



REFRESH APARTMENTS LAUNCH NEW SITE AFTER FANTASTIC YEAR OF OCCUPANCY GROWTH

After a year of extraordinary growth, serviced apartments broker, Refresh Accommodation has rebranded as Refresh Apartments and unveiled their new website.

LONDON, UK, January 26, 2015 /EINPresswire.com/ -- After a year that has seen extraordinary growth, London-based serviced apartments broker, Refresh Accommodation has rebranded as [Refresh Apartments](#) and unveiled their new website – [refreshapts.com](#). The new website aims to support the growth seen last year and the predicted occupancy levels for 2015.

Following the 2014 trend, Refresh Apartments saw the number of corporate stays increase from 4.99% to 17.59% year-on-year, with the top three locations being Chelsea and South Kensington (25%), City and East London (18.06%) and Central and West End (17.13%).

Chris Jerome, Business and Development Manager at Refresh Apartments said: “2014 has proven to be an exciting year for us; occupancy has grown considerably year-on-year and I’m confident that this trend will continue in 2015.”

The versatile website expands Refresh Apartments’ customer communication services; offering existing and new clients the opportunity to book their stay using a live booking engine, as well as contacting their excellent team of account executives directly over the phone.

Other improvements to the site includes a sleek new look, simple search and booking functionality, and wider visitor information.

Chris Jerome continues: “The visuals and content of the new website fit in line with the goals and needs of Refresh Apartments, and we’re very excited to see how our future work will benefit from the website.”

Serviced accommodation has been evolving since 2013 and has become a recognised sector in the UK. According to [Savills](#) the number of London units is expected to rise by 23.8% to 8,664 by 2015. The firm has reported that investment in serviced apartments in the UK totalled £123.5million, 5% of total UK hotel sales in 2013. From this, Savills predicts that UK investment in the market could triple by 2018.

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