



MARKETING WITH **IMPACT**

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Week of March 10, 2014

INDUSTRY INTELLIGENCE

[**Versa Capital Affiliate Acquires BridgeStreet Global Hospitality**](#)

BridgeStreet Global Hospitality announced on Tuesday, March 4th that it had been acquired by an affiliate of Versa Capital Management, LLC (Versa), a private equity investment firm. The acquisition follows BridgeStreet's recent rebranding and international growth.

ARTICLES AND PRESS RELEASES

[**Travel Daily Asia: Asian Growth Drives Oakwood Expansion**](#)

Asia's leading travel trade online magazine, Travel Daily Asia, features an interview with Craig Ryan. He shares our development plans and speaks to our global reach, regional presence and supply chain partners network. He has also positioned us as delivering accommodation solutions for both short term and extended stay requirements.

[**Business Travel Executive: Staying for the Long Haul**](#)

One of the top U.S. trade publications for business travel decision makers, Business Travel Executive, includes Elizabeth Hotze in their special report which focuses on the changing landscape of relocation in corporate America, and examines some of the ways companies are changing their approach to extended assignments.

You can find these articles on the Oakwood.com [Newsroom](#). Be sure to check [Facebook](#) and [LinkedIn](#) for posts you can share within your networks.

If you have any questions regarding Brand on Demand, LiveWire or other general marketing inquiries, please reach out to the Marketing Team at ExecuStayMarketing@oakwood.com.

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