



**VISIONAPARTMENTS**

Your first address.

**NEWS RELEASE**

**VISIONAPARTMENTS CELEBRATES INDUSTRY'S RISE AND 15<sup>TH</sup> ANNIVERSARY**

**Zurich, 21 August 2014 - Back in 1999, Anja Graf – founder, owner, and CEO of VISIONAPARTMENTS – broke new ground in the business of fully serviced, furnished flats in Europe. Over the past 15 years a continuously rapid development has been witnessed in the serviced apartments market. Having quickly advanced from a start-up company to a market leader in German-speaking countries, VISIONAPARTMENTS now offers around a thousand fully equipped flats in eight different destinations. Plenty of reason to celebrate the success of the company and its wider industry with a campaign beginning on 1 September 2014 and culminating the following January in a corporate event in Zurich.**

While serviced apartments already enjoy a high level of popularity in regions like the United States and Asia, Europe remains a market in development. The corresponding market has however, seen continuous growth in recent years and still offers tremendous potential. According to a report from Savills, a well-known international real estate consultancy, the number of serviced apartments available in Europe can even be expected to rise by a further 50% by 2016.

HVS Global Hospitality Services, meanwhile, projects that the demand for these flats could grow even more rapidly due to the ongoing trends towards globalisation, more frequent travel, and project-based employment. This applies not only to business travellers, but increasingly also to leisure guests. Both now and in the years to come, the industry will thus continue to face challenges in standardising its products and services, shaping its image with target clients (by clearly differentiating itself from conventional hotels, aparthotels, and providers like Airbnb, for example), and optimising its distribution.

Anett Gregorius, CEO of Boardinghouse Consulting and operator of the online platform Apartmentservice, is happy to affirm the industry's positive evolution while applauding Switzerland's market leader. "After making an outstanding name for itself and achieving such high standards, which comes with 15 years of experience, VISIONAPARTMENTS has every reason to celebrate," she states. "With the opening of its flagship building in Berlin, VISIONAPARTMENTS has well and truly arrived in Germany, as the active interest and satisfaction of our customers have shown. The company's win in the 2013 SO!APART Awards further highlights their excellence. In particular, VISIONAPARTMENTS stands out thanks to its living concept, which is focused on design, flexibility, and a comfortable atmosphere."

It was September 1999, when a 21-year-old Anja Graf opened her first furnished residence on Militärstrasse in Zurich's 4th District. Exactly 15 years later, her company is ready to kick off a months-long celebration campaign. The inception of VISIONAPARTMENTS is to be commemorated through various channels with the motto "15 YEARS OF EXCELLENCE IN FURNISHED LIVING".



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"As we look back at 15 eventful years, we want to use this celebration as an opportunity to thank everyone who has contributed to the company's success," Graf announced. "We've taken various steps with respect to our organisation and consolidation in recent months in order to get ready for the next 15 years while continuing to develop and expand our core business."

These steps have included an all-new corporate design conceived in cooperation with the communication agency Geyst, which will be introduced incrementally starting from 1 September. VISIONAPARTMENTS now come across as contemporary and vibrant, with turquoise accents that suit its lifestyle brand. Meanwhile, the company's new slogan – "Your first address" – emphasises its status as Switzerland's market leader while positioning the VISIONAPARTMENTS brand as the first potential clients should consider when looking for a temporary home. Furthermore, the furnished flat specialist is already considered the first safe haven many modern "urban nomads" think of when moving to a new city.

To complement its new corporate design, VISIONAPARTMENTS has also created a special commemorative 15-years-embem that will adorn all of its residences, local offices, and print and online materials starting this September. Front-office employees will also be wearing matching pins. To round off the festivities, the company will be running three attractive sales promotions centered on the number 15.

As for the official party, partners, clients, friends, employees, and media contacts are invited to celebrate on 17 January 2015. VISIONAPARTMENTS has reserved the event location Aura in Zurich for the affair, and its team is already working hard to prepare a suitable programme for over 300 guests.

#### **About VISIONAPARTMENTS**

Founded in Switzerland in 1999, VISIONAPARTMENTS specialises in the rental of high-quality furnished flats known for their commitment to service and style. The company quickly advanced from start-up to Switzerland's market leader and now offers around a thousand temporary living solutions tailored to its clients' needs in Berlin, Lausanne, Munich, Vienna, Warsaw, and Zurich, with Geneva soon to follow. VISIONAPARTMENTS is now gradually expanding both domestically and abroad while continuing its focus on the German-speaking countries. [visionapartments.com](http://visionapartments.com)