

Live like a local in New York

London's onefinestay launches unique *unhotel* concept in New York

May 2012 - onefinestay (www.onefinestay.com), the world's first *unhotel*, a new category of upscale accommodation which lets visitors stay in a distinctive home while the owner is out of town, is pleased to announce its much anticipated expansion to New York City. Following from huge success in London, **onefinestay** now offers visitors to New York the chance to stay in carefully curated homes across the city's most sought-after neighbourhoods, including in Manhattan and Brooklyn.

onefinestay redefines the city travel experience by combining the distinctive character of a beautiful private home with the convenience and comfort of a hotel. Life's little luxuries - crisp 5* bed linen, fluffy white towels and Kiehl's toiletries - await each guest, as does an iPhone, which is stocked with local tips from the home's owner and from which guests can make free local calls for the duration of their stay.

Dozens of characterful, upscale homes in New York are now available to book, adding to the company's large portfolio in London which already consists of over 500 beautiful homes. **onefinestay** gives visitors the chance to stay in unique homes such as the brownstones of Greenwich Village and ex-industrial lofts of Tribeca, often in areas where hotels are few and far between. Prices range from \$200 for a one-bedroom apartment in East Village to over \$1,000 for an opulent four-bedroom home in Soho, and other distinctive options include a [converted sugar warehouse with views across the Hudson](#), an [historic loft in Soho](#), a laid-back [Nolita apartment](#) and [a state-of-the-art condo in Chelsea](#).

Since launching in London in May 2010 the *unhotel* concept teaming distinctive, high-end homes with the luxury amenities of a boutique hotel has enjoyed enormous popularity with guests, prompting the first international expansion of the service. In one of the world's largest tourist destinations, onefinestay New York aims to mirror and expand upon its London success.

"Two years ago we hardly dared dream that owners of high-end homes would be so receptive to our new accommodation concept," says co-founder and CEO of onefinestay, Greg Marsh. "But today, with hundreds of members in London, thousands of satisfied guests worldwide, and already dozens of homes in New York, we are hugely excited about our international expansion."

The company's success has helped attract top tier international investors and the company recently secured \$12 million in Series B funding. The New York City launch is the first step in the company's ambitions to have an *unhotel* in every major world city.

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

Notes to Editors:

onefinestay (www.onefinestay.com) redefines the experience of city travel: 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-star hotel linens and toiletries and 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. Since its launch in 2010, onefinestay has signed up hundreds of members, and today manages an exclusive portfolio of over \$1bn of beautiful upscale homes in London and New York.

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