

# onefinestay

## Benvenuti a Roma - onefinestay brings homemade hospitality to Italy

**Rome, Italy, Feb. 18, 2016** – onefinestay ([www.onefinestay.com](http://www.onefinestay.com)), the hospitality pioneer that offers guests the chance to stay in unique homes with boutique, personal service, today announced plans to launch in Rome. onefinestay's fifth market since launch in 2010, the doors to their latest hand-picked selection of homes are expected to open in June.

"Italy was the birthplace of my dream to create onefinestay and I am proud to be opening in Rome as part of our European growth plans" said Greg Marsh, co-founder and CEO of onefinestay. "Rome's rich cultural heritage and tradition of hospitality made it a clear choice as we continue to bring the onefinestay experience to guests and homeowners around the world."

onefinestay offers peace of mind, convenience and flexibility to homeowners looking to make the best use of their homes when they're away. We take care of everything from marketing to vetting each guest to cleaning. Each home is prepared with care, providing pristine white sheets, towels and toiletries for when guests arrive. All guests receive a personal welcome on arrival and the onefinestay team is on call 24/7 throughout their stay. Guests also get a onefinestay iPhone, with unlimited data and local calls, as well as neighbourhood recommendations from onefinestay hosts.

From opening in 2010 with six homes, onefinestay's portfolio across London, New York, Paris and Los Angeles is now six times bigger than the combined inventory of The Ritz, The Plaza, Hotel George V and Hotel Bel-Air. This announcement follows the completion of \$40m Series D funding which brought the company's capital raised to more than \$80 million to date, Signature Travel joining AMEX and Virtuoso as our preferred partners, and key appointments to the senior leadership team in 2015.

onefinestay will begin taking bookings for Rome in March.

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### **Notes to editors**

#### ***About onefinestay***

onefinestay is pioneering handmade hospitality by offering guests the chance to stay in the finest homes, in the world's greatest cities, while the owners are out of town. The selection of homes — each of which has been seen and selected by onefinestay's team in their search for space, character and comfort — ranges from playful townhouses to curious brownstones. This month's additions include a contemporary home in East London, a Buff & Hensman-designed home in the Hollywood Hills, an art-filled Brooklyn brownstone and a former piano factory in Montmartre. They're attentively tended, with a friendly face to meet you, beds made with pristine sheets, the towels and toiletries taken care of to exacting standards, and an iPhone for local calls, data, and 24/7 guest services. The ever-growing portfolio of welcoming homes currently spans London, New York, Paris and Los Angeles. For more information, visit [www.onefinestay.com](http://www.onefinestay.com).

#### ***Press pack***

Logo, onefinestay's award-winning print journal *Guestbook*, and website imagery: <http://bit.ly/1e5cUIO>

Press photography of onefinestay's team: <http://bit.ly/1GqWLGJ>

Imagery of homes recently added to onefinestay's portfolio: <http://bit.ly/1B4UOAX>

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*Please note **onefinestay** is one word, no spaces, all lowercase*

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