



VISIONAPARTMENTS

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NEWS RELEASE

VISIONAPARTMENTS OPENS NEW LOCATION IN ZUG 54 FURNISHED STUDIOS IN THE HEART OF THE CITY

Zürich, 5 December 2017 - **After Lausanne, VISIONAPARTMENTS, the Swiss market leader in the serviced apartment sector, is opening another location in Switzerland. 54 furnished studios in various categories are being made available close to the Old Town area of Zug, at Baarerstrasse 73. The central location is the ideal choice for business travellers.**

VISIONAPARTMENTS, the Swiss market leader in the serviced apartment sector, is opening a new location in Zug. The 54 studios at Baarerstrasse 73 are centrally located and offer stylish interiors. Furnished in a Greek or South African style and fitted with first-class design elements and elegant marble floors, the living units are extremely comfortable. Meals are easy to prepare in the fully fitted kitchenette with microwave and coffee machine, and the living area with customised sofa and flat-screen TV is ideal for relaxing. Ancillary costs and services such as Wi-Fi, digital TV and weekly cleaning are included in the rental.

Alongside maximum living comfort, the new project offers a roof terrace with picturesque view across Lake Zug which can be used by all tenants. Those who prefer to spend their free time on sporting activities rather than simply relaxing can enjoy substantial discounts in Migros Fitnessparks, thanks to the partnership between VISIONAPARTMENTS and Migros.

Attractive location for business travellers

In recent years, Zug has become popular as a prime location for emerging start-ups. This is a trend that VISIONAPARTMENTS has also recognised: "Thanks to the general economic conditions here, the city is becoming increasingly attractive to blockchain companies from Switzerland and abroad and has grown into a real 'crypto valley'", explains Bastiaan Don, Head of Communication, Development & IT at VISIONAPARTMENTS. "This is bringing increasing numbers of business travellers to the city, who need central accommodation with an excellent infrastructure." The new VISIONAPARTMENTS location provides easy access to all the important facilities such as restaurants, shops and cinemas and is only a few minutes' walk from the Central Station in Zug.

About VISIONAPARTMENTS

Founded in Switzerland in 1999, VISIONAPARTMENTS specialises in developing and renting premium furnished apartments with service and style. The company quickly grew from a start-up to Switzerland's market leader and now offers over 1,300 tailored temporary living solutions in Berlin, Lausanne, Warsaw, Vienna and Zurich, with further locations soon to follow in Basel, Frankfurt, Geneva, Vevey and Zug. It is gradually expanding both in Switzerland and abroad while focusing primarily on the German-speaking countries. To enhance its global presence, VISIONAPARTMENTS also cooperates with select partner companies in a serviced apartment network that currently includes over 90,000 accommodations in more than 580 business destinations worldwide.

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High-resolution images: <https://we.tl/nuuLv6miPp>

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