

SilverDoor Produces Its Half Yearly Figures And Sees Huge Growth



Released on: June 29, 2009, 6:09 am

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Industry: [Real Estate](#)

SilverDoor is reporting a huge growth over the past year despite the recession currently gripping the UK. The serviced apartment provider has seen a 41% year on year growth, according to newly published figures.

The Organisation for Economic Cooperation and Development said the pace of the global downturn is now moderating after the sharp drop in the six months leading up to March and that the recovery is likely to be weak and fragile for some time. However, despite hotels being hit hard during this time, the serviced apartment industry clearly hasn't been, given the figures SilverDoor has published.

Not only has SilverDoor seen a large growth year on year, it has also increased its portfolio due to client demand, adding new [Manchester serviced apartments](#) and additional [serviced apartments in Bristol](#).

The Deans Gate Apartments in Manchester are located in the popular Deansgate area, amongst some of the city's most famous attractions. They provide a range of two bedroom apartments and a three bedroom duplex, with many of the apartments benefitting from a private balcony. The apartments are furnished and include fully equipped kitchens and spacious living/dining rooms with flat screen TV's. As competition becomes fierce, more and more serviced apartments are offering value added extras and The Deans Gate Apartments offer an airport or rail pick up for a small charge.

Another new offering is the Portland Apartments in Bristol which provides contemporary serviced accommodation set within an elegant Georgian

Square, and just minutes from the city centre. These apartments feature modern amenities and offer a choice of one or two bedroom apartments, as well as studios and a penthouse. All come with a fully equipped kitchen and a comfortable lounge area.

"Every day we see reports stating the decline in people using hotel accommodation at this time, yet we've found that serviced apartments have not been hit in the same way. It's such a cost effective solution and more and more companies are going down this route to save on accommodation spend," said Marnie Delaney-Parker, Head of PR and Marketing at SilverDoor. "It's not just the per night spend either, as companies can save on the additional costs of room service or restaurant bills as well as laundry bills. We have seen a significant growth and are not historically entering our busiest period."

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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 companies such as Cadbury, MAN Group PLC, ICAP and Serco Group as well as relocation and hotel booking agents.

SilverDoor offers serviced apartments in over 170 locations globally such as London, Paris, New York, Abu Dhabi and Toyko. SilverDoor has also just added to its portfolio with additional new [London serviced apartments](#) and a selection of [serviced apartments in Liverpool](#) as well as new [serviced apartments in Croydon](#). SilverDoor currently represent over thirty two thousand apartments globally.

SilverDoor is based in Chiswick, West London.

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