

PREM GROUP EXPANDS PREMIER APARTMENTS IN UK

Dublin, 24th May 2012 Leading Irish hotel management company, [PREM Group](#), has announced the expansion of [Premier Apartments](#), its portfolio of serviced apartments, within the UK with the opening this month of its first location in London.

The new Premier Apartments Limehouse London offer a selection of 22 serviced apartments ranging in size from studios to three-bedroom properties. Located in London's Docklands, just a short stroll from the Docklands Light Railway, Premier Apartments Limehouse London offer easy access to Canary Wharf, the City of London and the West End appealing to the leisure and business traveller as well as visitors to this summer's London Olympics.

The London opening brings the total number of UK locations to eight. Premier Apartments already operate in Birmingham, Bristol, Liverpool, Manchester, Nottingham and Newcastle. The company also operates serviced apartments in Dublin, in the city centre and Sandyford.

Commenting on the expansion of Premier Apartments, Mr. Jim Murphy, Group Managing Director, PREM Group said 'We are very excited at the opening of our first Premier Apartments in London. We have experienced a strong demand amongst our existing customers in the UK and overseas for a London location for some time. London Limehouse is perfect. Its location and choice of accommodation give it broad appeal and it is also a good base from which to grow our offering across the city.'

The Premier Apartment's announcement follows closely on PREM Group's recent announcement that it is expanding its portfolio of IHG branded hotels in Europe with the opening of a hotel in Poland this month and the further opening of a hotel in Berlin in late 2013. These openings are part of the company's three year strategy to grow its hotel management base across northern Europe. The company currently operates 32 hotels and apart-hotels in Ireland, England, Belgium, France and Poland.

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