. That creates an opportunity within our space to harness that type of inventory, while adding the accountability that is required for clients (vetting properties, quality control procedures, 24/7 ultra-responsive guest services, duty of care, DE&I, environmental sustainability, technology, reporting, etc).*

*"These younger generations have grown up with products and services that are customisable and exactly the way they want it. With alternative accommodation, they want the same thing. They don't want a generic, one-style-fits-all accommodation. They want to book a place that has a style and feel that speaks to their own style. The really cool part of harnessing the sharing economy is that every unit is different, and the travellers can find the accommodation that speaks directly to their personal taste."*

## Hotel or serviced apartment?

As **Fig.9** shows, total cost of stay is corporates' most important consideration when deciding between a hotel and a serviced apartment, followed by value for money and traveller well-being.

Agents say their clients' most or very important priorities are location (85.18%), followed by length of stay, price/quality comparison and guest experience (all 81.48%). Traveller preference is ranked last, which is surprising given that external research highlights the increased importance of addressing evolving traveller preferences.[11]

In the relocation market, Beverly King says Gen Zs needs are simpler than their predecessors. *"They will typically only want a single or double bedroom but not multiple bedrooms. They also need fewer amenities."*

*"Gen Zs are currently mainly lower level employees so the budgets for their stays are typically lower too. During Covid people got used to being in their own homes, so when they go away now, they don't want to sacrifice the living space they have at home."*

*"Availability is my first benchmark"* says Carol Fergus. *"Next, I look at location in relation to our offices or the city centre, then safety, and quality standards. I expect the serviced apartments we use to be very clean, very spacious, with all the facilities required, after that I look at the value-adds like concierge, meet and greet, how maintenance is managed, or where travellers can eat nearby."*

## RFP strategy

Our 2023 survey shows that corporate thinking around RFPs has performed a U-turn over the last 12 months, as corporates move away from combined to separate hotel and serviced apartment RFPs. This may be due to the ratio of RMCs to TMCs that took part in this year's survey.

This year, 53.85% of corporates say they will issue separate hotel and serviced apartment RFPs, compared to 18.52% in 2022. 38.46% will issue a single, combined RFP, compared to 62.96% in 2022.

In the first quarter of 2023, Graebel received around a third more new client RFPs than they did in the corresponding period of 2022. The content of those RFPs is changing too, as Beverly King explains.

*"We're getting broader questions on sustainability and Diversity, Equity, and Inclusion. There's definitely greater focus on the user experience, on flexibility within the package offered and how technology links the two."*

## Barriers to greater use

As **Fig.10** shows, availability in required locations remains the biggest obstacle to extended stay taking further market share from hotels. The inconsistent quality of stock is another major barrier, although distribution channels and lack of clarity around ownership are cited as secondary issues, as they were in 2022.

*"Availability is the key to further growth"* agrees Carol Fergus. *"Next, operators need to embrace distribution technology. Our TMC needs to be able to book apartments through the GDS."*

As **Fig.11** shows, agents also cite a shortage of apartments in their clients' required locations as the primary barrier to further adoption of serviced apartments, followed by inconsistent quality standards and guest services.

## Changing demographic

The GSAIR survey shows that traveller and assignee needs are changing, a fact operators will ignore at their peril. Gen Z expects greater individuality in apartment design and layout.

Their definition of a home from home means high-speed internet connections over parking, gyms, and laundry facilities.[12] 54% of Gen Z spends four or more hours online every day.[13] Employing and evolving sustainability initiatives are also key to attracting this values-driven generation.

As employers increasingly empower their workers to make travel-related choices that meet their personal and business needs, we expect the guest experience to come to the fore over the next 18-24 months.

---

11. https://www.gbta.org/travel-managers-weigh-in-on-business-travels-outlook-for-2023/ 1
12. https://resources.yardi.com/documents/gen-z-renter-preferences/
13. https://morningconsult.com/2022/12/12/gen-z-social-media-usage/

**Fig.10** Barriers to greater use of serviced apartments by corporates (weighted average score out of 5)

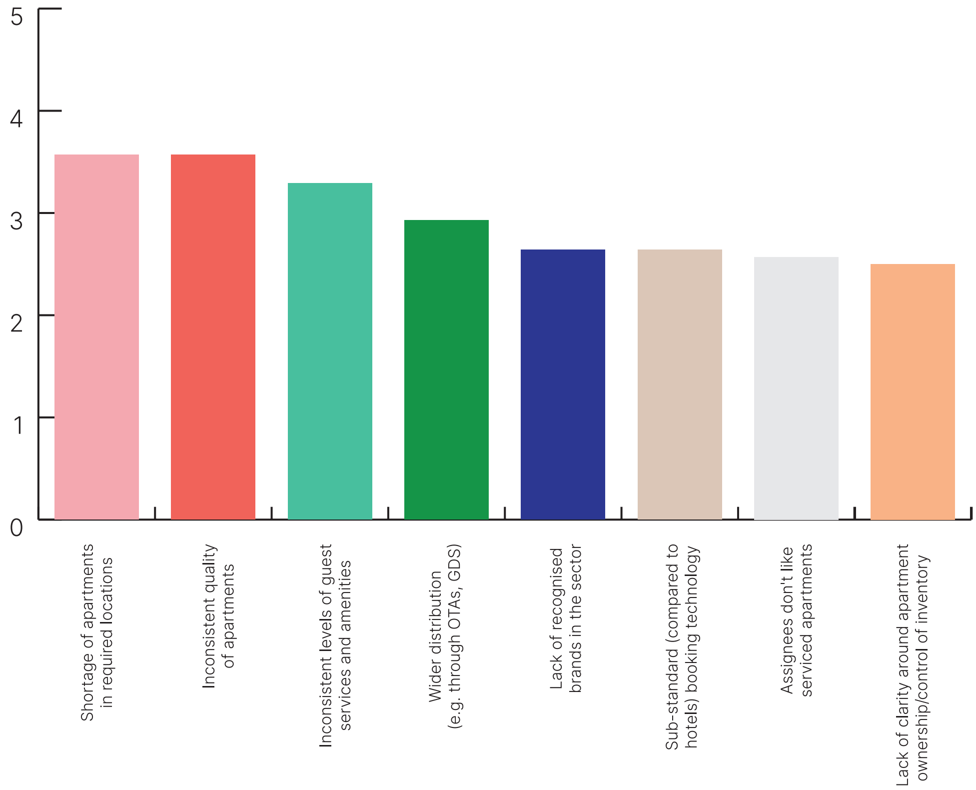
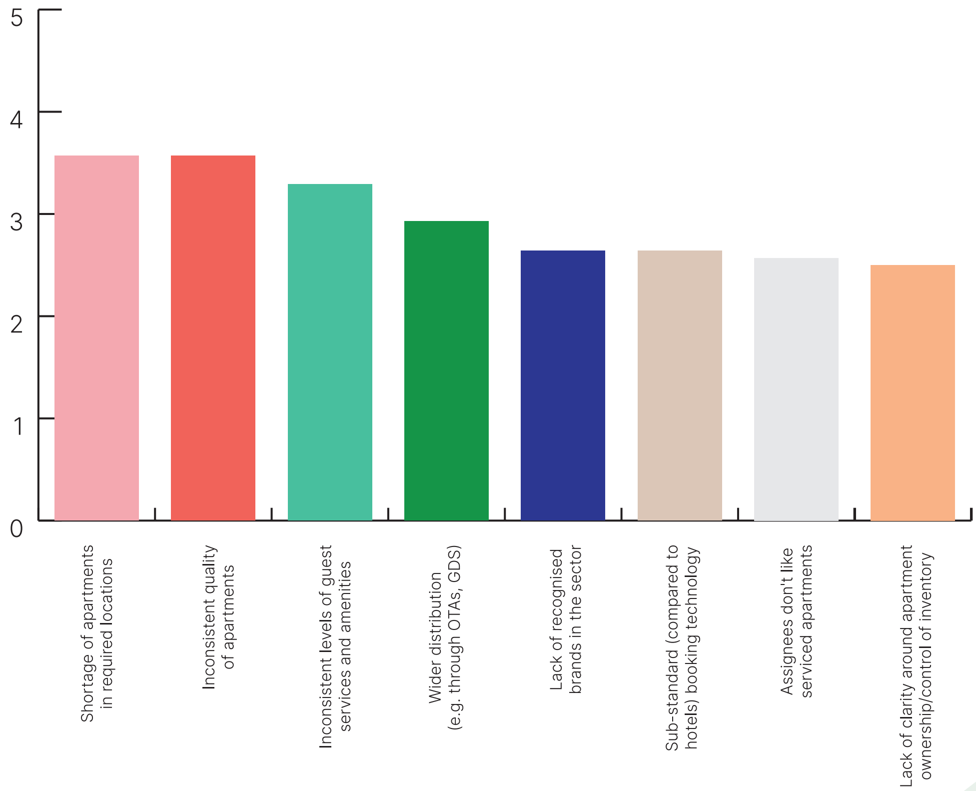



**Fig.11** Barriers to greater use of serviced apartments by agent clients (weighted average score out of 5)



# Alternative models

**By Mark Harris**
Contributing Editor

Corporate usage of, and further interest in, alternative accommodation models such as Home Stay and Co-living are growing as corporates evaluate the potential cost savings and traveller preferences.

As **Fig.12** shows, half of corporates now permit their travellers to stay in Home Stay and Co-living products. 62.5% are considering using or increasing their current use of Home Stay products and 25% are considering using Co-living products.

Of those corporates whose travellers would use these products, 21.43% say that up to a third of their travellers would be receptive.

As yet, there's no evidence of Build-to-rent (BTR) gaining traction amongst corporates, mainly because the global mobility community isn't aware of the distinction between BTR and standard long lets.

We believe that the lines between BTR and other, historically long stay products, will become more blurred. It's possible that we may see this style of product transition to a model that can be consumed by short term and temporary living operators and travellers.

Half of agents who took part in our survey confirm their clients are booking more Home Stay and Co-living products. By contrast, in 2022, whilst a broadly similar (52.63%) proportion of corporates were already using Home Stay, 21.05% did not permit their use, suggesting travel managers are seriously considering adoption.

Travellers' willingness to stay in a Co-living space with shared communal facilities follows a similar pattern to their employers, as **Fig.13** shows. Half of business travellers would consider a Co-living space with shared facilities. These come predominantly from the engineering, professional services, and technology sectors.

## Barriers to adoption

Alternative accommodation models are not an option all corporates are willing to permit in their travel or mobility programmes.

The travel manager for a global entertainment group has seen some employees stay in Airbnb but says, *"it's very much been on a 'we don't advise this so on your head be it' basis."*

*"That could change when a millennial becomes president of the company, but I don't see that changing in the foreseeable future while there are reasonably priced products like aparthotels."*

*"Culturally, we don't want a 'big brother is watching' scenario"* says bp's Richard Eades, *"but we don't permit Airbnb or other alternatives to be used, anywhere in the world. We analyse our payment card data and block this type of property distributor. The booker is then contacted by security and referred to our Global Policy."*

All bp's Global Travel & Meetings data is fed into Group Security for incident management and duty of care. *"Our travel dashboard area, where people go to for related information is very clear on this, although you can't just say 'don't do that'. You have to provide simple to comprehend and bookable alternative solutions"* explains Richard.

## Change is happening

Against the cautious approach being adopted by many corporates, Home Stay providers report seeing increases of up to 25% in business travel bookings since the pandemic ended, coming through a combination of channels, from direct to OTAs and TMCs.[14]

Meanwhile, for digital nomads, Co-living offers the perfect mix of independence and community.

For travel managers, despite the duty of care risks, the Home Stay format offers potential cost savings, so it would be surprising not to see adoption of both formats increase in the year ahead.

14. STAA – A New Alternative - https://ukstaa.org/business-travel-white-paper/

**Fig.12** Current corporate use of alternative accommodation formats

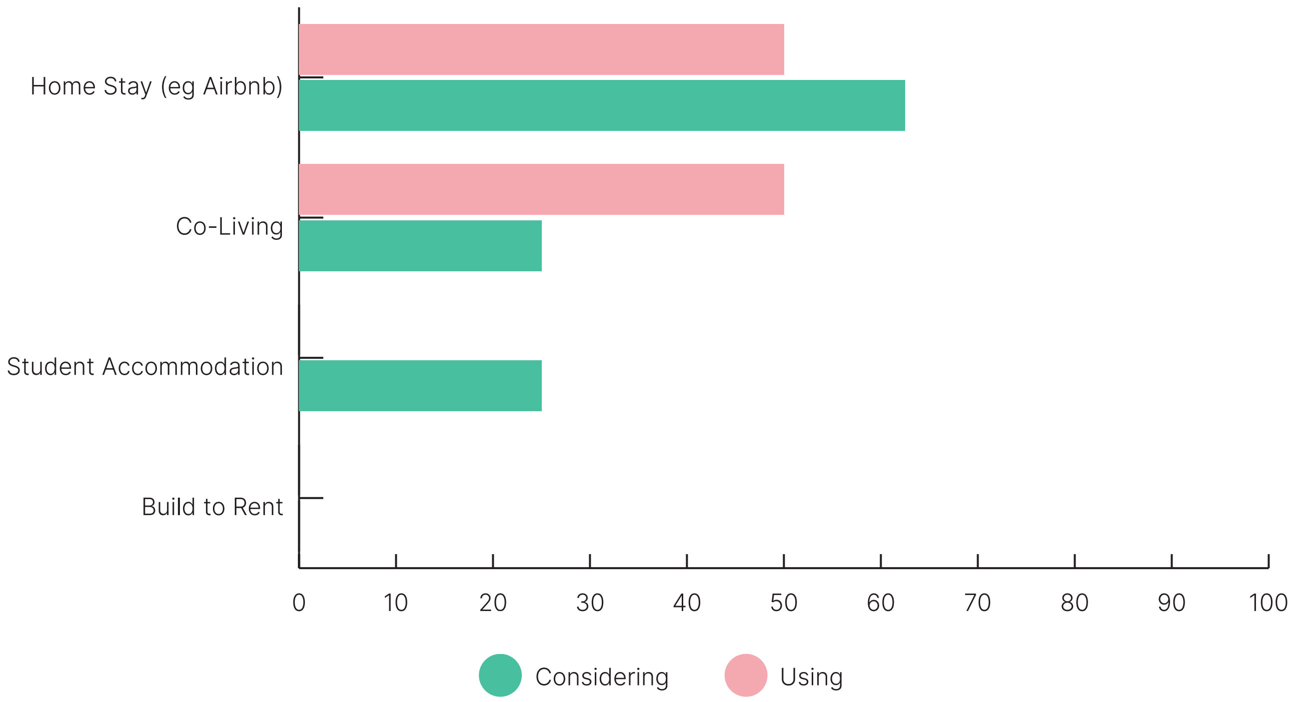
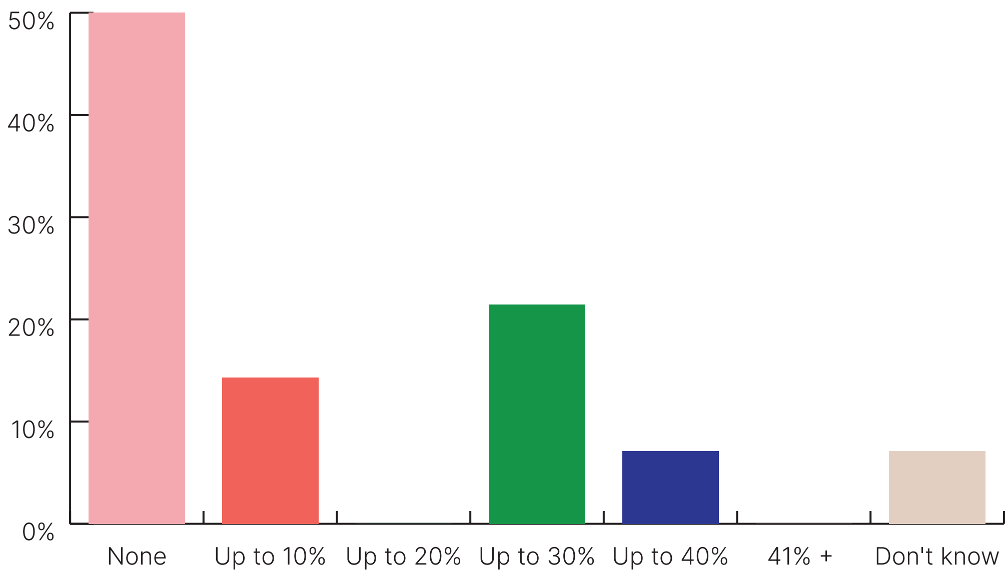



**Fig.13** How many of a company's travellers might consider Co-living accommodation?



# Sustainability

**By Mark Harris**
Contributing Editor

The importance of sustainability to travel managers, travellers and assignees alike is highlighted in our survey findings, including the importance of sustainability in serviced apartment sourcing.

As **Fig.14** shows, 42.86% of corporates say greater awareness amongst business travellers means sustainability 'always' influences sourcing, with a further 57.14% saying it 'sometimes' does so.

64% of agents say sustainability is important to their clients, thanks to greater awareness amongst travellers. However, 74.77% of operators deny sustainability is the biggest factor in corporate sourcing decisions, suggesting instead that the strength of feeling amongst their customers may be underestimated.

66.48% of corporates, 62.65% of agents, and 62.62% of operators say RFPs either 'always' or 'sometimes' demand evidence of sustainability credentials. However there appears to be an element of 'do as I say, rather than do as I do' in play.

As **Fig.15** shows, almost two-thirds (64.29%) of corporates and 68.10% of operators have not calculated their GHG emissions. Of those who have, 21.43% of corporates have either achieved Scope 2 or Scope 3.

There's a greater spread across operators, where 22.41% have achieved Scope 1, 15.52% Scope 2 and 13.79% Scope 3. A corporates' Scope 3 depends on an operator measuring their Scope 3; should operators fail to achieve Scope 3, corporates could be prevented from achieving the same.

**Fig.14** Importance of sustainability to corporates and their travellers, and how is that driving serviced apartment sourcing?

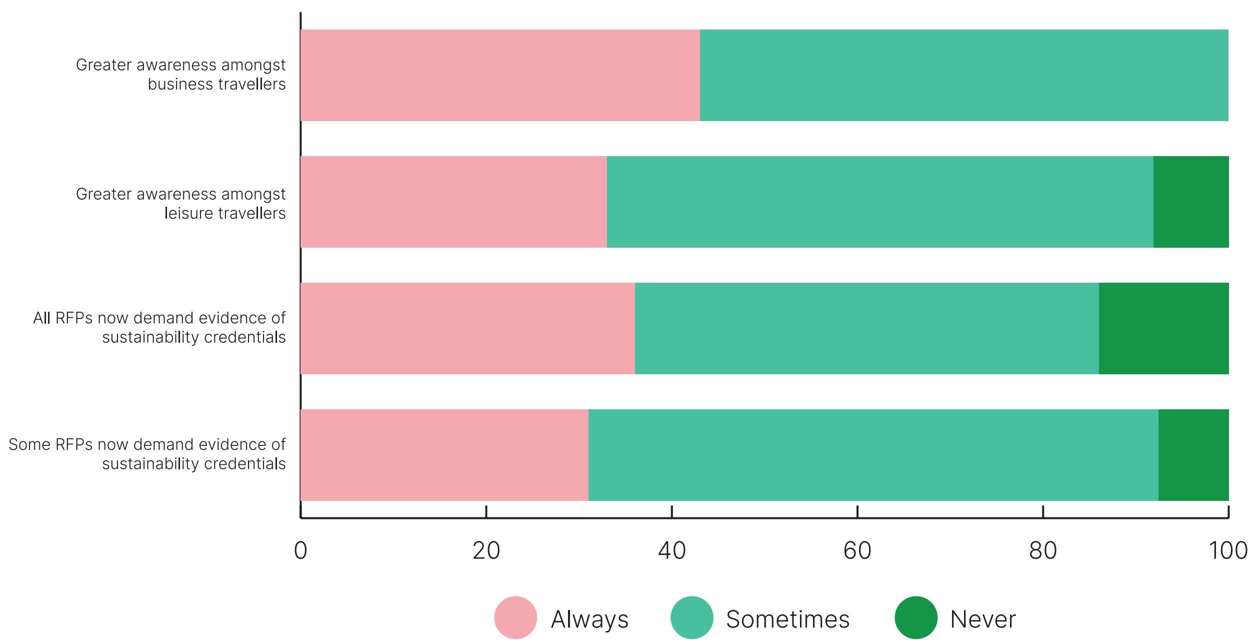
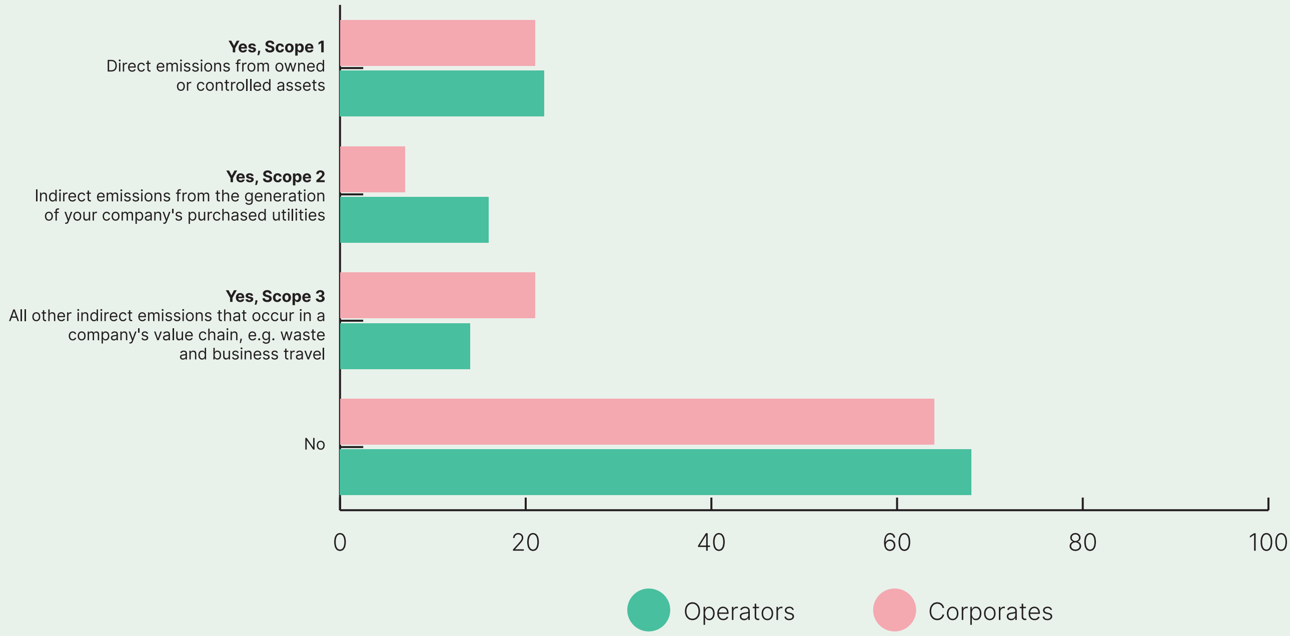


**Fig.15** Have you calculated your GHG emissions?




## Walking the talk?

*"Walking the talk around sustainability is a must"* says bp's Richard Eades, *"but it's made harder by the immaturity of the travel industry. It's not just the carbon, it's aligning and measuring against the people, the planet, the places and so on."*

*"Culturally, sustainability is definitely a recognised requirement across the western world, especially in the UK and Europe. But when you move into the Middle East, Africa and Asia Pacific, sustainability is not."*

*"bp is always under the microscope from shareholders, the public and media. We have committed to becoming net zero by 2030, so we have dedicated teams that capture our data, and we also have global offsetting programmes."*

*"Our focus is working out how to bring more of an informed position at the point of transaction, so sustainability is added into our booking tool as a selection criteria alongside location, cost, and traveller safety. Then we have to decide how these criteria are weighted so that bookers can make the right choices."*

## Actions speak louder

Graebel's Beverly King sits on the organisation's CSR steering committee. Graebel has embraced sustainability as members of the United Nations Global Compact, is already certified to the ISO 14001 environmental standard, and is going through the EcoVadis sustainability rating for global supply chains.

*"We've started to move towards accommodations that have independently assessed accreditation" she says. "We absorb any cost implication as part of the cost of doing business because whilst some clients are very savvy about sustainability, others needed to be guided and we don't yet have consensus on what good best practice is."*

*"Our other challenge is that, whilst we can measure ourselves within Graebel, there's no agreed global approach on how global suppliers' sustainability should be measured, so they are measured differently by location and practice. This is something we all need to work on together across industry to help drive positive, sustained change and a more mindful approach to mobility."*

One brand to set an example is Bob W., as Co-Founder and CEO Niko Karstikko explains.

*"People deserve to know our CO2 emissions on a per apartment basis. Having made the numbers public, we then double offset those emissions. 100% of our electricity is renewable. We have second hand furniture, fixtures, and equipment in every apartment."*

## Accreditation

Agiito's approach starts by establishing whether a serviced apartment operator has an ESG policy, whether sustainability accreditation has been secured, and from whom, as Steve Banks outlines.

*"It's one thing for a corporate to know what they've booked, and where, but another to know why. By adding reason codes, frequency of travel and average length of stay to our data, we can make recommendations on how to reduce GHG."*

However, George Sell, Editor-in-Chief, Serviced Apartment News questions whether the industry is taking sustainability seriously and believes a big storm could be brewing.

*"The travel buyer's sustainability tick list is getting longer and longer but, with a few exceptions, I don't think there is much inventory out there that actually meets those requirements other than new-builds because they are energy-efficient and well insulated. A lot of extended stay inventory is not performing on an environmental level because it's not cheap to retrofit this stuff and bring it up to standard. So, unless owners of poorly performing inventory put their hands in their pockets and bring it up to standard fairly quickly then they're going to fall off corporates' preferred accommodation programmes."*

## Looking ahead

Do operators realise how important sustainability is to their customers? External research shows that 57% of serviced accommodation providers have a Sustainability or Environmental Policy in place. More than 60% check their carbon impact, but only 16% actually measure their carbon footprint.[15]

And are serviced apartment customers prepared to pay more for a sustainable stay? Recent research says a third would pay a 'greenium' of 10%.

If so, it's up to operators to deliver.


15. https://servicedapartmentnews.com/serviced-apartment-news/special-report-sustainability-in-the-extended-stay-space/

Apartments,
Hostels and
Aparthotels.
stay easy

# Cost of living crisis

**By Mark Harris**
Contributing Editor

The cost of living crisis, and soaring energy costs in particular, are already impacting corporates and operators.

For operators, despite the dramatic recovery of the UK's hospitality sector, the cost of living is arguably the biggest challenge they have faced since the pandemic.

In our survey, we set out to establish the size of serviced apartment operators' energy increases so far, how they will impact rental rates and the degree to which operators are willing to mitigate the extra financial burden, or not.

## Counting the cost

As **Fig.16** shows, 20.49% of global operators say their energy costs have risen by 11-20% over the last twelve months, with a further 15.57% experiencing smaller rises of between 1% and 10%.

When set against the broader landscape, serviced apartments operators seem to have got off lightly compared to residential properties, although the reasons for this disparity are unclear.

In October 2022, total utility costs for London hotels increased by 56% and by 79% for those in the regions, compared to the same month in 2019.[16] In response, the UK government launched an energy bill relief scheme for businesses between October 2022 and March 2023.[17]

In comparison, household energy bills increased by 54% in April 2022 and were due to increase by a further 80% in October 2022 before The Energy Price Guarantee limited the increase to 27%.

Overall, gas prices were up 129.4% in the year and electricity prices up 66.7% in the year to March 2023.

**Fig.17** shows 27.05% of global operators are budgeting for increases of 11–20% over the next 12 months, with a further 24.59% budgeting for smaller increases.

## Mitigating the impact

As **Fig.18** and **Fig.19** show, 50% of corporates say they expect operators to make savings in other areas instead of passing on higher costs to the customer. 21.43% expect suppliers to absorb the extra costs completely.

From our survey, 42.86% of corporates expect suppliers to charge a higher nightly rate, with a further 7.14% levying a surcharge above a monthly consumption cap.

As **Fig.20** shows, corporates can expect to be disappointed. With electricity accounting for roughly 15% of a hotel room cost, the hospitality industry is predicted to increase prices by at least 25%.[18]

In our survey, three-quarters of operators (74.80%) say they will mitigate additional energy costs by charging a higher nightly rate. Just 34.15% intend to make savings in other areas, whilst just under a third (30.08%) say they will absorb the extra costs.

## Two-way street

As one travel manager points out, higher energy bills are just one part of the challenge to operators' margins.

*"They need to increase staff wages at a time when it's hard to attract staff. Historically, we would share the pain with our partners to mitigate the impact."*

16. HotStats
17. https://www.ons.gov.uk/economy/inflationandpriceindices/articles/costoflivinginsights/energy
18. https://www.mews.com/en/blog/hotel-energy-costs

**Fig.16** - Increase in operators' energy costs over the last 12 months

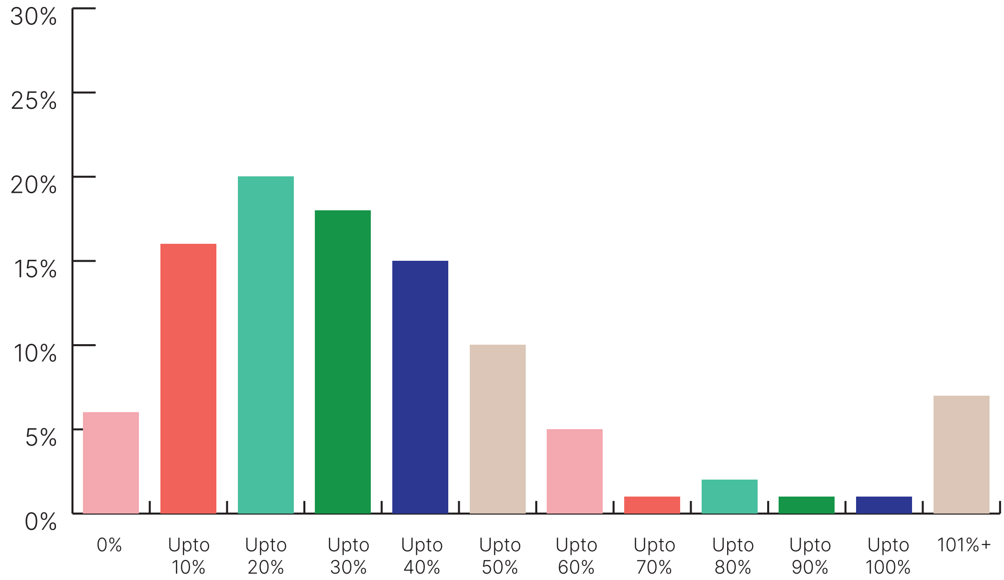
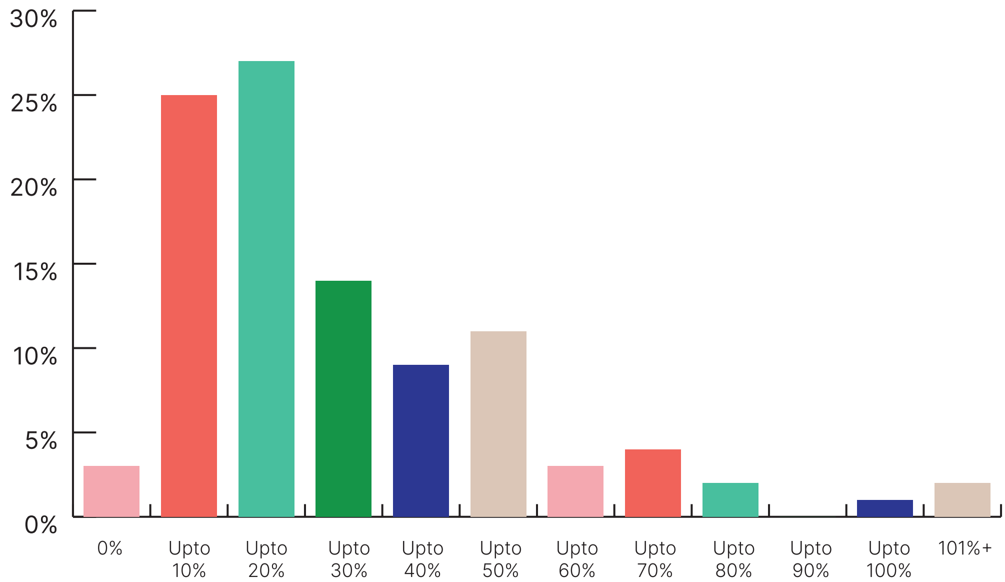



**Fig.17** - Operators' expected energy increase in cost over the next 12 months



*"However, we would also be wary of what's happened with the airlines where they've increased fares when the price of oil has gone up, but not decreased them when the price of oil has come down. We have to be aware of pricing creep."*

Carol Fergus says that travel managers will need to manage internal expectations. *"Don't expect prices to be flat or reduced. It would be naïve to think any operator is not going to pass on price increases in part or full."*

*"My job is to assess the market in each of the locations we place business and try and negotiate below market predictions/trends and also get as much value as I can."*

## Transparency required

Agiito's Steve Banks says his clients are expecting accommodation providers to pass on some of their additional costs but to mitigate costs as much as possible.

*"Our customers also want to know how operators intend to mitigate those increases, say by reducing energy or food waste, and how they can help. In real terms, that means us as a TMC advising them on the optimum day or time to travel, or how far in advance they should be booking to secure the lowest accommodation rate."*

That room rates will increase in the wake of increased energy costs is virtually certain. Whilst some corporates will try to negotiate their way out of accepting those increases, others will work with their suppliers to share the burden.

Suppliers need to be careful. Should energy prices fall, travel managers will expect to share the benefit too.

**Fig.18** - How corporates expect operators will manage higher energy costs

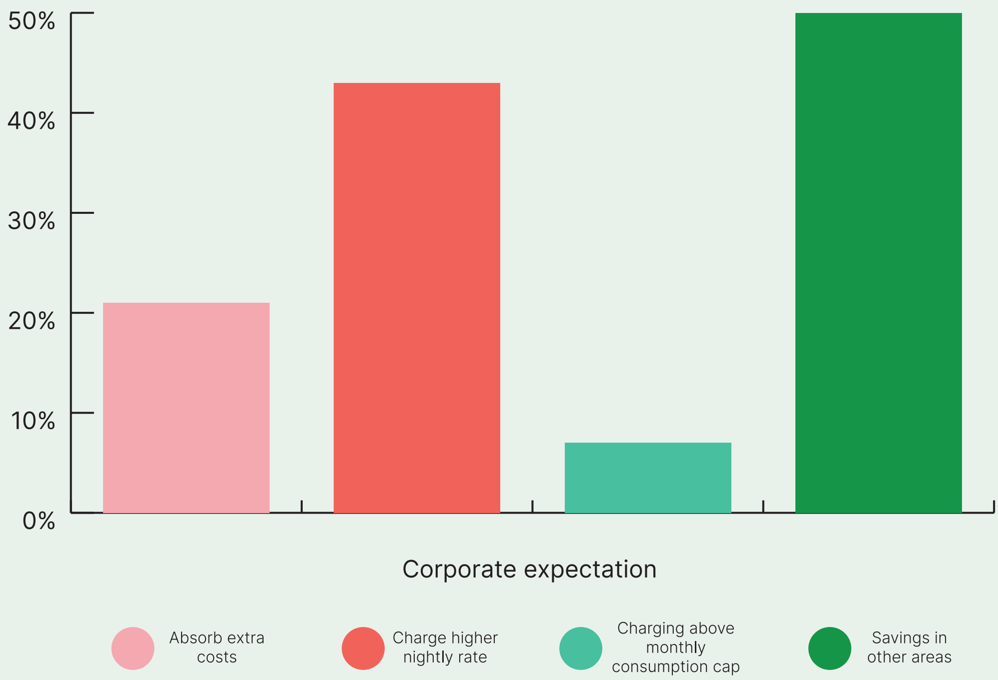
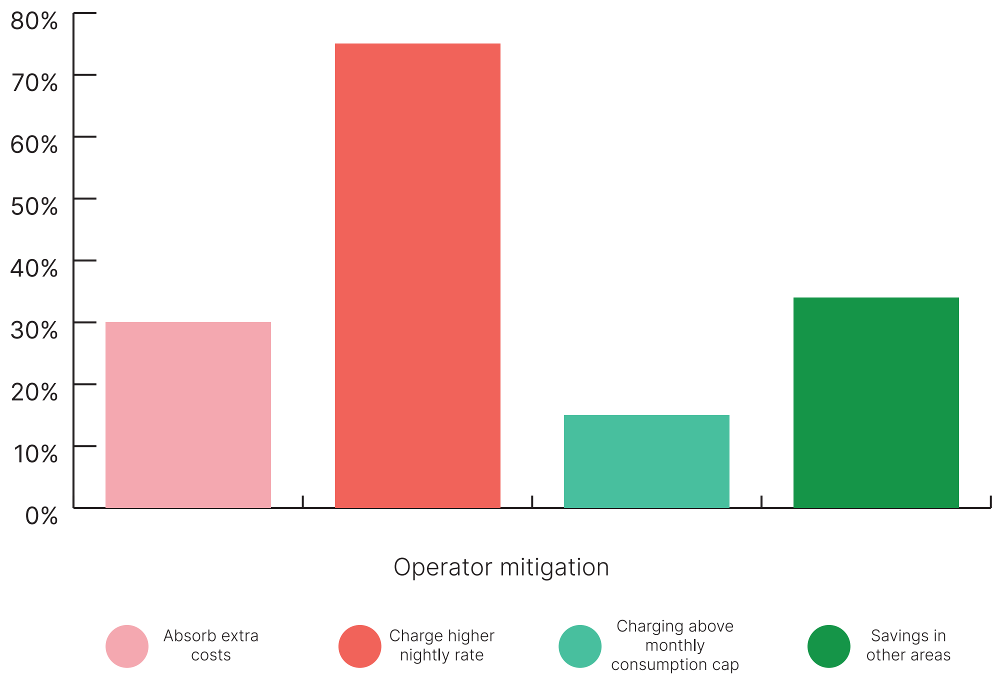


**Fig.19** - How will operators react to higher energy costs - corporate expectation v operator reality


**Fig.20** - How operators will mitigate higher energy costs



# Operator and supply update

**By Sacha Sandhar**
Head of Insights, Ariosi

Over the last 12 months, several new brands have come to market, and established brands have continued to broaden their footprints across the industry landscape.

As SilverDoor's Head of Partner Development, Shabina Awan, observes, *"New players have emerged in Europe with very healthy stock levels and are complementing what you can procure in those markets. Equally, existing brands are expanding their current inventories and going into new markets. That's incredibly healthy."*

## New entrants

Bob W. has emerged as a prominent, new, tech-enabled brand in the short stay space with an inherent scalability in their operational design.

This has enabled rapid expansion with the brand recently announcing their acquisition of Germany's multi-city Charly Hospitality, adding eleven new properties and three figures in new units, which has also given them a presence in Amsterdam.

Blueground and limehome have also continued to expand. Blueground acquired Travelers Haven, a Denver based provider of on-demand housing, and have opened stock in two new cities in the Americas; San Diego (22 units) and Mexico City (61 units).

Munich-based limehome used their recent €45m Series B funding for further development of their proprietary tech stack and expansion, with recent acquisitions in Iberia, namely in Madrid, Barcelona, Seville, Malaga, Lisbon, and Grenada.

They have also invested in their domestic market with the signing of 82 apartments in Bremen, which will form a new mixed use development, including shops, and food and beverage outlets.

Skyside International is a new provider based in the underserved Luxembourg city market. The brand aims to reach over 100 units, with plans to expand beyond the Grand Duchy into Berlin and London, together with other prime locations.

## Established brands are expanding

Established players are also continuing to expand. SilverDoor Group Head of Partner Relationships, Alex Neale notes that *"several operators have secured significant levels of financial backing, particularly those that have an asset acquisition foundation, like edyn and Staycity. These players have large amounts of capital behind them and are expanding aggressively."*

The purchase of Oakwood has enabled The Ascott Limited to absorb approximately fifty properties in APAC, where they are also opening 70 new buildings including India. The Ascott's Co-living brand Lyf, is also expanding into Europe with an upcoming opening in Vienna.

Edyn has continued the expansion of their Locke brand in the UK with the creation of Locke Kensington by acquiring NH Kensington.

This property will feature 121 apartments. European expansion continues with the opening of their East Side Gallery property in the trendy former East Berlin neighbourhood of Friedrichshain.

**Other established brands that are expanding include:**

- **Staycity** are growing significantly across Europe with their pipeline of new locations including Lisbon, Porto, Munich, and Amsterdam. The Aparthotel chain now has 6,000 apartments across 32 properties.
- Radisson Hotels have expanded their presence in Zurich by now taking on operation of a property previously run under the **Joyn** serviced living brand.

19. Knight Frank - https://www.knightfrank.com/research/article/2022-08-16-a-fragmented-market-continues-in-the-uk-serviced-apartment-sector
20. Savills - https://servicedapartmentnews.com/news/more-than-half-of-uk-operators-back-to-pre-covid-occupancy-levels/

- **Dao by Dorsett** is about to open its second London property. Located in Crouch End, the property will comprise approximately 60 keys consisting of studios and one bedroom apartments.

- **Flying Butler**, soon to be known as Viridian, has opened a new property in Hammersmith. Southerton Mews is a combination of apartments and mews houses, each containing one or two bedrooms.

- Lamington Apartments' **Room2** will open in Belfast with 175 units, followed by York with 116 apartments

- In the Americas, Hyatt has launched **Hyatt Studios** which is its first upper mid-scale brand providing accommodation across 100 locations. The first property will open in 2024.

- TFE **Adina** Europe has opened 140 new units in Geneva which is a mix of studios, one and two bedroom apartments.

- Barcelona based platform **UKIO** is expanding across Europe with 48 one, two, and three bedroom apartments in Madrid, 106 of the same in Barcelona, with smaller unit additions in Paris and Lisbon.

- **Uma Suites**, the serviced apartment brand of Smart Rooms Company, has added to their presence in Madrid and Barcelona with 20 one and two bedroom units in the former and 50 in the latter.

- **Cheval Collection** has entered the Dubai market with the opening of Cheval Maison The Palm offering 131 apartments which are one, two, and three bedroom units.

A combination of rising awareness of the sector amongst developers and investors, and operators' desire to expand into new markets, is fuelling increases in serviced apartment inventory across the globe.

By the end of 2022, the UK serviced apartment sector was predicted to grow to over 27,000 units, with annual growth forecast at 5.7%.[19] Looking ahead, external research forecasts that European serviced apartment supply will expand by 21.2% over the next three years.[20] Expect to see more brands, independent operators and existing players capitalise.

# Blurred lines

**By George Sell and Ben Davis**

In this article, we look at the fragmentation of the alternative (i.e. non-hotel) accommodation market; at what makes a serviced apartment a serviced apartment, and what is making these lines blurred.

Firstly, George Sell, Editor-in-Chief of Serviced Apartment News looks at how the supply landscape is changing.

Then, Ben Davis of real estate practice Saxbury, which represents commercial landlords and developers with projects ranging £10-£110m GDV, provides an investor's perspective, predominantly on the UK market.

## What is a serviced apartment?

Serviced apartments are custom built or residential blocks converted for business travel-related long stays. We also have aparthotels which also serve the business travel market, but for shorter stays, and which also target the leisure market. Then there are short term and vacation rentals, which both serve the serviced apartment and short-stay markets.

The lines between these products become blurred when a hotel room has a kitchenette and when an operator takes standard residential stock from a traditional residential building and turns it into a corporate/commercial product, and then everything in between.

For example, a recent London entrant chose not to include hobs / a stove top in their offering as their research showed that their guest demographic didn't want them.

In reality, these and others like them are niche products that may confuse the customer, but it's a good example of the continued diversification and layering of operator solutions that are now available to the corporate market.

Such a property is restricted in their ability to target long or even medium term business due to the limitations of their kitchens. It's unlikely to be too much of an issue for their given guest demographic, due to the plethora of eateries on their doorstep.

## Changing demographics

There's a new guest demographic out there called Global Nomads; people who have jobs where they don't need to be located in one particular place, and who can move around and do their job from anywhere.

This group is small but growing and increasingly; they tend to be younger people who want something with more character and individuality.

Co-living appeals to the same audience and is a low-cost option as your primary address. Global Nomads may go somewhere for three or six months, find a Co-living development, move in the next day and the bills are inclusive. An excellent example is the successful and long established brand and operation, Selina, although one could argue that their product currently appeals primarily to a leisure customer.

Originally built as a Citadines aparthotel, the new Wembley ARK has been converted into a Co-living product offering stays of one, two and three nights. This demonstrates the ease of converting an aparthotel to Co-living, and the overlap between the two formats depends on the markets the developer is targeting.

Are the lines becoming blurred? The industry believes they are, but I don't think the end-user is bothered whether something is termed a serviced apartment, an aparthotel or Co-living, at the end of the day, it's somewhere to stay.

## Investor perspective on Serviced Apartments

Ben Davis is co-founder of Saxbury and is an operational real estate expert with over 18-years' experience of the serviced apartment and aparthotel industry.

The private rental system in the UK has never been geared up for short term stays because applicants are required to sign up to a 12-month tenancy agreement, whereas people who are relocating and corporates generally require greater flexibility. That's how the serviced apartment sector found its calling.

Save for a tiny number of permitted serviced apartments (use class C1), the industry has flourished with operators leasing up blocks of residential properties (use class C3) to offer on a bills-and-service-included basis for shorter periods, whilst remaining strictly in the shadows of planning regulations.

Credit: limehome

**“There’s a new guest demographic out there called Global Nomads; people who have jobs where they don’t need to be located in one particular place...”**


Now, the notion that it's justifiable to lock away multiple units under one lease agreement, effectively removing these properties from long-term housing, feels out of touch with public sentiment and is driving operators to focus on long term stays in a bid to remain compliant with local planning restrictions.

## Build to Rent (BTR)

Historically, institutional capital has flocked to the safe havens of commercial property; offices, logistics, and student accommodation (PBSA), but appetites for alternative operational real estate within the 'living sector' have really opened up with BTR, Aparthotels and Serviced Apartments increasingly gaining traction with institutional investors.

With BTR, investors forward-fund a large-scale housing development and have an in-house management company in place to deal exclusively in long-term lets. Whether staying for a week or a year, tenants now have more choices available to them, so institutional landlords are demonstrating value by offering more amenities and services.

Serviced apartments haven't always been considered institutional grade assets, but we are beginning to detect a blurring of the lines between traditional BTR and serviced apartments. This is partly born out of renters demanding flexibility, but is also driven by owners seeking higher net returns by blending extended stays alongside long-term rentals.

This is where professional serviced apartment operators can add value because they already have the necessary skill set to handle labour intensive short term lets, revenue management and customer service, which are the cornerstones of any successful short term rental business.

Institutional investors are indeed ploughing capital into every part of the living sector, today BTR with the sharpest yield is at number one, similarly Aparthotels which provide long-term index linked leases are viewed as highly attractive investments.

## Co-living

Co-living is an asset class that sits at the intersection of BTR and PBSA. In recent years, Co-living has gained a great deal of momentum with developers. Its bills inclusive, community-focused rental model has proved popular with those seeking design-led, self-contained living quarters plus on-site amenities, events, and opportunities for residents to network thrown in, all for less than the cost of a private apartment.

Currently, there are a handful of Co-living properties in London like The Collective and The Ark, but we expect


LUXEMBOURG

to see many more developments being built across the country over the next few years. Co-living properties often have minimal length of stay restrictions, meaning rooms can also be let during peak seasons for short periods with housekeeping bundled into the rental price. Could this fledgling asset class one day eclipse serviced apartments entirely?

## Illusion or reality?

As lines continue to blur, it seems that Co-living is here to stay. The sector is estimated to have a potential core target market of 725,000 residents, including almost 160,000 in London alone. Considering that there are currently 24,000 operational and pipeline units, the scale of the opportunity is significant.

Co-living could be the right product at the right time; 79% of renters in the two largest operational Co-living schemes, The Collective Old Oak and The Collective Canary Wharf are aged 18 to 35.[21]

Meanwhile, there are almost 200,000 individual BTR units either completed, close to completion, or in planning with estimates suggesting that completed BTR homes could reach 380,000 by 2032.[22]

Independent operators currently account for over 40% of UK serviced apartment supply, so we are likely to see more one-off or unique properties targeting niche markets – especially in London. However, as of June 2022, serviced apartment operators with a unit count in excess of 400 units, represent some 45% of the total UK supply.[23]

At its core, institutional capital demands long-term safe income; presently there are a few different ways to get that, and that's what's accelerating a blurring of lines.

The conclusion is that there's room for each of these formats, providing they remain relevant, are marketed effectively, and provide investors and developers with the required returns.

---

21. https://www.savills.co.uk/insight-and-opinion/savills-news/329164-0/savills-projects-rapid-growth-of-uk-co-living--sector-to-see-%C2%A3540m-of-deals-in-h1-2022--the-firm-says
22. https://centrick.co.uk/news/expert-opinion-the-future-of-btr-in-the-uk/#:~:text=According%20to%20research%2C%20there%20are,could%20reach%20380%2C000%20by%202032.
23. https://www.knightfrank.com/research/article/2022-08-16-a-fragmented-market-continues-in-the-uk-serviced-apartment-sector#:~:text=Some%202%2C300%20units%20have%20permanently,over%2040%25%20of%20the%20supply.


Credit: Charles Hope

**“Independent operators currently account for over 40% of UK serviced apartment supply”**

# Pipeline, planning and guest experience

**By Mark Harris**
Contributing Editor

As **Fig.21** shows, serviced apartment operators face a number of challenges in the coming year; whether it be tackling rising energy costs or increased competition, investment in automation, focusing on the guest experience, or growing their presence in key cities and markets.

## Pipeline

Just over a third (37.27%) of operators regard development and expansion as a major challenge. This may explain why, despite the war in Ukraine, Eastern Europe remains a major target for serviced apartment operators.

As **Fig.22** shows, whilst London, Berlin, and Moscow all score highly in terms of where operators are planning to increase their inventory, the table is topped by the Republic of Abkhazia, on the eastern coast of the Black Sea in north west Georgia. 300 units are planned there due to the state securing increased Russian investment in the Abkhazian economy to fund infrastructure improvements to increase the supply of electricity from Russia to Abkhazia.[24]

## Selecting a new location

The criteria currently applied by operators when selecting a new location remain broadly the same as they were in 2022, as **Fig.23-26** show. 69% of operators, when asked to rate the importance of a variety of factors, rated local corporate demand as very important, and 53% rated cost of property acquisition as very important. In contrast, only 22% of operator respondents cited competitor presence as very important, and alarmingly, as many as 16% of respondents didn't rate planning permission as important when sourcing.

**Fig.21** Top 3 challenges facing operators in 2023

| | Challenge | % of Operators |
|---|---|---|
| 1 | Global economic crisis | 80.91% |
| 2 | International volatility | 41.82% |
| 3 | Competition | 41.82% |

24. http://government.ru/en/news/47863/

**Fig.22** In which locations are you planning to open in the next 12–18 months and how many units are you planning?

| | Locations | Number of units |
|---|---|---|
| 1 | Abkhazia | 300 |
| 2 | Berlin | 274 |
| 3 | Moscow | 238 |

**Fig.23** - Selecting a location: importance of local corporate demand to operators (1 is very important)

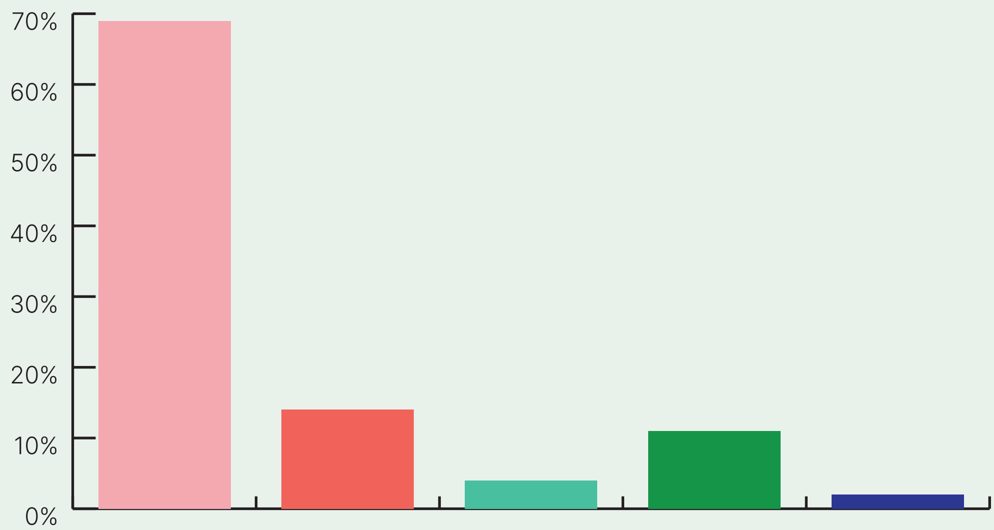



**Fig.24** - Selecting a location: importance of property acquisition cost to operators (1 is very important)

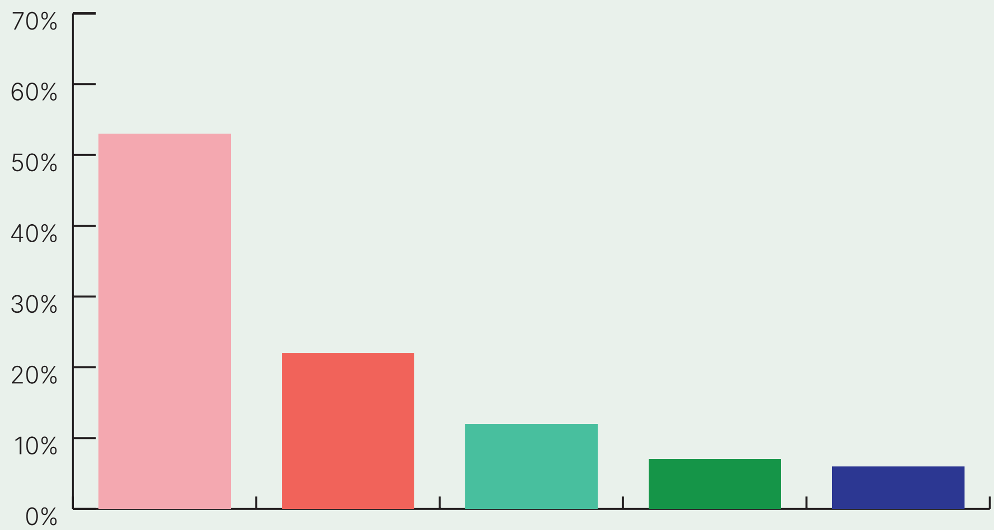


**Fig.25** - Selecting a location: importance of competitor presence to operators (1 is very important)

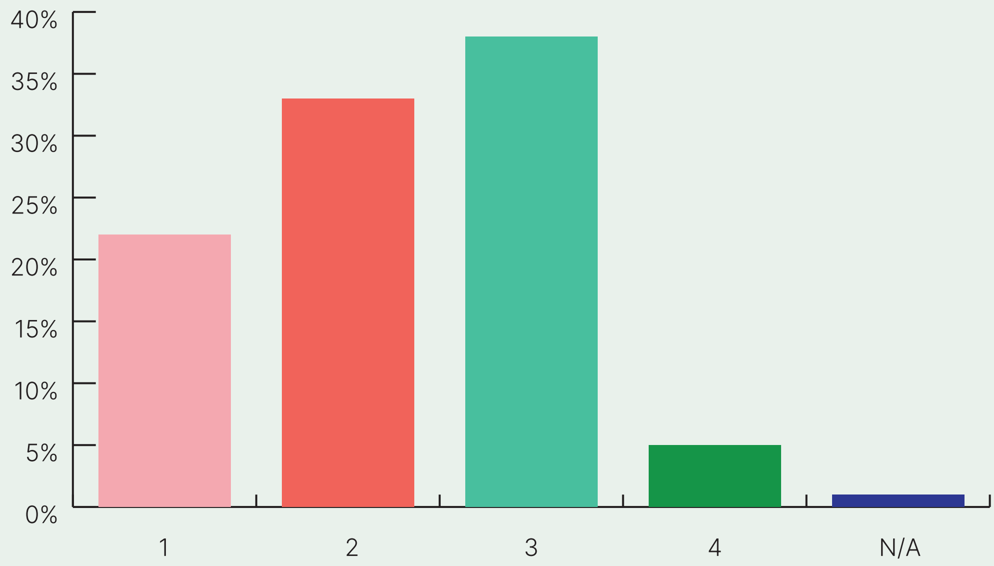
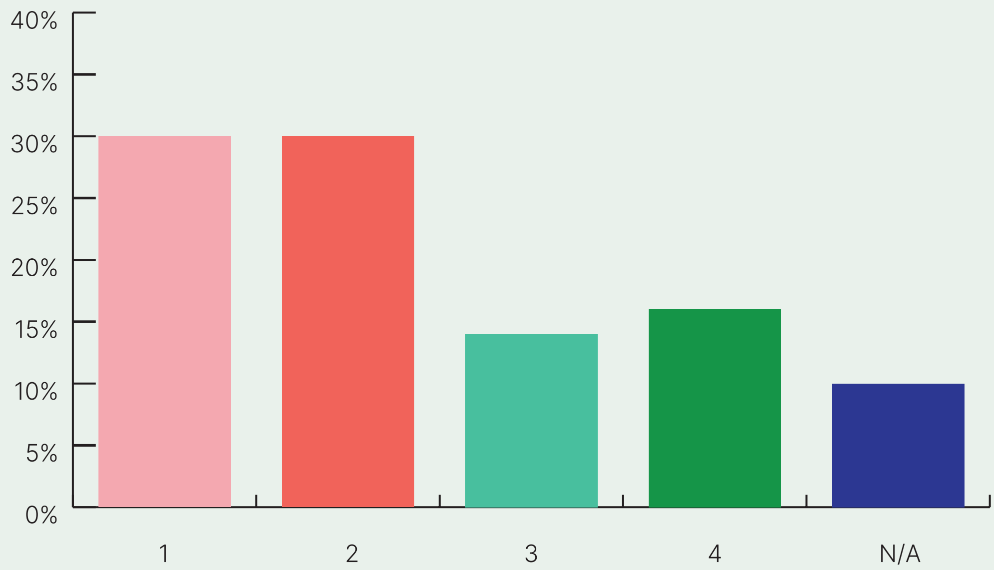



**Fig.26** - Selecting a location: importance of planning permission to operators (1 is very important)




## Guest experience

Sustainability, smart energy consumption, authentic local experiences, digitalisation, and wellness continue to top industry polls in terms of guests' expectations from serviced apartments.

Our survey shows that related initiatives being implemented by operators are far from consistent. At a basic level, operators are adopting WhatsApp as a customer communications tool, or are providing QR code access.

Enhancements that some would regard as basic, include snack baskets and 'paying more attention to guests' questions. Others are more strategic, but still suggest a fundamental lack of understanding of what serviced apartment users regard as a key requirement. Into this category fall better quality controls, welcome packs and upgraded toiletries.

In terms of the benefits operators expect to reap from these improvements to the guest experience, there is little consensus. They range from managing guest expectations, and enabling better interaction with other guests, to reducing complaints.

The inevitable conclusion is that many operators simply don't know what they hope to achieve as a result. The question also arises as to whether operators are truly focused on improving the guest experience and, if not, what impact that will have on attracting and retaining business or leisure customers.

# Hospitality tech

**By Sacha Sandhar**
Head of Insights, Ariosi

The rise of the tech-savvy traveller is very much on serviced apartment operators' radar when considering how to enhance and evolve their services and products.

61% of operators agree or strongly agree that the digital nomad's preferred experience will become the norm over the next 12 to 18 months.

A new breed of operator has entered the short stay space. They offer a tech enabled service with an emphasis on a low touch experience, coupled with a high spec physical product.

These organisations are lean, efficient, agile, and above all else, scalable. One such operator is Munich based limehome, whose Co-Founder & Managing Director, Dr Josef Vollmayr says:

*"After countless hotel stays as a consultant at McKinsey, I realised that it must be possible to replicate what we see elsewhere, in the hospitality industry. To digitise interactions, reduce manual processes and hence operating costs, and generate higher revenues whilst providing a seamless, more convenient customer experience."*

## PMS just the start

As **Fig.27** shows, 74% of serviced apartment operators have invested in Property Management Systems (PMS) because they are regarded as essential for the efficient running of a serviced apartment operation.

However, to remain competitive and deliver the seamless guest experience which travellers demand, operators do recognise the need to go further.

Our survey suggests that self-service check in has been adopted by almost 50% of operators, whilst 31% now offer mobile applications as part of their service and 27% offer digital access control systems. This shows that automation is continuing to be introduced throughout the customer journey.

As **Fig.28** shows, the benefits of these, and other technologies are varied and extensive. The benefits most cited by operators are an improved guest experience (30%), improvements in process efficiency (23%), and cost efficiency (10%).

Niko Kartsikko, Co-founder and CEO of tech–enabled short stay operator, Bob W. explains his company's strategy. *"We have great services that are easily accessible through our apps. We have a check in that's so seamless that you don't need a front desk. We have amazingly empathetic customer service, which is chat based, and we bring all of that with one on site FTE per property."*

## Empathy vs Digitisation

Rachel Angell, COO of luxury stay provider, Domus Stay believes that for some strata of the market, the value of the purchase dictates that trust and a personalised, curated experience trumps the benefits of digitisation.

*"The ultra-high net worth traveller wants things to be as seamless, as easy and as convenient as possible. But I also think that what they're looking for is recognition and an understanding of who they are."*

Artificial Intelligence and machine learning are enabling automated empathy. 95% of Bob W.'s outbound communications are automated with each guest receiving a message 50 minutes after check-in to ask if they are satisfied with their apartment.

'Your last check in' ensures returning guests are remembered, so don't need to check in more than once until their ID expires. Algorithms match features of their previous stays with those of available room types to offer guests apartments and to upgrade them where occupancy could be improved by doing so.

## Other uses of AI

Limehome's proprietary tech enables a significant advantage in the management of their yield by scanning the rates in the market, coupled with their own occupancy, both on a real time and forecast basis.

Giles Horwitch-Smith CEO of PMS provider, res:harmonics says, *"Machine learning can identify trends such as increased maintenance issues or predict revenues over the next month and even further ahead, freeing property managers up to focus on delivering an enhanced customer experience."*

**Fig.27** - Automation included in operational delivery

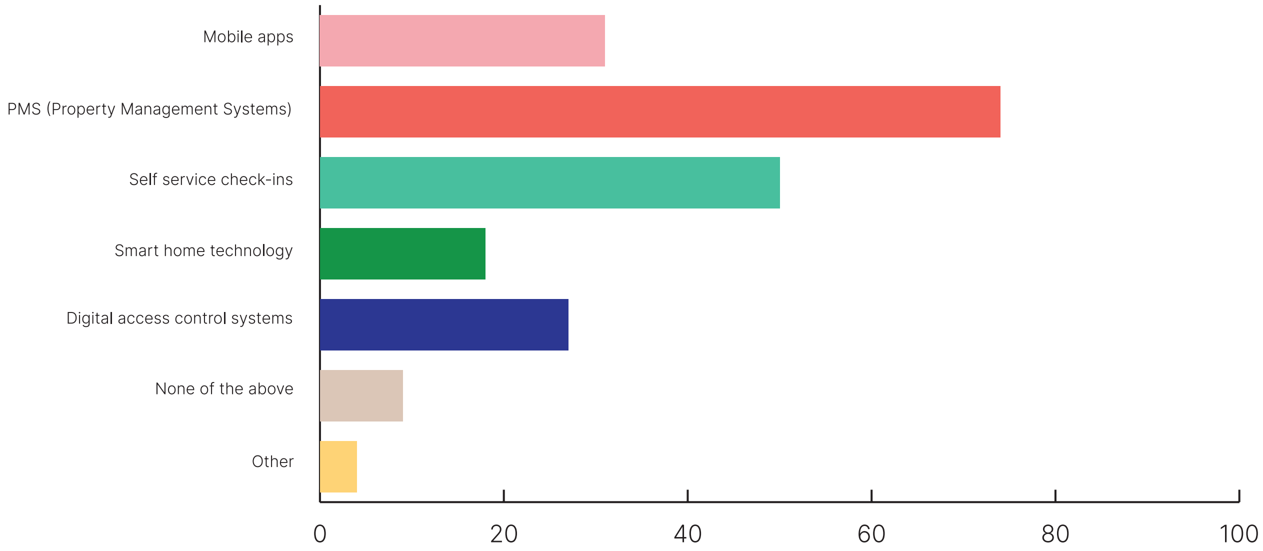
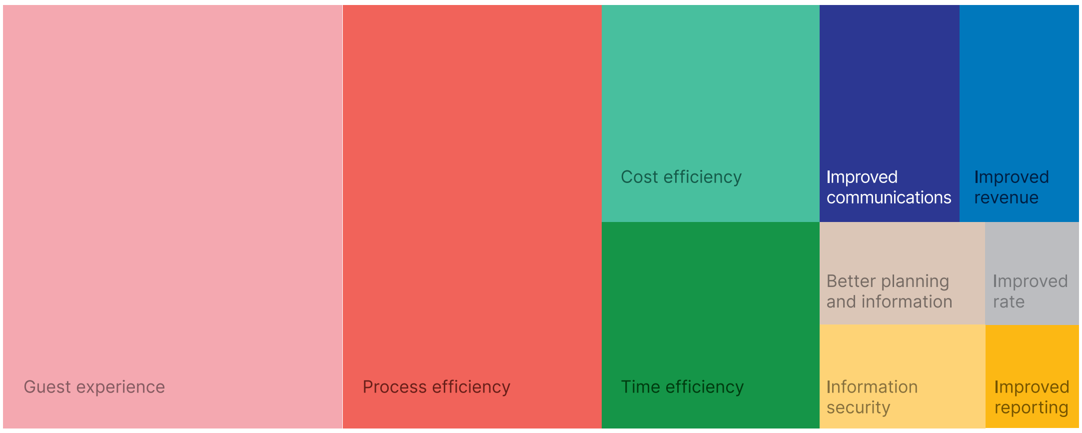



**Fig.28** - Key benefits of the implemented automation



## Improving the guest experience

The advantages brought about by automation are streamlining the work of the hospitality manager, but the most interesting development might yet be that it actually enhances the level of hospitality operators can offer their guests.

Hanish Vithal, CITO at SilverDoor believes that corporates, travellers, and assignees have realised that digitalisation is more efficient and brings more customer benefit.

*"Many customers are now talking to us about APIs and seeking collaborative solutions to integrate their platforms effectively. This allows SilverDoor to become an exclusive serviced apartment content provider on their platforms, while enabling travellers to book serviced apartment accommodation instantly, seamlessly, and with more control."*

*"Through the digitalisation transformation, customers are gearing toward highly connected content which saves time and money in the booking process and promotes safer and more sustainable choices. Coupled with Artificial Intelligence (AI) long term, this technology will further support this paradigm shift via increased revenue opportunities and cost savings – it's what the modern travel programme requires."*

## Looking good

The evidence suggests that, although the era of digital transformation is only just getting started, the medium and long term outlook is good.

Global spending on digital transformation is expected to reach $6.8 trillion by the end of 2023. Moreover, 87% of business leaders think companies with digital-first strategies are reportedly 64% more likely to achieve their business goals than competitors.[25] That's some ROI.

25. https://www.hospitalitynet.org/opinion/4114516.html


**"The evidence suggests that, although the era of digital transformation is only just getting started, the medium and long term outlook is good."**

# Future outlook

**By Mark Harris**
Contributing Editor

Operator sentiments for the immediate future are positive. As **Fig.29** shows, optimism centres upon all performance areas, ADR, occupancy, average length of stay and RevPAR. Operators had the highest level of optimism in relation to increased levels of ADR.

Looking to the future, **Fig.30** shows that 71.3% of operators predict that more corporates will switch from hotels to serviced apartments. 60.55% believe digital nomads want a low-touch, high-tech experience, whilst just under half (49.54%) predict that sustainability will revolutionise the way we do business.

## New opportunities

So, what does the next 18 months hold for the sector in terms of demand and supply? George Sell from Serviced Apartment News believes more new hotels will have dedicated serviced apartment floors so they can service corporates' short and long term stay markets.

*"I also think we'll see more branded aparthotels seeking to compete with Locke and Wilde. We're also seeing more extended stay hotel brands launched in the U.S. and I'm surprised that more of those haven't made it over to Europe to challenge the likes of Staybridge."*

Niko Karstikko of Bob W. sees new opportunities ahead. *"There's a massive void in the market of something between the fragmented amateur hosted apartments and properties versus the hotel product. We are filling this void with a superior product and we're on a mission to create a five-star experience for every guest, at scale."*

Anyone looking to start a new extended stay business can't simply start with a huge property, says Josef Vollmayr of limehome.

*"You need to find flexible ways into the market, and this typically comes from the apartment space where you're able to operate smaller assets. That's where most of the innovation is now happening and also most of the financing and funding goes to."*

## Barrier to finance

The tech-based providers may have created a new barrier to entry. In October 2022 it was reported that flexible living startup Flow, had secured $350 million from Andreessen Horowitz; online rental marketplace, Zumper raised $30 million, whilst short term rental platform Landing secured $75 million fresh equity funding and another $50 million in debt.[26]

The margins these businesses are demonstrating are setting investors' expectations from all new entrants seeking finance, which may prove too high for some.

## Evolution

Tom Meertens, COO International at National Corporate Housing predicts that the supply/demand squeeze will slowly ease, compared to now, especially in key economic capitals like Singapore, Dublin, London, and Sydney.

He attributes this to conflicting predictions in the global mobility market. *"51% say assignments and relocations business will increase, but 49% say both will either stay the same or decrease. Much will depend on whether we see financial disruption and whether inflation can be controlled."*

26. https://techcrunch.com/2022/08/25/flexible-apartment-startups-gain-more-traction-as-landing-lands-125m-in-debt-and-equity-funding/?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAK1teugyJ-eW6cBM5hCAlkhw2-igeNgUY80Q335qXagdgvPNL3uKlBFCTqySa37FtMSPlr62OSQ9OkDOWpM9YoRFxLqQ1DfrnZl65OXv2qJ08_mlBBcQHDnaYTr-KBBdU4Qz6sgcT6NMxxo9e6wcXLU9fKEktpbfmZ-q9YGZMkwD

**Fig.29** - Focus of operator optimism (weighted average, out of 10)

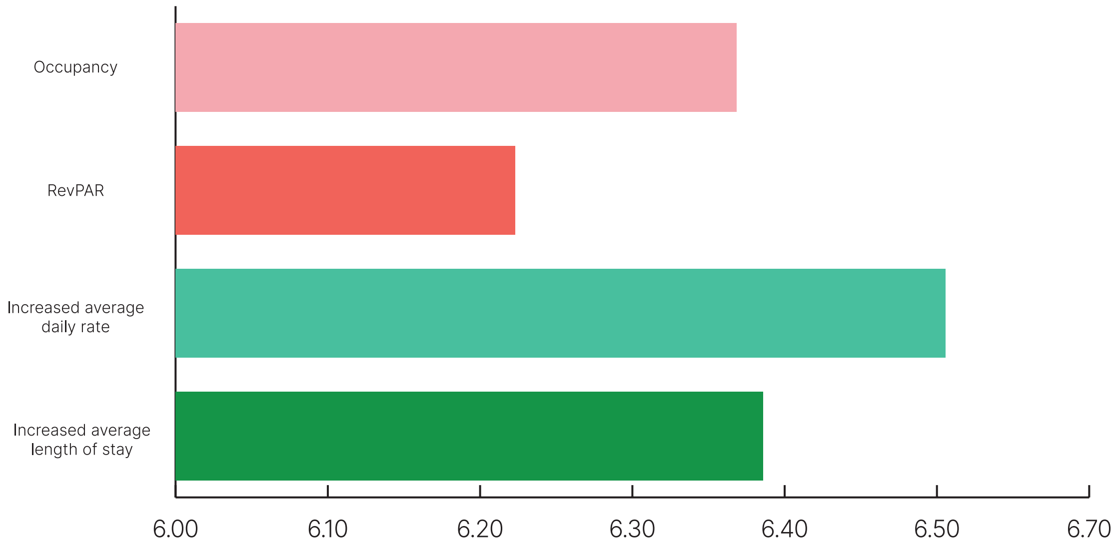
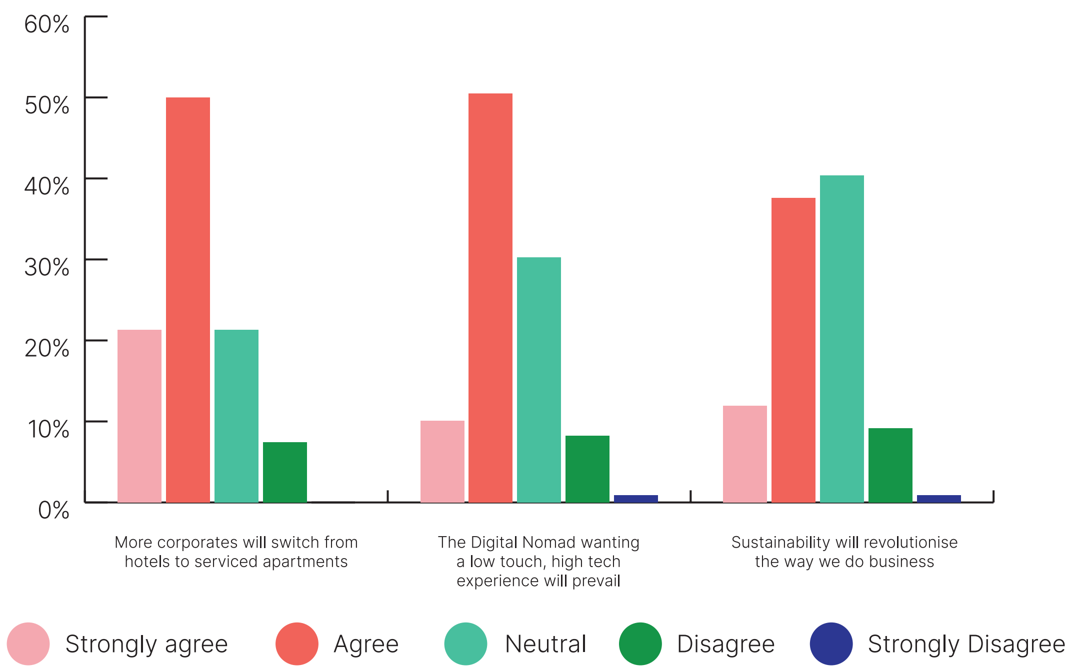
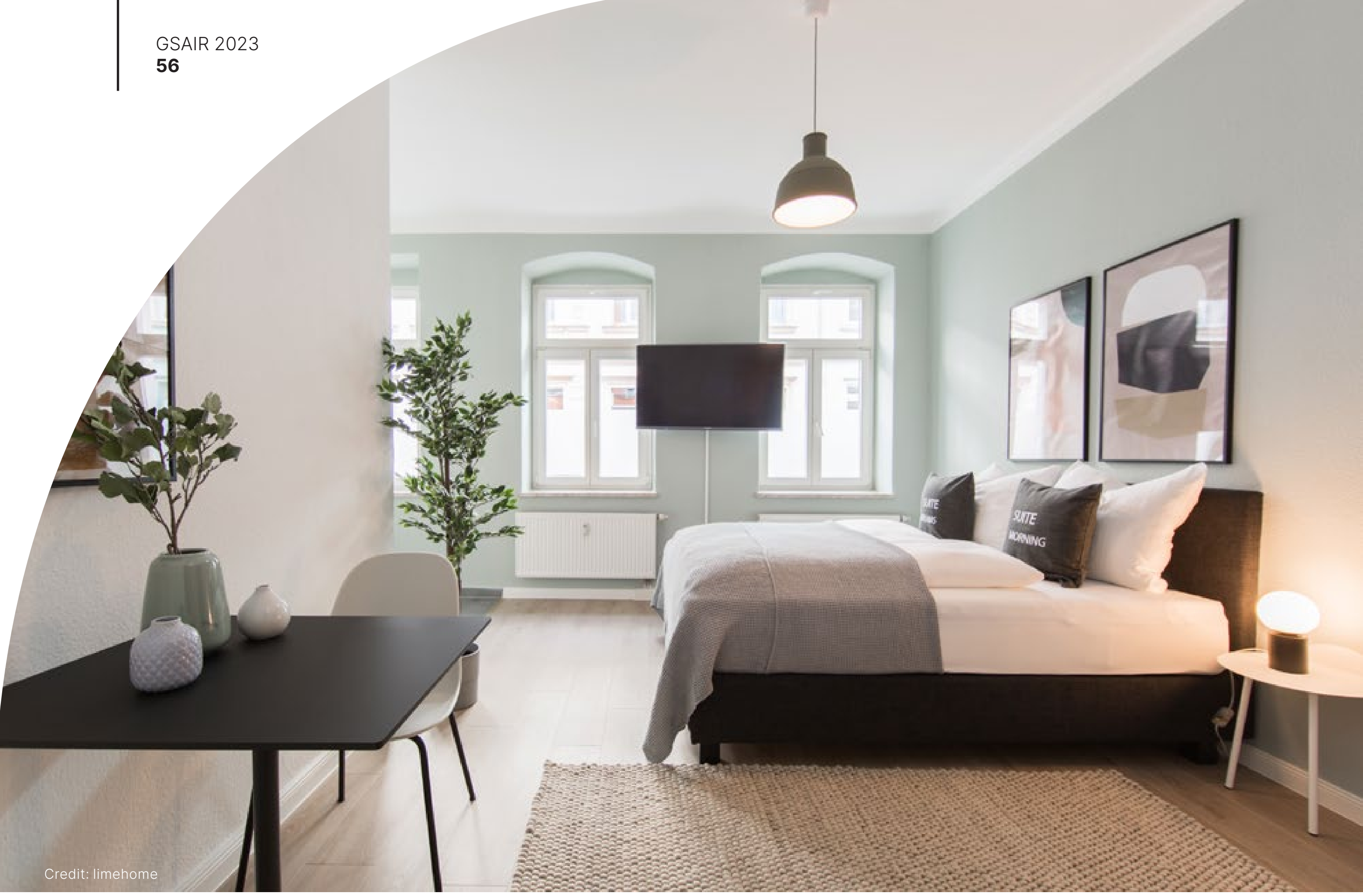
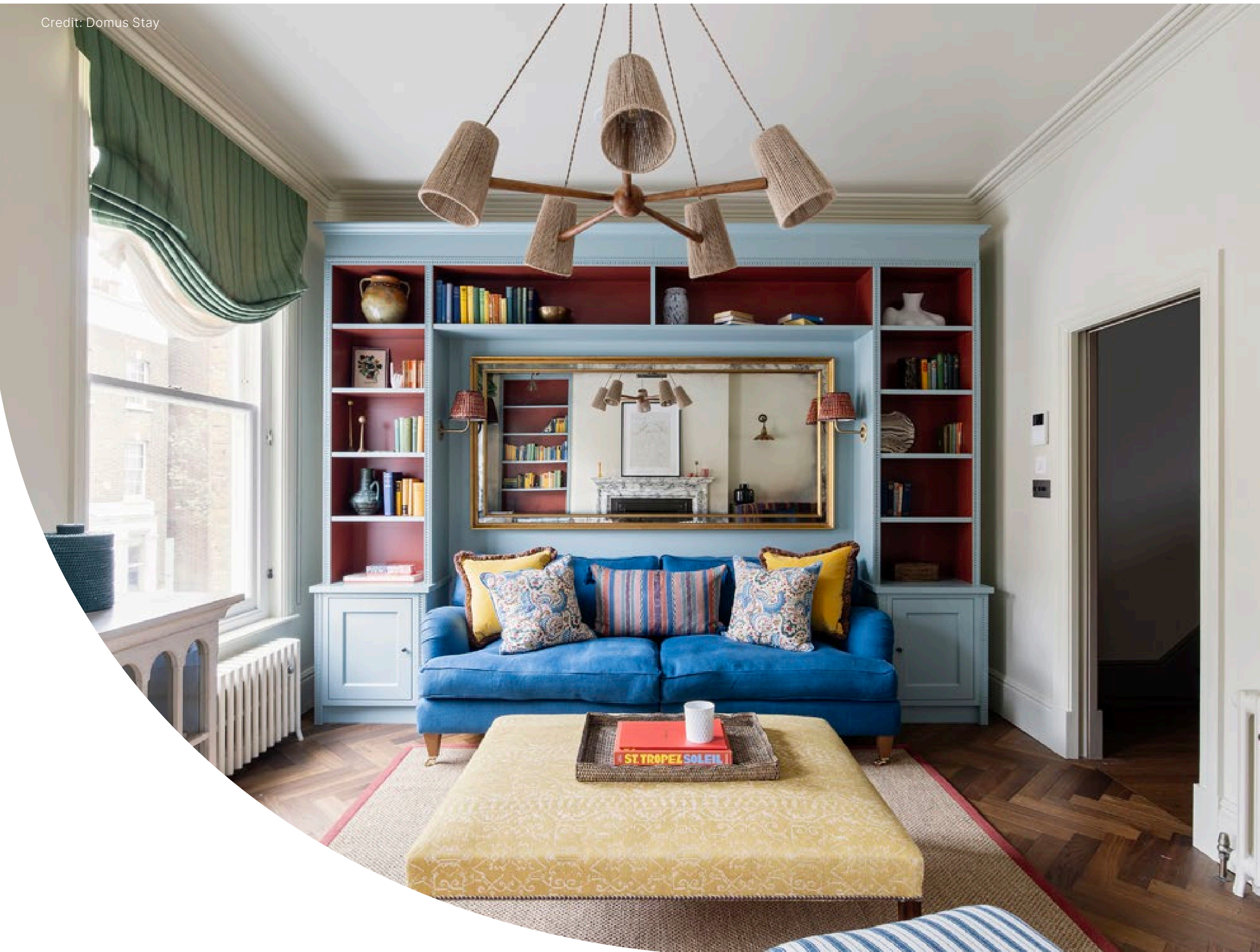



**Fig.30** - Operator predictions for the next 12 - 18 months





Credit: limehome




Credit: Domus Stay

Oasis' Steve Frey says the serviced apartment sector's customer base will evolve to embrace both transient business travel and more leisure business. As a consequence, operators will look to technology to provide efficiency-related savings.

*"If you're taking bookings for shorter periods, you're making the same profit percentage, but with fewer nights the actual amount companies make is less but the work that goes into that booking is unchanged. For that to be economically viable you have to be able to reduce your costs on a booking level and the only way to really do that is through technology."*

Frey believes that operators who either create or leverage the available technology will emerge as the principal source of supply. From smaller, local serviced apartment providers to larger companies that can operate as agencies or suppliers.

*"I think the distinction between being the source of supply and being the source of demand will become clearer. The ones that have created the technology efficiencies required to deliver at the most cost-effective levels for the customer, will become the source of demand."*

# Essential takeaways

| | |
|---|---|
| 1 | Serviced apartment usage has grown for the 10th consecutive GSAIR report. Growth is across business travel, mobility, and leisure guests, although the volume of bleisure trips is modest compared to industry predictions. |
| 2 | Corporates are demanding more added value from their suppliers but are reluctant to pay for these enhancements. Intermediaries and suppliers are being squeezed as customers' needs become more complex and more expensive. There is a limit to how far partners are able to go. |
| 3 | The need for speed in every way of working, with everything at virtual pace seems unsustainable. Traditional operators could be vulnerable and only strong financially backed providers will be able to keep their heads above water. |
| 4 | Europe remains the epicentre of serviced apartment demand, although growth is also concentrated in the established markets of London and Singapore. |
| 5 | When deciding between serviced apartments and hotels, corporates are balancing cost concerns such as total cost of stay and value for money, against traveller wellbeing. |
| 6 | Sustainability is driving the sourcing of serviced apartments, but two-thirds of corporates and operators have not yet calculated their GHG emissions or set carbon reduction targets. |
| 7 | Despite, or maybe because of the rise of digital nomads and the work-from-anywhere culture, what travellers and assignees need from a serviced apartment are largely unchanged, i.e., connectivity, cooking facilities and in-house services. |
| 8 | The appeal of serviced apartments to travel and global mobility managers remain traveller safety, guest experience and policy compliance. |
| 9 | The growing maturity of the serviced apartment sector is evidenced by content being made available in self-booking tools; the importance of policy compliance in accommodation choices; growth of interest in, and the adoption of Home Stay and Co-living products. |

| | |
|---|---|
| **10** | Alternative accommodation models are growing market share amongst business travellers. Home Stay products are now in use by over half of corporates, whilst corporate interest in Co-living is growing. |
| **11** | The majority of corporate travel and relocation policies now permit use of both Home Stay and Co-living, although half of travellers would not consider staying in Co-living products with shared services. |
| **12** | As yet, Build-to-rent is still in nascent stages of adoption in the relocation market. That's because the distinction between BTR and standard long lets is not understood in large sections of the global mobility community. |
| **13** | The specific industries where Co-living is being considered by travellers and assignees, include engineering, professional services, tech, and video game development. |
| **14** | The growing maturity of serviced apartment distribution is highlighted by rich content being made available in self-booking tools, and by specialist serviced apartment agents being ranked as corporates' preferred booking channel. |
| **15** | 75% of serviced apartment operators are likely to pass on energy cost increases to customers via higher nightly rates. Under a third are planning to absorb energy cost increases, whilst just over a third are planning to achieve cost savings in other areas. |
| **16** | Corporates still regard insufficient supply to satisfactory standard in required locations as the biggest barrier to serviced apartments growing market share in the business travel and mobility markets. Operators say the global economic crisis, international volatility and local planning pose the biggest challenges limiting future expansion opportunities. |
| **17** | Operators remain optimistic about the future, with that optimism centred upon all performance areas, i.e. ADR, occupancy, average length of stay and RevPAR. |

# Key cities rates tables

The following rates tables reflect the average rate for studios, 1 bedroom and 2 bedroom apartments from 1st May 2022 to 30th April 2023.
They have been arrived at using the booking data of SilverDoor during the above period.
All currencies stated are local, unless otherwise indicated.
Periodic rates have been calculated based on stays of 7, 30 and 90 nights.
Rates are inclusive of local taxes, except for UK where rates exclude VAT.

Further detail and rate information will be discussed in future regional GSAIR publications.

| Europe | Rate | Rate | Rate |
|---|---|---|---|
| | Studio | 1 bed | 2 bed |
| **Amsterdam (EUR)** | **Average nightly rate from (EUR) 175** | | |
| 7 nights (weekly rate) | 1,222 | 1,354 | 2,033 |
| One month (monthly rate) | 4,997 | 5,857 | 8,595 |
| 3 month + (3 month rate) | 14,000 | 16,253 | 24,545 |
| **Brussels (EUR)** | **Brussels (EUR) Average nightly rate from (EUR) 123** | | |
| 7 nights (weekly rate) | 861 | 973 | 1,484 |
| One month (monthly rate) | 2,787 | 3,358 | 5,669 |
| 3 month + (3 month rate) | 7,488 | 9,085 | 13,215 |
| **Berlin (EUR)** | **Average nightly rate from (EUR) 166** | | |
| 7 nights (weekly rate) | 1,164 | 1,410 | 2,502 |
| One month (monthly rate) | 4,644 | 5,698 | 7,193 |
| 3 month + (3 month rate) | 11,957 | 13,512 | 17,297 |
| **Frankfurt (EUR)** | **Average nightly rate from (EUR) 119** | | |
| 7 nights (weekly rate) | 836 | 1,106 | 2,288 |
| One month (monthly rate) | 2,890 | 4,919 | 8,623 |
| 3 month + (3 month rate) | 6,902 | 10,634 | 23,039 |
| **Dublin (EUR)** | **Average nightly rate from (EUR) 159** | | |
| 7 nights (weekly rate) | 1,116 | 1,389 | 1,649 |
| One month (monthly rate) | 5,604 | 5,942 | 7,210 |
| 3 month + (3 month rate) | 13,735 | 15,767 | 19,331 |

| Europe | Rate | Rate | Rate |
|---|---|---|---|
| | Studio | 1 bed | 2 bed |
| **Lisbon (EUR)** | **Average nightly rate from (EUR) 175** | | |
| 7 nights (weekly rate) | 1,006 | 1,187 | 1,430 |
| One month (monthly rate) | 4,083 | 4,650 | 5,561 |
| 3 month + (3 month rate) | 10,335 | 12,656 | 16,800 |
| **London (GBP)** | **Average nightly rate from (GBP) 156** | | |
| 7 nights (weekly rate) | 1,091 | 1,439 | 2,433 |
| One month (monthly rate) | 4,513 | 5,909 | 9,015 |
| 3 month + (3 month rate) | 11,978 | 15,746 | 24,327 |
| **Madrid (EUR)** | **Average nightly rate from (EUR) 119** | | |
| 7 nights (weekly rate) | 830 | 1,055 | 1,279 |
| One month (monthly rate) | 3,270 | 4,300 | 5,183 |
| 3 month + (3 month rate) | 7,688 | 11,555 | 14,400 |
| **Manchester (GBP)** | **Average nightly rate from (GBP) 82** | | |
| 7 nights (weekly rate) | 574 | 696 | 976 |
| One month (monthly rate) | 2,342 | 2,954 | 4,107 |
| 3 month + (3 month rate) | 6,344 | 8,843 | 11,414 |
| **Paris (EUR)** | **Average nightly rate from (EUR) 175** | | |
| 7 nights (weekly rate) | 1,226 | 1,503 | 2,358 |
| One month (monthly rate) | 3,898 | 5,459 | 9,228 |
| 3 month + (3 month rate) | 8,540 | 16,079 | 22,309 |


Taking *"at your service"* to a whole new level.
Oasis has a way of spoiling everyone. It's simply not what you'd expect from corporate housing and serviced apartments. You'll get spoiled by the value, consistency and commitment. Your employees will get spoiled by the personalized attention and genuine comforts of home.
OASIS
OASIS COLLECTIONS
STAYWITHOASIS.COM
OASISCOLLECTIONS.COM
EXTRAORDINARY STAYS WITH YOU.

| Middle East & Africa | Rate | Rate | Rate |
|---|---|---|---|
| | Studio | 1 bed | 2 bed |
| **Abu Dhabi (AED)** | **Average nightly rate from (AED) 410** | | |
| 7 nights (weekly rate) | 2,872 | 3,840 | 5,822 |
| One month (monthly rate) | 11,600 | 13,239 | 22,393 |
| 3 month + (3 month rate) | 29,141 | 34,041 | 60,338 |
| **Cape Town (ZAR)** | **Average nightly rate from (ZAR) 1,500** | | |
| 7 nights (weekly rate) | 10,500 | 12,551 | 23,417 |
| One month (monthly rate) | 30,000 | 33,979 | 87,214 |
| 3 month + (3 month rate) | 88,650 | 135,131 | 192,230 |
| **Doha (QAR)** | **Average nightly rate from (QAR) 409** | | |
| 7 nights (weekly rate) | 2,866 | 4,353 | 8,012 |
| One month (monthly rate) | 10,550 | 15,413 | 16,808 |
| 3 month + (3 month rate) | 26,836 | 41,542 | 55,022 |
| **Dubai (AED)** | **Average nightly rate from (AED) 600** | | |
| 7 nights (weekly rate) | 4,198 | 4,718 | 7,660 |
| One month (monthly rate) | 14,930 | 18,909 | 26,752 |
| 3 month + (3 month rate) | 38,702 | 51,609 | 72,560 |


Short stays that are anything but ordinary
We open the doors to London homes with design kudos. Think Notting Hill townhouses in the heart of the action and Mayfair apartments with architectural pedigree. Whatever the reason for a stay, our dedicated guest services team will make it one to remember.
Get in touch to find out more
020 8168 8880 / domusstay.com
domus stay.

| USA/Canada | Rate<br>Studio | Rate<br>1 bed | Rate<br>2 bed |
|---|---|---|---|
| **New York (USD)** | **Average nightly rate from (USD) 319** | | |
| 7 nights (weekly rate) | 2,232 | 2,900 | 4,029 |
| One month (monthly rate) | 8,337 | 11,245 | 15,972 |
| 3 month + (3 month rate) | 21,643 | 30,735 | 43,176 |
| **Toronto (CAD)** | **Average nightly rate from (CAD) 157** | | |
| 7 nights (weekly rate) | 1,096 | 1,382 | 1,990 |
| One month (monthly rate) | 4,456 | 4,982 | 6,696 |
| 3 month + (3 month rate) | 13,603 | 14,224 | 17,304 |

| South America | Rate<br>Studio | Rate<br>1 bed | Rate<br>2 bed |
|---|---|---|---|
| **Buenos Aires (USD)** | **Average nightly rate from (USD) 76*** | | |
| 7 nights (weekly rate) | 532 | 834 | 1,120 |
| One month (monthly rate) | 2,928 | 3,004 | 4,500 |
| 3 month + (3 month rate) | 6,773 | 8,104 | 11,021 |
| **Rio de Janeiro (USD)** | **Average nightly rate from (USD) 110*** | | |
| 7 nights (weekly rate) | 770 | 1,076 | 2,058 |
| One month (monthly rate) | 3,150 | 4,760 | 6,562 |
| 3 month + (3 month rate) | 8,550 | 10,800 | 11,836 |

*typically transacted in USD

| Asia | Rate | Rate | Rate |
|---|---|---|---|
| | Studio | 1 bed | 2 bed |
| **Bangalore (INR)** | **Average nightly rate from (INR) 9,563** | | |
| 7 nights (weekly rate) | 66,938 | 84,707 | 119,893 |
| One month (monthly rate) | 306,613 | 325,076 | 532,990 |
| 3 month + (3 month rate) | 621,142 | 1,042,466 | 1,288,054 |
| **Bangkok (THB)** | **Average nightly rate from (THB) 2,983** | | |
| 7 nights (weekly rate) | 20,881 | 27,447 | 28,245 |
| One month (monthly rate) | 72,281 | 80,127 | 119,858 |
| 3 month + (3 month rate) | 186,531 | 215,725 | 298,342 |
| **Hong Kong (HKD)** | **Average nightly rate from (HKD) 1,221** | | |
| 7 nights (weekly rate) | 8,546 | 12,600 | 26,489 |
| One month (monthly rate) | 29,355 | 38,383 | 66,309 |
| 3 month + (3 month rate) | 77,999 | 108,421 | 172,213 |
| **Mumbai (INR)** | **Average nightly rate from (INR) 7,500** | | |
| 7 nights (weekly rate) | 52,500 | 107,153 | 107,695 |
| One month (monthly rate) | 256,797 | 325,219 | 494,806 |
| 3 month + (3 month rate) | 855,000 | 918,000 | 1,168,200 |
| **Singapore (SGD)** | **Average nightly rate from (SGD) 251** | | |
| 7 nights (weekly rate) | 1,755 | 2,324 | 3,637 |
| One month (monthly rate) | 6,587 | 8,065 | 11,125 |
| 3 month + (3 month rate) | 17,652 | 22,054 | 31,455 |
| **Tokyo (JPY)** | **Average nightly rate from (JPY) 27,076** | | |
| 7 nights (weekly rate) | 189,535 | 449,266 | 626,163 |
| One month (monthly rate) | 387,598 | 409,397 | 605,166 |
| 3 month + (3 month rate) | 1,084,388 | 1,724,985 | 2,813,805 |

| Australia & New Zealand | Rate<br>Studio | Rate<br>1 bed | Rate<br>2 bed |
|---|---|---|---|
| **Auckland (NZD)** | **Average nightly rate from (NZD) 260** | | |
| 7 nights (weekly rate) | 1,820 | 1,890 | 2,643 |
| One month (monthly rate) | 5,296 | 6,996 | 11,249 |
| 3 month + (3 month rate) | 16,200 | 20,700 | 25,280 |
| **Melbourne (AUD)** | **Average nightly rate from (AUD) 192** | | |
| 7 nights (weekly rate) | 1,347 | 1,471 | 2,202 |
| One month (monthly rate) | 5,332 | 5,795 | 7,281 |
| 3 month + (3 month rate) | 13,384 | 14,108 | 22,702 |
| **Sydney (AUD)** | **Average nightly rate from (AUD) 243** | | |
| 7 nights (weekly rate) | 1,704 | 1,899 | 2,652 |
| One month (monthly rate) | 6,886 | 7,253 | 9,681 |
| 3 month + (3 month rate) | 18,297 | 20,420 | 30,440 |

# Directory listings

**Adagio**

**adagio-city.com** **+44 (0)20 7660 8830**
Discover Adagio. The city made easy in comfortable flats with services included.

**Ariosi**

**ariosi.com** **+44 (0)20 8168 8168**
An independent serviced apartment consultancy offering bespoke, data-informed and specialist advice, support, insights, and training services to drive growth and productivity.

**Appart'City**

**appartcity.com** **+33 (0)1 81 90 90 90**
Appart'City, today's leading French urban aparthotel chain compromising of 100 establishments. From studios to 3-bedroom apartments, business and leisure guests can enjoy a fully equipped kitchen, an office area, Wi-Fi, on-site or nearby parking and numerous hotel services.

**Charles Hope**

**charleshope.co.uk** **+44 (0)20 3983 6300**
Experience the epitome of urban luxury at Charles Hope Apartments. In the heart of the city, these upscale residences redefine stylish and comfortable living through spacious layouts and stunning views.

**Check-in-London**

**check-in-london.com** **+44 (0)20 3189 1269**
Check-in-London is an award-winning serviced apartment specialist with extensive local knowledge and over 14 years of experience providing cost-effective, safe and professionally-managed accommodation for corporate clients and relocating employees.

**Dao by Dorsett**

**daobydorsett.com** **+44 (0)20 3262 1026**
Dao by Dorsett comprises of 74 high quality serviced apartments overlooking Shepherds Bush Green, just a mere 5-minute walk away from Westfield London and the vibrant White City area.

**Forenom**

**forenom.com** **+358 20 198 3420**
Forenom is No. 1 long-stay provider, and we offer 10 000+ accommodation options across the Nordics and Germany. We make the stay easy, so our guest can feel at home.

### Oasis

**oasiscollections.com** **+44 (0)20 3318 7275**
Oasis provides the most unique global inventory for temporary corporate accommodations and serviced apartments with extraordinary value and customer service. Our dedicated team of specialists make it their mission to provide every client an extraordinary stay.

### res:harmonics

**resharmonics.com** **+44 (0)121 295 1310**
res:harmonics PMS and Guest Experience platform enables serviced living operators to create world-class short and long-stay reservations, operations and guest experiences, profitably and at scale.

### Roomspace

**roomspace.com** **+44 (0)20 8944 3662**
Experts in serviced apartment living for business travellers for over 25 years. Locations: London & home counties, Lisbon, Madrid.

### SilverDoor

**silverdoorapartments.com** **+44 (0)20 8090 8090**
The world's leading corporate accommodation agent, SilverDoor provides businesses across the globe with an unrivalled service and intuitive technology for an outstanding booking experience.

### Skyside International

**skysideint.com** **+352 621 747 621**
Skyside International Ltd. offers ultra-modern corporate apartments in Luxembourg's prime locations, prioritizing security, comfort, sustainability, and exceptional guest service.

### Staycity Aparthotels

**staycity.com** **+44 (0)20 3744 7525**
As one of Europe's leading Aparthotel operators, Staycity Aparthotels offer quality short and long-stay accommodation ideal for both business and leisure travellers.

### Wilde by Staycity Aparthotels

**staycity.com/wilde** **+44 (0)20 3744 7525**
The design-led Wilde Aparthotels by Staycity brand, inspired by Irish playwright Oscar Wilde, offers premium accommodation centrally located in London, Manchester, Edinburgh and Berlin.

# List of tables