

onefinestay

With ‘Collections,’ onefinestay Unlocks the Future of Luxury Vacations Hospitality Brand Kicks Off 2017 Expansion in the Hamptons, Its First-Ever Leisure Market

New York, NY - February 15, 2017 - onefinestay, the company that brings hospitality to the finest homes in the world’s best cities, today launched Collections, a series of new market launches of its acclaimed private rentals service in top leisure destinations in the U.S. and Europe, beginning with the Hamptons. onefinestay currently operates in six world-class cities – London, Paris, Rome, New York, Los Angeles and Miami, and this latest launch will be part of the company’s 2017 initiative to bring its service to the most desirable places around the globe.

With its pioneering model and exceptional portfolio of homes, onefinestay has been a true disruptor in the hospitality industry, creating a new model for private home rentals that pairs the finest homes with high-touch service. The Collections kickoff in the Hamptons is emblematic of the company’s 2017 trajectory, as it expands to its first truly vacation-centric market with a prestigious portfolio of homes. Over the next year, the rollout of new Collections destinations will include Southern California, the French Riviera, Edinburgh and other destinations.

“Since inception, we set out to bring something new to the hospitality category, and offer a singular, special experience driven by impeccable, high-touch service paired with the best homes in our favorite cities. As we grow and scale, we are inspired by our guests: doing more of what they love, and in places they want to be,” said Evan Frank, CEO and co-founder of onefinestay. “These new markets represent the finest in leisure travel, and have been servicing seasonal occupants for generations. Our model will bring a new energy and innovation to the experience for both homeowners and guests, and truly elevate the experience in this community.”

As part of onefinestay’s launch in the Hamptons, the company is partnering with Bespoke Real Estate, the region’s premiere luxury real estate brokerage that only represents \$10M and above properties, to expertly curate the local portfolio with the most stunning homes in the market, and properties ranging from ocean-front residences to estates nestled closer to town.

“Even as a hospitality brand, onefinestay has made a name for itself in the real estate world as an incredible resource for homeowners and travelers alike” said Michael Cantwell of Bespoke Real Estate. “The Hamptons has the oldest and richest tradition in the vacation home rentals category, and we aim to add to this tradition by offering our clients onefinestays concierge level of service in hopes to elevate their experience with Bespoke. The added benefit of onefinestays showcasing our properties to their qualified network will add additional value to the homeowners who have entrusted us with finding them the right seasonal occupants”

Starting today, onefinestay will begin taking bookings for the Hamptons Collection. The Collection will include over 20 homes, with rarified property renting for up to \$2M for the season. Information about additional Collections destinations will be announced at a later date.

About onefinestay

onefinestay offers guests the chance to stay in distinctive private homes, in the world’s greatest cities. The selection of homes – each of which has been seen and selected by onefinestay’s team for

space, character and comfort. 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, Los Angeles, Miami and Rome. For more information, visit www.onefinestay.com.