

# SilverDoor adds to its European portfolio



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SilverDoor has announced the addition of new serviced apartments in Amsterdam along with new serviced apartments located in Berlin to boost its existing European portfolio. Already representing almost 20 serviced apartments in Amsterdam, more have now been added following high client demand.

An advertisement banner for SilverDoor. On the right side, a hand is holding a grey suitcase. The background is dark blue. On the left, white text reads: "SilverDoor makes hundreds of serviced apartment reservations every week for corporate and private clients. Call us on +44 (0)20 8630 7200 and let us take care of your serviced apartment accommodation needs." Below the text is a world map with several regions highlighted in white. At the bottom, there is a navigation bar with the text "Select &gt;" followed by "N.AMERICA", "UK", "EUROPE", "MIDDLE EAST", "AFRICA", "ASIA", "FAR EAST", and "OCEANIA".

"Serviced [apartments in Amsterdam](#) are such a huge market for us at the moment", said Marcus Angell, Founder and Managing Director of SilverDoor, "Last year saw more foreign companies establishing a presence in Amsterdam than in previous years and quite clearly we are benefitting from this".

According to annual figures released last month by amsterdam inbusiness, a total of 105 companies came to Amsterdam in 2008 compared to an average of 90 within the last two years.

Amsterdam Airport Schipol has also been voted best international airport in a poll by Executive Travel. This is the second time that Schipol has won this award and it was recently awarded Best Airport in Europe 2008 by Business Traveller magazine.

Chris Gee, SilverDoor Sales Director, said "[Berlin serviced apartments](#) also represent an increasing business channel for SilverDoor". Currently the company already

represents five serviced apartments in the city and is aiming to increase this within the next six months.

Even in times of declining economic activity, Berlin remains able to hold its own ground as a competitive business location. The city offers an outstanding infrastructure and a large and highly qualified workforce as well as excellent colleges, universities and research institutions. Business, science and research are tightly interwoven in Berlin. Many smaller companies with a wealth of creative energy generate an innovative environment for the big players in the field. Around twenty of the world's top fifty largest companies have offices in Berlin.

The Henriette serviced apartments are located within a stylish boutique aparthotel, giving guests the privacy, space and comfort of a serviced apartment along with the added luxuries of a hotel such as room service, reception and on site restaurants, bar and residents lounge.

The Krausenstrasse Apartment Hotel also options the benefits of a serviced apartment with the added extras of a hotel and has facilities such as a fitness studio, an indoor swimming pool and 24 hour reception as well as conference and meeting facilities.

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#### **About**

#### **SilverDoor**

SilverDoor international serviced apartments was incorporated as a Limited Company in March 2000 under its original name of Hotdigs. At the beginning of January 2006 the company changed its name to SilverDoor. The company was formed and continues to be led by managing director Marcus Angell.

SilverDoor boasts an impressive client portfolio which includes many FTSE 100 such as RBS, HSBC, Cadburys Schweppes and MAN Group PLC.

As well as Berlin and [Amsterdam serviced apartments](#), SilverDoor offers serviced apartments in over 160 locations globally such as London, Paris, New York, Abu Dhabi and Dubai. SilverDoor has also just added a selection of serviced [apartments in Manchester](#) along with a collection of serviced [apartments in Edinburgh](#) to their portfolio.

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