

# SilverDoor

Your serviced apartment experts

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## SilverDoor opens APAC headquarters in Singapore

The world's leading serviced apartment agent, SilverDoor, has established its first international office with the opening of its APAC headquarters in Singapore.

SilverDoor already books thousands of serviced apartment room nights every year in Asia, but now, with the opening of its Singapore office, will be in an even better position to facilitate bookings in the region and develop even closer relationships with local property operators.

SilverDoor Commercial Director, Stuart Winstone, commented: "A number of our key clients expressed a desire for us to have a physical presence in the region and the time was right to launch SilverDoor's first international office. It's no secret that APAC represents a sizeable chunk of the business travel industry and we're now best placed to capitalise on a market that's forecast to double in size by 2020."

With four years' experience working at the SilverDoor London office, Sophie Brinsley has relocated to Singapore and been appointed Head Account Manager APAC. She will head up the SilverDoor Asia office, located in the prestigious One Raffles Place development, in the main business district of Singapore.

The expansion comes in an already momentous year for SilverDoor, following the acquisition of largest competitor, Citybase Apartments, and the company has further plans for growth in 2017.



- Ends -

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### About SilverDoor

SilverDoor is the world's leading independent serviced apartment agent. With expert knowledge of over 170,000 serviced apartments worldwide, we'll find the perfect accommodation for you. Our service is free and each client is assigned a dedicated account management team to organise every element of their search and stay.

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