City Edge Apartment Hotels
Service with an Edge®

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City Edge Apartment Hotels have been known for two decades for friendly, efficient reliable and cost-effective apartment services, solving the needs of informed and value conscious travellers.

Founded by CEO Peter Cushen and Managing Director Irena Cushen in 2000, City Edge has now grown to over 7 locations in Australia, including North Melbourne, Melbourne CBD, East Melbourne, Box Hill, Brisbane CBD and Dandenong Central and South Melbourne.

The driving force behind City Edge Apartment Hotels is a husband and wife duo with an intention to grasp opportunity when they see it and the business acumen to realize it.

In 2003, Peter and Irena bought a 20-room motel leasehold in the inner-Melbourne suburb of Brunswick. In 2003 they purchased the Treasury Motor Lodge in East Melbourne. About 200 metres away was City Edge East Melbourne Serviced Apartment Hotel. The City Edge name had obvious potential as a brand name, so that business was acquired too. At that stage, all three leaseholds traded under different names. The City Edge words and logo were trademarked. The Brunswick motel was sold, and Treasury Motor Lodge was re-branded to City Edge East Melbourne Serviced Apartments. The deal was cast, paving the way for an expanding presence in the Melbourne hotel scene. That presence has come a long way, with Peter as CEO and Irena as Managing Director. Expansion began in earnest in 2009, when they opened City Edge on Elizabeth as a brand new development of some 90 rooms, which at the time was one of the tallest buildings in Box Hill. This was the first purpose built City Edge, and it was an execution of the vision of what subsequent City Edges would be.

In 2018 City Edge Dandenong was added to the portfolio, extending the reach from the CBD to 35 kilometres out to the east. City Edge offers self-contained apartments and hotel rooms featuring:

- Friendly staff with local knowledge
- Fully furnished studio, 1, 2 and 3 bedroom apartments and hotel rooms
- Kitchen/Kitchenette
- Laundry facilities (in-apartment or within the property)
- Resident manager and CCTV security
- Secure, fast and efficient online booking
- Strategic and convenient locations
- Free WiFi

City Edge partners confidence that they are buying into a business with the highest possible prospect of ongoing profitability.

Every time City Edge opens a new hotel, an opportunity presents itself for hands on, motivated individuals who aspire to own and operate an efficient, effective and profitable accommodation business.

Franchise partners are responsible for delivering a pleasurable and rewarding accommodation experience leading to the development of loyalty, referral and repeat business for the City Edge brand.

City Edge believes that the success of the brand lies inherently in a mutually beneficial relationship between the franchisor and franchise partner. Because of this understanding, the City Edge model has been developed to ensure that its operators achieve their personal and financial goals whilst at the same time, promoting and growing the City Edge brand.

As the franchise partners succeed, the relationship strengthens, and business success is further enhanced.

City Edge on Elizabeth, in the heart of Melbourne’s CBD, is retained under Peter and Irena’s direct ownership. This means they keep complete “skin” in the game and use it as a training hotel for new franchise partners. “We are first and foremost hoteliers, and we never want to stay too far from the reason we entered the accommodation industry in the first place, which is being hands on operators, as we expect our franchise partners to be”, says Irena.

City Edge values
Our core values are driven by a desire to deliver exceptional, efficient and affordable accommodation experiences, and always at the best value, for people traveling for business, leisure, or any other purpose.

Loyalty – A devotion to driving loyalty to the City Edge brand at every opportunity.

Guest experience – A devotion to clean, safe and rewarding accommodation experiences for every guest.

Stakeholders – A commitment to ensuring that all stakeholders achieve the best possible return on their investment.

Innovation – A passion for engaging audiences through innovative and empowering online experiences.

Why City Edge?

- Lots of flexibility – stays from just one night to weeks or months
- Kitchens/kitchenettes with hotplates, microwave, crockery cutlery and glassware. Laundry facilities with washer/dryer and iron and ironing board
- Large living space – a whole apartment with separate bedroom/s, bathroom & living areas & many have decks so you can work, rest and play.
- Cheaper rates than most traditional hotels of a similar standard/locaton due to minimal or no servicing – especially when staying medium to longer term
- Freedom to come and go as you please with a relaxing, comfortable, homey atmosphere – great after a hard day’s work

City Edge quick facts

- The City Edge name has been in business since 1995.
- City Edge has been offering franchises since 2014.
- City Edge boasts a loyal customer base (90% repeat).
- Market Segment FIT Travelers (40%)
- Market Segment Corporate Travelers (40%)
- Alliances with Travel Agents and GDS
- Access to Consortias and RFPs
- Centralized PMS, CRS, mail server, website with booking platform.
- Central Reservations, Central Support Office, Group Marketing Support
- City Edge enjoys relatively stable occupancy.
- City Edge does not suffer from seasonal fluctuations and industry downturns.
- City Edge is the first choice for hospitals, groups and savvy corporate travellers.
- City Edge leads the way with online technology.
- City Edge has superior intellectual property with seven registered trademarks.
- City Edge is growing its Average Room Rate, however, we are still significantly better value than most of our main competitors - by up to 15% for comparable accommodation.