

# UK's first serviced apartment agency

**Rupert Murray**

SERVICED apartment company **Saco** has set up the UK's first specialist travel agency for booking serviced accommodation.

Based in Lambs Conduit Street in Holborn, London, the agency has been opened to offer customers face-to-face information and advice on the company's network of 12,000 serviced apartments across 35 countries.

**Saco** said it was continuously expanding its portfolio and this year was focusing on growth in London.

In the past four months, the company has opened three locations, in Canary Wharf, Covent Garden and most recently Holborn, which is situated above the new travel agency.

Jo Redman, sales and marketing director, said: "We are delighted to be in a position to extend our services by providing a place where people can drop in for advice on apartments and

locations that will best meet their individual needs.

"The agency helps us to ensure that booking an apartment is made as convenient as possible for both leisure and business travellers alike.

"It provides them with the choice to meet and talk to a person rather than over the phone or online if that is the way the customer likes to book.

"It is already attracting a lot of interest from both business and leisure customers, including local businesses, that are realising the benefits of serviced apartments as an alternative to hotels, as well as a large amount of passing trade."

Redman added that the company had ensured that the agency's staff had an in-depth knowledge of all of the apartments, allowing them to tailor-make trips according to customers' specific requirements.

