

# SilverDoor Wins The Wooden Spoon In The ITM and TBTM Dragon Boat Race



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Silverdoor and a mixture of Institute of Travel and Meetings (ITM) and The Business Travel Magazine (TBTM) members competed in the first ever hosted ITM and TBTM Dragon Boat Race. The race took place on the banks of the Thames at the Principal Hayley Oakley Court Hotel in Windsor. The SilverDoor Knockers team competed alongside 14 other teams in the race, coming last and winning the not so desirable prize of the wooden spoon.

SilverDoor's Head of PR and Marketing, Marnie Delaney-Parker said: "It was a great day out, the sun was shining and everyone was in good spirits. It's a shame we couldn't win the first prize too but at least we managed to come away with something albeit the losers prize. Everyone showed real determination and healthy competitiveness. We're in practice for next year already."

The event, the first of what is hoped to become an annual event on the business travel calendar, was attended by over 250 people. Companies that took part included Eurostar, Continental Airlines, The Business Travel & Meetings Show, OAG and Intel. Drawbridge provided shuttle transfers on the day from surrounding rail stations to the Oakley Court Hotel.

Diane Steed, Head of Sales & Marketing for ITM said of the Team Activity Group run event: "Everyone has thoroughly enjoyed themselves with the participating companies seeing this as a great way to 'team-build'. There was a lot of friendly competition out there but also some real determination from some teams to see off their business travel competitors & industry peers - I think everyone had a really good time".

## **About**

## **SilverDoor**

SilverDoor is the UK's largest independent serviced apartment agent and represents over thirty five thousand serviced apartments on its website. SilverDoor international serviced apartments was incorporated as a limited company in March 2000 under its original name of Hotdigs. At the beginning of January 2006 the company changed its name to SilverDoor. The company was formed and continues to be led by managing director Marcus Angell. SilverDoor's client portfolio includes many FTSE 100 companies such as Cadbury, MAN Group PLC, ICAP and Serco Group as well as relocation and hotel booking agents.

SilverDoor offers serviced apartments in over 170 locations globally such as London, Paris, New York, Abu Dhabi and Tokyo. Recent additions to SilverDoor's portfolio include [London serviced apartments](#) in the Covent Garden area and Oud Metha, a development of [serviced apartments in Dubai](#), other additions include new Prague serviced apartments and a selection of [serviced apartments in Manchester](#) as well as new [serviced apartments in Glasgow](#).

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