

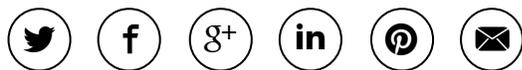


Monday, May 1, 2017



Company Behind Edinburgh's Famous Old Waverley Hotel Now Moves Into Extended Stay Market and Secures Another Prime Location

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The Holyrood Aparthotel is one of the city's premier **luxury serviced apartment** providers, and according to David Reid of Knight Frank, "boasts 41 fabulously maintained 2 bedroom apartments, with a small gym and secure car parking in a great location which would certainly complement the Old Waverley hotel's prime location on Princes Street"

Only two minutes walk from the new Scottish Parliament and Holyrood Palace in the historic heart of the Old Town, the aparthotel has proved itself to be one of the most popular establishments in its class, and consistently enjoys first class ratings on Tripadvisor, often appearing in the number one position for Edinburgh hotels. Surprisingly, it remains relatively unknown in stark contrast to its new sister property, the Old Waverley hotel which is one of Edinburgh's most popular and oldest hotels, being built in 1848, and remains one of its busiest with annual occupancy levels in excess of 90%, even in today's challenging market.



Holyrood Aparthotel

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Commercial Director Ricky Kapoor commented that he was delighted with the acquisition as he believes that the Holyrood aparthotel's profile will now be significantly lifted as a result of joint marketing initiatives with the Old Waverley hotel, which will help increase occupancy levels at the aparthotel and offer a fantastic alternative to the traditional hotel concept.

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Other cross selling opportunities will naturally arise such as breakfast, lunch and dinner or drinks vouchers at the Old Waverley [hotel Edinburgh](#) for those guests who may decide to take a day off from cooking or even those wanting traditional afternoon tea or even something a little stronger overlooking the Edinburgh Castle and Princes Street gardens, whilst having the comfort of an extended stay product with facilities to cater for both business and leisure clients. Its is also great for families and guests looking for self catering accommodation requiring a home away from home with all the modern facilities you would expect in a luxury [Edinburgh apartment](#) such as flat screen TVs, DVD players, washing machines and dishwashers. The relationship will also work both ways as discounted secure car parking will be provided for guests of the Old Waverley hotel .

Our existing client base will now have an excellent choice for either a full service city centre hotel or a more spacious central aparthotel, This purchase will also allow us to offer our clients accommodation in the centre of the New Town or the very heart of the Old Town; two of the most desirable locations in the city to a range of travellers from across the globe.

About Europoint Holdings Ltd

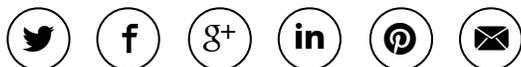
Europoint Holdings Ltd is a member of Palm Holdings group which brings together a group of family owned businesses within hospitality, commercial offices, land developments and hotel services. Collectively they have been working together and have experience within the group of over 3 generations.

They have expertise in hotel development and management, commercial property and hotel reservation services which are well documented through projects in the United Kingdom, Canada, and now in India. They are further expanding their operations and investment with a strong focus on emerging markets though partnerships and joint venture agreements and identifying opportunities through rigorous investment criteria ensuring their projects deliver sustained revenue and asset growth.

For further information see <http://www.palmholdings.co.uk> , <http://www.oldwaverley.co.uk> , <http://www.holyroodaparthotel.com>

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