



space. value. freedom.

# The first choice

What makes apartments the first choice for our clients?

## The luxury of space, value and freedom

With plenty of room to work, entertain and relax, a serviced apartment offers you a home away from home. You'll even have your own kitchen facilities so you can eat as you wish - perfect for those who'd prefer to avoid the unhealthy lifestyle that can go hand-in-hand with business travel!



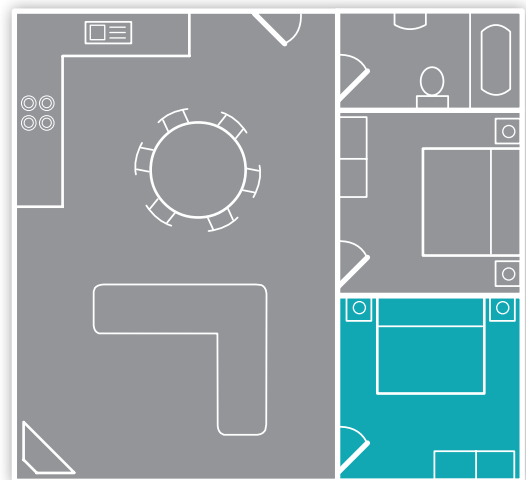
## Apartments vs Hotels

Serviced apartments offer all the benefits of a hotel and much more - it's all about space, value and freedom.

Much more than just a place to sleep, a serviced apartment gives you a comfortable living area where you can relax, and kitchen facilities so you can choose whether or not to eat out. You won't just be saving on restaurant bills either - apartments are great value compared to equivalent standard hotel rooms. Stay from as little as one night, and enjoy the privacy and comfort of a real home away from home.

- Up to 30% cheaper than hotel rooms of equivalent standard
- Save money with discounts - the longer you stay, the less you will pay per night
- The luxury of space and freedom to entertain
- Enjoy privacy and safety
- Apartments are charged per apartment, not per person
- Stay from as little as one night

A serviced apartment is at least twice the size of a standard hotel room.



- Hotel room
- Apartment



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## Why Citybase Business?

Every business is different, and so it follows that each company's travel needs are unique too. That's why at Citybase our dedicated corporate team offers a personalised, tailored service to ensure we find the apartment that's perfect for our clients - and for the right budget too.

## We offer

- ④ An extensive range of modern apartments in the UK and worldwide
- ④ A consultative approach to booking: you talk, we listen and deliver
- ④ A personalised service from our friendly, experienced team
- ④ First-class support before, during and after your stay

As well as the flexible accommodation solution we provide at Citybase, there's another key reason our business clients keep coming back to us: to take advantage of great savings and personal account management.

We regularly assist with large scale secondment programmes, in most cases leading to significant cost savings where hotels would normally be used. There are no fees with Citybase Apartments and as we're one of the largest ABAs (apartment booking agents) our spending power allows us to obtain the cheapest corporate rates. All of our clients benefit from these immediate cost savings, but also we negotiate discounts on longer stays and group bookings.

To find out more about our services contact us today.

**Premier account team:**

**+44 (0)8455 211 671**

# Case study 1

 **Industry Sector: Construction**

## Our Brief

To provide cost effective short term accommodation for employees staying Monday to Friday. We were asked to demonstrate that using serviced apartments would deliver savings against the equivalent hotel spend.

## Our Solution

- We worked with the client to understand their requirements in terms of location and budget.
- We identified a number of viable options and familiarised the client with the options and product to arrive at a preferred list of apartments.
- We analysed information relating to room nights and frequency of stay to deliver a client specific rate from a wide range of suppliers with whom we have developed strong relationships.
- The solution presented to the client resulted in achieving a saving equating to 50% against the existing hotel contract.

	<b>Current Hotel</b>	<b>Apartments sharing a two bed</b>	<b>Saving over 2800 nights</b>
Room Rate Per person	£114	£79.20	£97,440
Food allowance	£25	£10	£42,000
			<b>£139,440</b>

Not only did the company save a considerable sum on their travel budget, their employees gained immeasurable benefit from the space to relax, entertain and a home from home resulting in:

- A saving of £139k per annum
- Improvements in staff engagement and productivity
- A satisfied set of partner apartments, achieving profitable increased occupancy
- A win-win result for both client and apartment provider

# Case study 2

 **Industry Sector: Insurance**

## Our Client

Global insurance company based in London with multiple locations and subsidiary companies in the UK. £25 million accommodation spend in the UK with over 65,000 room nights per year in Central London alone.

With the high volume of accommodation required in London our client wanted to offer apartments as an additional option to those travellers staying 3 nights or more. Apartments offer more space and freedom than a conventional hotel room which our client had recognised as an advantage to their employee's. In addition our client can make savings on subsistence costs by avoiding costly Hotel restaurants and inclusive breakfast rates.

In addition to the transient needs of the client, there is also a requirement to provide options for employees who were visiting on project assignments or relocating offices. All temporary accommodation needed to comply with company standards and the travel policy.

## Our Brief

- 1) To provide a Service apartment programme to complement their current Hotel programme in London. Negotiate rates to match existing programme costs.
- 2) Bookable through their incumbent Travel Management Company.
- 3) All the apartments selected had to comply with standard hotel cancellation policies and to provide free broadband.
- 4) Full Management Information reporting on a quarterly basis.
- 5) To be compliant with disaster recovery process and care of duty programme.
- 6) Working with existing TMC to communicate the programme and manage the booking process.

## Our Solution

Serviced apartment suppliers were selected in key locations according to their strict criteria. Each provider agreed to the clients terms in return for specified volumes of business.

Rates were negotiated to match and in some cases were below existing Hotel programme levels. All rates included the clients key benefits specified for the employee staying at the property.

In summary a new serviced apartment programme was created to exceed the clients expectations and deliver their full requirements.

# Credit account application form

APPLICANT DETAILS	
Name of applicant:	
If applicant is a trading name please provide name of owner(s):	
The owner is a limited company / partnership / sole trader (delete as applicable)	
Address of applicant:	Invoice/Statement address (if different to applicant address):
BANK DETAILS	
Name account held in:	Account number:
Address of bank:	Sort code:
Credit limit required:	
AGREEMENT	
I/we agree to adhere to your terms and conditions of trade as attached and to settle our accounts within 14 days of receiving your invoice.	
Name of authorised account users:	
Signature of director/partner/owner or person authorised by them to sign on their behalf:	
Print name:	
Date:	
OFFICE USE ONLY	
Account authorised by:	
Date:	
Credit limit authorised:	

# Terms of business

- The terms and conditions of individual apartments will apply. Apartments may supply full terms directly to the client or require additional documents like registration forms to be completed in order to confirm the booking in full. This will include information on charges, where applicable, for early departures and cancellations made outside the notice period. The client will be liable for these charges. An overview of the individual apartment terms can be found on our website [www.citybaseapartments.com](http://www.citybaseapartments.com) Amendments to bookings to be made to designated Worldview personnel only.
- Client to provide reference numbers, if used internally, with each booking to facilitate payment process. Reservations made on the telephone must be followed by written confirmation in the form of an email Invoices will be prepared on receipt of the apartment invoice. Payment will be due within 14 days.
- Credit facility applies for accommodation costs only. All other charges are to be covered on departure by the guest.
- Worldview Ltd are not responsible for any damages to the apartments and in the event of a charge being made will re-invoice this to the client.
- Invoices will be generated by the apartment, usually at time of check in, by the guest. These will be forwarded to Worldview Limited for validation and payment. For long stays a separate payment schedule will be agreed and communicated.
- Worldview Ltd is acting as an agent to facilitate booking and payment. No liability will be accepted for any charges.
- In the event of a disputed charge relating to an individual booking, this should not be used to with hold other monies owed and due for payment.
- It is the client's responsibility for ensuring Worldview are supplied with accurate and updated information on authorised account users. Worldview will not be held liable for bookings accepted and invoiced due to inaccurate contact information.

To be completed by authorised personnel only:

<u>Client</u>	
Signature:	
Print Name:	Date:

<u>Worldview Limited - On behalf of Citybase</u>	
Signature:	
Print Name:	Date: