



BridgeStreet Global Hospitality opens 1st StÜdyo in THE HEART OF LONDON

Global Hospitality Provider opens affordable extended stay in paddington

LONDON, UK, March 22, 2017 /EINPresswire.com/ -- further strengthening its position as a pioneer in the extended-stay hospitality space, BridgeStreet Global Hospitality announced the first StÜdyo property in central London yesterday.

Punctuated with a spectacular daytime event at the property in Paddington, guests and media enjoyed a Facebook Live event with artist James Cameron along with personalized tours of the progressive spaces. The launch also celebrated BridgeStreet's International Operator of the Year by Serviced Apartment News awarded the previous evening.

"Being welcomed by the neighborhood with such open arms reflects how a warm, modern and affordable hotel is perfect for Paddington – and for London. Our guests are discovering what real, immersive travel feels like," said President and CEO, Sean Worker.

BridgeStreet has signed a new agreement to manage the building in Paddington under its StÜdyo brand, and will provide guests with a modern, relaxed experience at an affordable budget. Set in the heart of the capital, Paddington offers excellent access to local amenities and easy transport connections to Heathrow Airport. The building is also well placed to benefit from the forthcoming opening of the new Elizabeth Line, which will link Paddington to The City of London in just 10 minutes.

"We see the United Kingdom as a strong market with significant growth opportunities for our brand," Mr. Worker continued. "And we are very excited to add the StÜdyo at Paddington to our London properties. As a thought leader within our own industry, we understand emerging hospitality trends. The Paddington location marries perfectly with BridgeStreet's drive to provide our guests with localized experiences at affordable price points, in the heart of a major city."

"We are delighted to have signed this deal," Paul Rands, Vice President Development at BridgeStreet added. "And in so doing, demonstrating our flexibility and intention to operate different styles of building in key city locations."

BridgeStreet's StÜdyo brand brings the choice of simple and affordable options to our clients. StÜdyo at Paddington offers guests modern, shared common spaces that includes a laundry room and full kitchen with dining space. If guests choose to eat out, an independently owned cafeteria is located on the ground floor of the building and an abundance of restaurants surround it.

Paddington is the ideal choice for guests seeking great value and convenience, in the heart of London. The area has recently received a boost through investment and an extensive rejuvenation project. Tranquil parks, restaurants to suit all budgets, bars offering a variety of evening entertainment and a host of independently owned cafes and shops line the streets around the new StÜdyo development.

StÜdyo at Paddington offers single and double rooms with rates that start from at £65 per night,

offering exceptional value to those seeking the best affordable extended-stay option in the heart of the capital.

BridgeStreet's existing portfolio in the UK includes a host of properties in London and the southeast of England, as well as Manchester and Liverpool.

For more information on BridgeStreet Global Hospitality, visit www.bridgestreet.com or call 1(800) 278-7338 / +44 (0) 20 7792 2222.

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About BridgeStreet Global Hospitality

With more than 60,000 apartments in over 65 countries, BridgeStreet Global Hospitality – comprised of six unique brands – is the leading hospitality solution offering serviced apartment experiences for travelers seeking an alternative to typical hotel accommodations. BridgeStreet's family of brands includes six-star Exclusive, five-star Residences, four-star Mode Aparthotel and Living, three-star Places and two-star Stüdyo offering the convenience of apartment living with a variety of service packages to offer each guest options based on location, price point and individual needs. Widely recognized for uncompromising standards of quality, comfort and service, BridgeStreet Global Hospitality is a renowned award winner in both the Americas and EMEA (Europe, the Middle East and Africa). For more information on BridgeStreet Global Hospitality, please visit bridgestreet.com or call 800 278 7338/ +44 (0) 20 7792 2222.

Marco Larsen
PUBLIC, NYC
212.431.1470
[email us here](#)

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