

For Release at 6pm (BST)

Monday 10th of June 2019

**Jo Layton and her highly experienced leadership team have launched
CAP Worldwide Serviced Apartments
a new global serviced apartment booking agency for the corporate market**

‘CAP Worldwide exists to serve the corporate extended stay market with a consistent, cost effective, secure and sustainable, evolving global programme, so that travellers experience caring service and safe solutions through a blended integration of people and technology’

Knightsbridge, London – 10 June 2019 – 6pm This evening at the Bulgari London Hotel, the CAP Worldwide leadership team, led by Jo Layton, launched their new brand and shared the company’s ‘why’ with friends, supporters and sponsors of the business.

Jo Layton, director and majority co-owner of CAP Worldwide expressed her gratitude for the warm and generous welcome that CAP Worldwide Serviced Apartments has already been given by the travel, hospitality and extended stay industries. She says ‘I have been totally overwhelmed by the sheer amount of goodwill shown by our clients, colleagues, partners and friends in the industry, it has been a truly uplifting experience and has shown just how incredibly supportive the travel community is, it truly does look after its own’.

Andrew Hoppood, co-owner of CAP Worldwide and the architect of the “Capture” technology platform said ‘This has been an exciting journey already. As a team, we have the experience and knowledge of building successful and sustainable global programmes, and Capture has been custom-built with workflows and automation to deliver a consistent and responsive service, while also producing great data which enables us to provide actionable insights to our clients to ensure their programmes continue to evolve’.

Kate Scott, fellow Director at CAP and responsible for global implementation and client management adds ‘We believe successful implementation is at the centre of a great long-stay programme, a focus on building the foundation for the programme to rest on is critical, and my objective is to ensure ease of booking, data security, traveller tracking and accurate data is delivered.

Francine Migliorati, Director at CAP and responsible for traveller well-being and services adds ‘The CAP team is constantly focused on ensuring that the programmes we develop, no matter how big or small, are always balanced carefully between traveller needs, client requirements and our technology. Our technology is current and fresh and enhances the experience of the traveller, however our focus is on providing caring service and safe solutions – our travellers are at the heart of our business’.

Liz Warnes has recently joined the CAP leadership team, adding further strength and depth to the company. Liz has over 20 years’ experience in the extended stay industry as a Finance Director and Consultant to major players. Liz is excited to be part of this venture and has worked with Jo Layton for 10 years during her tenure at BridgeStreet Hospitality. Liz says ‘I have been warmly welcomed to the leadership team who recognise the expertise and experience I can bring. I look forward to being a key member of the advisory committee and to furthering the reach of CAP through excellent financial administration.

Jo Layton adds ‘As a team we have been humbled beyond belief at the traction we have been able to build in just 90 days. We are delighted to launch a great new service to the industry, I’m very proud of the CAP leadership

team for their 100% commitment to getting CAP up and running so quickly and efficiently – while always having a focus on fun and wellbeing. I am fortunate to be surrounded and advised by such a great group of people’.

ENDS

CAP Worldwide Serviced Apartments was launched to the long stay market in April 2019 to deliver the most creative, agnostic, cost-effective and innovative corporate apartment programmes currently available in the sector.

Led by Jo Layton, a respected and passionate leader within the hospitality and extended stay industries for over 30 years, the CAP Worldwide senior management team brings together some of the most highly experienced operational and solution orientated leaders from travel, global mobility, relocation and extended stay.

CAP Worldwide represents service and financial excellence, personalised global account management and trusted accommodation solutions built to service the current and future needs of the corporate travel, global mobility, procurement teams, project managers and groups. The CAP Worldwide team creates consistent, cost effective, secure, sustainable and continually evolving global programmes so that travellers can experience caring service and safe solutions through a blended integration of people and technology.

CAP Worldwide is the only female majority owned global serviced apartment agent.

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Interested in our services please contact either: enquiries@capww.com or

Website: www.capww.com