

MARKETING WITH **IMPACT**

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Week of April 14, 2014

BRAND UPDATES

Client Event at Viktoria, Oakwood Worldwide's Brand New Offering in Seattle

On April 29, from 3:00 p.m. to 7:30 p.m., the Seattle market will host an open house at their newest property, [Viktoria-1915 2nd Ave.](#). Clients will be able to stop by and enjoy light hors d'oeuvres, drinks and tour this property's contemporary styled urban apartments. Viktoria is a new luxury high-rise located in one of downtown Seattle's most coveted locations. Close to Pike Place Market, Belltown and the waterfront, this location has it all including iconic views of the Puget Sound and the Olympic Mountains. This property offers both the Oakwood® and ExecuStay® brands and also offers a selection of the city's most enviable amenities for our guests. If you would like to receive an email invitation to invite your clients, please contact [Amy Leeds](#).

OAKWOOD WORLDWIDE® OPENS ITS DOORS AT VIKTORIA IN SEATTLE

Visit the newest property offering from Oakwood Worldwide, Viktoria, on Tuesday, April 29, from 3:00 p.m. - 7:30 p.m. Join us on the 25th floor Sky Lounge for light hors d'oeuvres, drinks and tour our fully furnished apartments. This brand new luxury high-rise is within walking distance of Pike Place Market, the waterfront and Belltown. Come discover this trendy downtown location with amenities that can't be beat.

Be one of the first to see this property, with amenities including:

- Air-conditioning in units
- Washer/Dryer in units
- Contemporary styled urban units
- 25th floor sky lounge with panoramic views
- Fitness center and yoga room

PLEASE RSVP BY APRIL 22:
Email: kashier@oakwood.com

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1915 2ND AVE. - SEATTLE

Kitchen

Fitness Center

ARTICLES AND PRESS RELEASES

[Craig Ryan Highlights the Value in Being A First Time Sponsor at CTWAsia Pacific](#)

The CTWAsia Pacific show, a corporate travel show to be held in Bangkok this October, offers Oakwood Worldwide an unparalleled platform to reach out and connect to a captive travel buyer audience and allows us to better acquaint the industry with our brand and its suite of accommodation solutions.

Oakwood Worldwide had received media coverage with 7 online media publications, including:

- Travel Daily News Online
- TTG Nordic Online
- E Global Travel Media
- Odyssey Media Group Online
- Travel and Tour World Online
- Travel Daily Asia Online

About CTW Asia Pacific

Launched in 1998, [CTW Asia Pacific](#) is dedicated to cultivating Travel and Entertainment bets practices among Asia Pacific's corporate travel professionals. Influencers, planners and decision makers of corporate travel functions in their organisation attend the annual conference and exhibition to keep themselves abreast of the latest trends and knowledge.



We will share this news on the Oakwood Worldwide [LinkedIn](#) and [Facebook](#) pages. We encourage you to "like" and share it within your networks. The articles will also be available in the Oakwood Worldwide [newsroom](#).

Craig Ryan Speaks to Oriental Morning Post in China

Craig Ryan, managing director of Asia Pacific, was interviewed in Shanghai by Oriental Morning Post newspaper. As a result, another 14 online media publications in China picked up the article and posted it on their website. Oakwood Worldwide has received an amazing amount of press coverage in 15 various online media publications.

We were covered in the following online media publications in China:

- Business website - CNFol.com, Founder Securities, Herich.com, Hua An Securities, Shang Wang, Tong Hua Shun
- Travel Trade - Cityhome365.com, Ctcnn.com, Hotel Hc360, Kaixian.com
- HR - 61HR.com
- 163.com; iFeng (major news portal in China, as big as Yahoo)
- Oriental Morning Post
- Hexun.com

The translation reads:

Last month, we conducted an interview with Craig Ryan, Managing Director of Oakwood Worldwide®, APAC. Oakwood Worldwide® has 27 branded properties in APAC and is expanding massively in the coming 3 to 5 years. Oakwood has seven properties in six cities in China including Hong Kong, Guangzhou, Shanghai, Hangzhou, Chengdu and Beijing. There are three sub brands which are Oakwood Premier, Oakwood Residence and Oakwood Apartments, all of which have a presence in China. Interestingly, Oakwood has worked with other serviced apartments. Craig said, "We have a dedicated supply chain system and work with 325 supply chain apartment providers in the APAC region. For example, currently there are no Oakwood branded properties in Singapore, however, we are able to work with our supply chain to provide accommodation solutions for our clients. We provide the housing options to Fortune 500 companies. We provide a one-stop service for them so they don't need to pay for the staff in a one by one apartment. He further shared that a good portion of serviced apartment stays are long-termed guests. The surge in five-star hotels in Shanghai has made the occupancy rate and the price drop in the market. The occupancy rate of 60% is an impressive figure for hotel executives.

According to Craig, the occupancy rate for serviced apartments in Shanghai reached over 85% in 2013; this is positive and Oakwood are optimistic about what is to come and is also actively looking for suitable partners.

The steady performance of the occupancy rate and price attracts investment. The latest case is the acquisition of SSCP Limited by Lemmon International in August last year. The transacted average price is at \$34,170/sq m.

About Oriental Morning Post

Oriental Morning Post is the first political and economic newspaper in Shanghai, covering travel, current news, economics and culture. The publication is circulated around the Yangtze River Delta region of China and has an excellent circulation of 400,000.

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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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