

News release: 4 March 2022

TrustedStays announces new partnership with London & Partners

TrustedStays, the industry platform for corporate and Government stays, set up by the UK Short Term Accommodation Association (STAA), has announced its latest partnership, this time with London & Partners. This follows the announcement of the partnership established with the UK Apartment Association (UKAA) two weeks ago.

London & Partners is the business growth and destination agency for London. Its role includes helping international businesses, especially start-ups and scale-ups, expand to London. Because this usually entails extended trips to London or permanently relocating staff, its inward investment teams based in London, Europe, US and Asia, will now be able to recommend TrustedStays as the platform to book accredited accommodation in London homes and apartments. This partnership will further bolster TrustedStays' relationships with the business community interested in a move to the capital.

For TrustedStays' property partners (those who own or manage a property available for short-term rental), this is another new sector from which to attract corporate bookings that was previously untapped by the short-term accommodation and build to rent sectors.

TrustedStays launched in 2021, evolving out of the original Homes for NHS scheme, which united the industry in providing key workers with clean and safe homes to stay in during the pandemic. Since then, it has won a Government RFP (Request for Proposal), which is a first for the industry.

Merilee Karr, CEO of TrustedStays, said: "We're really excited about this new partnership as a fantastic opportunity for our industry. By bringing together professional short-term rental operators and the Build to Rent sector, we are able to provide businesses with a wide range of attractive options when they are looking for accommodation in London and across the UK. We can offer the luxury of space and flexibility and the comfort of apartments when employees travel to London or choose the capital for their business and settle into a new city."

Neil Brigden, Director of FDI (Foreign Direct Investment), London & Partners, said, "We are thrilled to have TrustedStays join the London & Partners inward investment partnership network. We're confident that it will complement our current roster of partners, as well as providing an important service to our inbound inward investment clients as they search for accommodation in London. We look forward to building a strong, long-standing and mutually beneficial partnership with TrustedStays."

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About the STAA

The [UK Short Term Accommodation Association \(STAA\)](#) was founded in March 2017 to support the development of short-term accommodation in the UK, ensure greater co-operation in tackling common industry challenges and seize shared opportunities. It seeks to work with all stakeholders towards a stable and supportive regulatory environment that promotes the UK as a global leader in the provision of short-term accommodation.

About London & Partners

[London & Partners](#) is an organisation that specialises in attracting foreign direct investment (FDI) – investment made by a company based in one country into another country. It is the appointed agency to promote London as a business destination and drive business growth from inward investment. It was named as joint 2nd placed best investment promotion agency (IPA) in the fDi Intelligence Strategy Awards 2021. Since 2011 when it was founded, it is estimated to have added £2.5bn to London's economy (or £600m per year), helped 2,100 overseas companies set up or expand and created or supported over 71,000 jobs. It is responsible for managing [visitlondon.com](#).