

## MEDIA RELEASE

### **VISIONAPARTMENTS BERLIN Wins SO!APART Award**

***Hamburg/Berlin/Zurich, 21 October 2013 – At the first-ever SO!APART Awards ceremony in Hamburg, VISIONAPARTMENTS BERLIN was honoured with the top prize in the category “new and special”. The jury thus recognised the company’s new residence on Alexanderplatz – in the heart of the German capital – as the “newcomer of the year”.***

On the evening of 17 October, the SO!APART Awards 2013 were held at the Aldina Apartment Hotel Hamburg Michel to celebrate the best Germany’s serviced apartment industry has had to offer this year. The jury’s five luminaries assessed the 66 entrants vying for the “new and special” prize based on floor plans, comfort and ambience, design and innovation, material quality, guest services, and external presentation.

“It’s a great honour for us to have come out on top at the very first awards ceremony for serviced apartments,” says Anja Graf, CEO of VISIONGROUP. “We’re very proud to have received such a prestigious accolade. It’s also fantastic for my employees and me to see our work pay off, and it shows that we’ve done a lot of things right in Berlin.”

“In VISIONAPARTMENTS, we’ve crowned a very deserving winner in the ‘new & special’ category,” affirms Anett Gregorius, initiator of the SO!APART Awards and CEO of Berlin’s Boardinghouse Consulting, which runs the apartmentservice.de platform. “With everything from a central location, four trendy styles, and attention to detail to flexible floor plans and very attractive rates – especially considering the value on offer – VISIONAPARTMENTS convinced our jury that they have their finger on the current pulse. Enabling guests to purchase their favourite furniture from an online shop following a stay is also a great idea.”

Having begun its soft opening phase at the new residential and hotel complex Alexander Parkside this past spring, VISIONAPARTMENTS BERLIN now offers 135 furnished apartments in various dimensions and four unique styles starting from EUR 590 per month. A new reception area, a VIP lounge, and a fitness and wellness area are currently also on the way, with a VISIONSTORE set to follow in the spring of 2014. Meanwhile, VISIONAPARTMENTS is looking for a manager to turn a 230m<sup>2</sup> business space into a restaurant that will also provide room service.

**Download link for image material (wetransfer.com): <http://we.tl/DX4OvmZPhK>**



VISIONAPARTMENTS

VISIONDESIGN

VISIONVILLAS

#### **About SO!APART**

SO!APART brings together those making waves in the world of serviced apartments. As the largest independent portal for serviced apartments, [apartmentservice.de](http://apartmentservice.de) seeks to use this event to spotlight the industry's best and continue to drive the biggest growth market in the hotel business. This year's SO!APART Awards were attended by a veritable who's-who of the industry.

#### **About [apartmentservice.de](http://apartmentservice.de)**

[apartmentservice.de](http://apartmentservice.de) is Germany's largest independent platform for serviced apartments. The company aids its clients in renting the more than 11,000 apartments it advertises in over 120 destinations around the world – a service appreciated in particular by business travellers planning extended stays. To complement its apartment marketing, [apartmentservice.de](http://apartmentservice.de) also provides strategic consulting to investors and operators in this unique segment. Here, its activities mainly involve new developments and evaluating and overseeing existing properties.

#### **About VISIONGROUP**

Founded in Switzerland in 1999, VISIONGROUP specialises in the rental of high-quality furnished apartments known for their commitment to service and style. The company advanced from start-up to Switzerland's market leader in just a short time and is now expanding in phases both domestically and abroad. Its business now comprises three brands: VISIONAPARTMENTS, under which it rents exclusive apartments in the bustling urban centres of Europe; VISIONVILLAS, through which luxury residences are available; and VISIONDESIGN, an online portal where users throughout Switzerland can order furniture, furnishings, and related accessories – including many of the company's own creations. [www.visiongroup.eu](http://www.visiongroup.eu)