

➔ Apartment provider spreads its wings www.citybaseapartments.com



THIS new website is the 'logical next step' from Central London Apartments. Aimed primarily at the corporate market, the serviced apartment provider now offers units in cities across the country via the new portal.

Citybase Apartments claims to offer a wider range of UK serviced apartments than any of its competitors, currently covering 19 cities across the country. Further expansion is planned – both within the UK and abroad – with European locations to be added later this year and sites further afield in 2008. Davor Parker, sales and marketing director at parent company Worldview, says: "We're launching

Citybase Apartments in response to customer demand. Serviced apartments are gaining in popularity, with more and more companies recognising the advantages they have over hotels."

The website features an 'apartment of the week', search facility, information on all apartments – with photos, map and lead-in rates – and a booking engine, as well as an About Us section that's actually worth reading.

The company is a member of ASAP – the Association of Serviced Apartment Providers – and offers units in all the usual larger cities, as well as Jersey, Reading, Bath, Coventry, Farnborough and Derby.

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