



MARKETING WITH **IMPACT**
Your Single Source for the Knowledge and Tools You Can Use

This edition of Marketing With Impact will be posted on [Livewire](#).

Week of July 15, 2013

GENERAL ANNOUNCEMENTS

Industry Articles on Current Trends in Global Housing

A [HVS report](#) presents an overview of the European serviced apartment sector. The report highlights the trends, opportunities and challenges the sector faces and gives an overview of the general environment. It explains the three sub-categories - branded residences, corporate housing and aparthotels - you find in the region, and includes their view of Oakwood's role in the European serviced apartment market.

[Cartus](#) identifies the top 15 international relocation destinations and offers career survival tips for expats.

A [Workforce featured article](#) discusses how a steadily improving economy and a rebounding housing market have turned employer uneasiness about relocating employees into cautious willingness to move personnel domestically. International transfers are increasing at a quicker pace.

Social Media

[Consulting Industry Poised for Growth Through 2013](#)

The 2013 Consulting White Paper is now posted to the ExecuStay [LinkedIn](#) and [Facebook](#) pages. Be sure to share it within your networks.

LinkedIn



Facebook



GOVERNMENT TEAM UPDATES

Coming Soon! Disaster Recovery DPC and Government Contractor Flyer

The following marketing materials are the NEW Disaster Recovery DPC and the NEW Government Contractor Flyer. Each has the new brand elements incorporated and will be loaded on Brand on Demand soon. For any questions please contact [Terri Jean-Charles](#), Marketing Manager.

Disaster Recovery DPC



- A single point of contact
 - Rates that fall within most TDY and PCS per diem
 - The ability to work with sliding scale requirements
 - Timely reimbursement with prompt billing
 - A living space larger than most hotel rooms
- Home is wherever you need it to be when you choose Oakwood Worldwide as your extended stay provider.

FOR MORE INFORMATION, PLEASE CONTACT:

Associate Name:

Email:


Phone:

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Government Contractor Flyer



When government contractors need a home away from home, they choose Oakwood Worldwide®.



Wherever your mission takes you, we have the value-added extended stay lodging solution you need.





As the first, largest and leading provider of extended stay lodging (ESL) solutions to the federal government, Oakwood Worldwide offers government contractors traveling worldwide a welcoming environment through our two well-known brands, Oakwood® and ExecuStay®. We do our best to provide an at home atmosphere for travelers, provide continuous customer care, and ensure that you're at your best when away from home.

Oakwood Worldwide delivers:

- Over 25,000 housing options in 55+ countries
- More space than a traditional hotel room
- Furnished apartments with fully-equipped kitchens
- Short and long term stays
- 24/7/365 customer support
- One point of contact for ease of doing business

For more information, call 1.888.268.9998 or visit Oakwood.com/Government

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

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