

## THE CONCEPT OF AN APARTHOTEL (C1 USE)



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223 Regent Street London W1B 2EB • Telephone 020 7355 3558 • Fax 020 7355 3556 • [gareth.jones@jonesgranville.com](mailto:gareth.jones@jonesgranville.com) •  
[www.jonesgranville.com](http://www.jonesgranville.com)

Gareth W Jones BSc FRICS MCI Arb IRRV

## **APARTHOTELS:**

'Apartment hotels', 'aparthotels', 'apart-hotels' or 'serviced apartments', are the terms given to a serviced apartment or apartment complex using a hotel booking system.



The hotel building can be designed to include both apartments and guest suites, with a hotel reception on the ground floor through which guests would pass to access their accommodation.

The length of stay can be a month, a week or even a day, as people are choosing to live in them for short-term periods as a home away from home. Therefore they are often fitted with everything the average home would require.

### **How do Aparthotels compare to Hotels?**

Aparthotels serve a market for people who are looking for comfortable, often longer-term accommodation, providing a similar lifestyle and facilities of a home, whilst on a more affordable basis compared to a traditional hotel, usually in central hub locations.



A traditional hotel usually provides a range of services which generate additional revenue. These vary dependent on the grade of hotel, but can often include the following:

- Concierge
- Restaurant
- Bar
- 24-hour room service
- 24-hour reception
- Leisure and/or gym facilities
- Lounge
- Swimming pool



For a guest staying more than a few days, these services can be unnecessary and expensive.

An aparthotel is able to operate at a lower cost base because it does not provide all these extra services.

### Citadines Apart'hotel

Citadines Apart'hotel is one of the biggest aparthotel providers worldwide, with four locations in London. Extracts from their website refers to their Apart'hotel as follows.



Citadine 'London Holborn' – Covent Garden



Citadine 'London Holborn' – Covent Garden

*"When you have to work and live away from home, changing your location doesn't have to mean changing your lifestyle. At Citadines, we'll help you live the life you want, anywhere in the world."*

*“That's why each of our Apart'hotels offers you a menu of flexible services to choose from, so you can create the stay experience you desire. All in a space that combines the freedom and privacy of an apartment with the convenience of a hotel.*

*“At Citadines, we believe that you should have it all your way. That means helping you customise the mix of services you want to suit your lifestyle and budget. So whether it's breakfast in or out, daily or weekly housekeeping, broadband in your living room or WiFi at the lobby, simply pick what you want and drop what you don't. Till you feel perfectly at home. Making your business trips feel like you never left home.”*

### **How do Aparthotels differ from Hostels?**

Hostels are often designed to offer cheaper accommodation in a social environment. As such, hostel rooms are typically shared between 2 or more people in dormitory style rooms. Facilities such as kitchens, bathrooms and television areas tend to be low-specification, and are communally shared. Extracts from established hostel providers are as follows.

#### **London Hostel Association:**

*“Created in 1940 to give shelter to those made homeless by the Blitz; we now cater for students, up-and-coming working people and those starting out in London for the first time.*



*“Whether you are looking to make friends or take time to get to know London, with 12 sites across the city - LHA is the perfect place to start your adventure in the nations capital”*

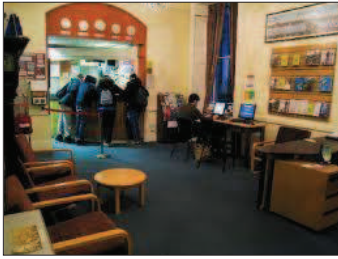
#### **YHA:**

*“YHA is aiming to reach out and enhance the lives of all young people. We operate a network of more than 200 Youth Hostels, bunkhouses and camping barns across England and Wales.*

*“We're also part of an international network of Youth Hostels in 60 countries around the world.*



*“The first Youth Hostel was started 100 years ago and since then the idea has spread right around the world. We’re proud of our history and of the part we play in creating:*



- Growth in skills, confidence, self reliance and well being*
- Engagement with diverse people and communities*
- Exploration of wider horizons of culture and location, particularly for young people.*

*“Anyone can stay with YHA. We are open to all. Our accommodation and social spaces, our tradition of sharing, offers everyone the chance to mix with and meet people from other communities and from around the world.*

*“Through YHA, people are able to explore new places, to understand different cultures: an experience which encourages and enhances the growth of all.”*



**YHA London images**

## **How do Aparthotels differ from Residential Accommodation?**

With residential renting options, a contract is usually a condition of occupancy, where the person renting is deemed a ‘tenant’ who pays rent, typically for a minimum term of 6 months under an Assured Shorthold Tenancy. Once the term expires the tenant will very often be able to remain on a rolling ‘periodic’ tenancy basis for an unlimited period of time.

A tenant of residential accommodation will usually be required to take responsibility for paying council tax and utilities bills directly, paying for actual usage rather than an estimate. In contrast, with an aparthotel the hotel operator pays for all services except perhaps telephone usage if provided.

In residential accommodation, where applicable the tenant will often be required to pay directly for service charges and ground rent relating to the overall upkeep of the building and any grounds. The tenant therefore takes overall responsibility for the property.

Furthermore, in direct contrast to an aparthotel, no person is allowed to enter residential accommodation without prior agreement from the tenant. Otherwise would be a direct contravention of the Administration of Justice Act, and also a

breach of the implied covenant of a 'right to quiet enjoyment'. Therefore a tenant of residential accommodation has rights that do not apply when staying in a hotel or aparthotel.

### Services

Examples of services that are often provided in an aparthotel but not residential accommodation are:

- Vending machines
- Manager / concierge
- Internet access
- Cleaning
- Changing of laundry
- Extra bed (optional)
- Welcome pack

### Examples of Aparthotels:

**1 Westminster Bridge Park Plaza, Waterloo SE1 7NJ**

**153-157 Tower Road, London SE1 3LW**

**The Corner Of Lyons Walk And Hammersmith Road, London W14**