

So long humdrum hotels – 150 homes now on onefinestay

Start-up company **onefinestay** (www.onefinestay.com) can now boast a portfolio of 150 upscale homes across London, each owned by a onefinestay host member. Since its launch a little over a year ago, the company has grown from just 6 such members to more than 150 today, supported by a full time team of over 40. Just in the six months to August 2011 the company grew its revenues by more than 1,000% percent. The venture-capital backed start-up plans to triple the number of homes by the middle of next year and also to expand internationally.

Greg Marsh, onefinestay's CEO and co-founder, says "This is a really exciting time for us. The company's success has proven beyond doubt that people with beautiful homes are keen to have guests to stay in them while they're away, providing the right systems and support are in place from professional services like onefinestay. While we were initially inspired by the boom in couchsurfing and home-swapping, the interest we are seeing among owners of distinctive homes in the most beautiful parts of London goes to show there is a potentially huge market for 'serviced home stays'."

onefinestay (www.onefinestay.com) redefines the experience of visiting London: live like a local by staying in a distinctive home while the owner is out of town, with a service which offers all the convenience and comfort of a hotel. Guests enjoy luxury amenities like 5* hotel linens and toiletries from The White Company as standard. Every guest is also lent an iPhone for the duration of their stay which is stocked with local tips and helpful videos recorded by the home's owner, and from which they can make free local calls. Members benefit by earning an income from a house or flat which would otherwise sit vacant, without the risk or hassle associated with alternatives like holiday rental or short letting.

There are now 150 homes to choose from, at prices which range from £150 a night for a comfortable one bedroom apartment in Marylebone W1, to over £1,000 a night for a grand townhouse in South

Kensington. Other distinctive options on www.onefinestay.com include a pied-a-terre in aristocratic Mayfair, a family home in leafy Primrose Hill, a bachelor pad in trendy Shoreditch and a palatial home in luxurious Knightsbridge. This service suits everyone – regular business travellers to London, professional couples seeking a better way to experience the city, and families with children.

onefinestay's early success was spotted by leading European venture capital firm Index Ventures which led a \$3.7m funding round. Other angel investors include Brent Hoberman, co-founder & CEO of Lastminute.com, Andy Phillipps, co-founder of ActiveHotels, and other leading figures from the travel and hospitality community.

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Press kit and other information online at <http://www.onefinestay.com/press-kit/>

*Please note **onefinestay** is one word, no spaces.*