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## FOR IMMEDIATE RELEASE

### Urban Commons Fund and AIRSTAYZ™ unlocking the future of travel 2.0.

Urban Commons Fund I & II with its growing global footprint across USA (HQ's in Los Angeles, California, USA) and AIRSTAYZ (HQ's in Sydney, Australia; offices, Dublin, New York, London) - September 25, 2020.

Urban Commons Fund (<https://urban-commons.com>) and AIRSTAYZ ([www.airstayz.co](http://www.airstayz.co)); “the entire travel ecosystem has been experiencing unprecedented and challenging times over recent months. The two firms, with respective and integrated visions for travel, are coming together under a strategic alliance to explore where they can best serve the traveling public as the industry gathers momentum to re-launch in a post and co-existing CV19 travel environment, and in enhancing the customer experience.

The collaborative initiative, with a shared culture, and a focus in placing the customer centre stage, is designed to share resources, technologies and networks. The teams' at URBAN COMMONS and AIRSTAYZ, collectively years of experience within the travel, technology, hotels and media sectors, combined with longstanding relationships - provides solid, common areas to execute on their shared vision”, the respective companies key people, Marco and Marc said.

Based in Los Angeles, **Urban Commons** is one of the nation's fastest growing privately held real estate investment and development firms, currently active across a wide range of property types. Urban Commons works closely with municipalities, communities, and neighborhoods to create thoughtful development plans that optimize each property while delivering unparalleled public value. The name Urban Commons was derived from the company's mission to create optimized spaces in urban settings for the overall benefit for the community.

#### Real Estate Development

Specializing in a variety of asset classes including hospitality, multifamily, retail and office, Urban Commons adds value by repositioning and rebranding assets with comprehensive plans tailored to leverage local market opportunities. The company thoroughly analyzes economic data alongside local area statistics to assess viability for property realignment or expansion.

#### Investment Management

We offer investment products across several major real estate asset classes through separately managed accounts for each of our privately held investment funds to a diverse set of institutional and high-net-worth individuals and families. We also provide investment management services for each our portfolio of private offerings.

“AIRSTAYZ with its vision for elevating the guest experience, with less fragmentation and less friction, to digital key search and reservations, contactless touchpoints, concierge services, whilst rewarding travellers along their travel journey. A fun experience and real-time solution for connecting guests and staff, keyless entry is a significant and fundamental part of digital development for the accommodation industry. We want guests to experience everything travel technology has to offer. That experience should not include spending time in a check-in or check-out line or having to wait for a replacement key to your room,” said Marc Italia, AIRSTAYZ Founder.

“We’re excited in coming together with URBAN COMMONS, and launching our products and vision into the market place, in bringing the benefits of mobile key to our valued guests and supply partners (hoteliers) and the traveling community throughout our global footprint. This industry is ripe for value added change that serves guests, hoteliers and staff – technology provides the platform combined with forward thinking partners for real solutions. Whether its technology, IP (intellectual property), size, scale, branding and relationships all fundamental in travel 2.0 and getting the sector going again.”

AIRSTAYZ has a growing range of accommodation properties and room types for travellers looking for a ‘right at home’ feel - to business travellers and millennials who expect the latest tech experience or families and couples for that special get-away and share quality time. Whether the hotels are within walking distance from various major shopping areas and restaurants, or convenient access to airports, public transport or easy share-riding pickup, guests experiencing AIRSTAYZ can catch their favourite sporting event, watch concerts, visit theatres and explore Galleries. No matter what the reason for the visit, an AIRSTAYZ experience is all about the Guest.

### **Background notes**

URBAN COMMONS along with its **REIT Eagle Hospitality Trust** (<https://eagleht.com>) has recently been created to seek out opportunities presented due to CV19 pandemic, across hotel acquisitions, development and operations. URBAN COMMONS are aware of recent developments within the technology sector, particularly related to digitalization and customer experience, that are heavily impacting the global hospitality industry.

Millennials not only represent the largest percentage of population, but also the most significant group when it comes to leisure spending, travelling and enjoying unique experiences worldwide.

This is why it is critical to properly target them so we can offer hotels and resorts adapted to current needs and why we have been heavily investing in repositioning our properties to enhance the massive opportunity that the bleisure and bluxury segments represent.

In order to do so, we have seen an increasing interest in membership and loyalty programs, which allow hoteliers to be much more closer to their guests and collection of critical data to be serve.

URBAN COMMONS’ World Class Management believes that initiatives such as Airstayz, allowing guests and travelers to have all their different loyalty programs in one convenient single place (wallet), and equally important, to enjoy all the benefits and rewards that they have accumulated, and also to decide in which hotel or experience they wish to spend the points and be rewarded in doing so.

For the industry by the industry.

*Taylor Woods*

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Principal & Founder



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