

7 December 2009

## OREGA AND SACO PROVIDE PERFECT SERVICED SOLUTION



Two companies providing serviced working and living accommodation have teamed up in an exclusive partnership that will benefit their customers in Manchester and Birmingham.

In what is thought to be the first joint marketing venture between two companies of this type in the UK, high-end serviced office provider Orega and serviced apartment company SACO have joined forces to offer beneficial prices to customers who book both types of accommodation in those cities.

The package would be ideal for companies that have space at Orega's offices in Birmingham and Manchester and would like to provide a convenient place to stay for employees who live outside the area or visiting clients.

The move closely follows the opening by Orega of new business centres in Piccadilly Place, Manchester, and Colmore Plaza, Birmingham, in the last few months. In August, SACO opened 48 serviced apartments in The Hub, part of the new Piccadilly Place scheme in Manchester, and has two locations in Birmingham, at Brindleyplace and in Edgbaston.

While the arrangement between Orega and SACO is limited to those two cities, the partnership may be extended to other locations. Orega, which has seven business centres, plans to roll out its successful serviced offices format across the UK over the next couple of years.

Paul Finch, joint managing director of Orega, says: "Our tie-up with SACO is a natural extension to the large range of services we already offer our office clients. It enables us to provide them with the same high level of accommodation at night that they are accustomed to having during the day – and at a beneficial rate. Like SACO, our format has wide appeal to corporates seeking value-for-money alternatives to conventional space."

Jo Redman, sales and marketing director at SACO, comments: "We offer a more cost effective solution for long-term stays than hotels which has helped us increase our bookings by 55 per cent in the last six months as companies look to save money on travel. Orega's strategy to open high-quality business centres in top locations mirrors our own, providing a perfect partnership for our all-round serviced package."