

ASAP launches the 2017 Serviced Apartment Industry Awards Programme

ASAP – the not-for-profit trade body for the serviced apartment sector – is delighted to launch its **2017 Serviced Apartment Industry Awards** – the leading awards programme for the industry.

James Foice, ASAP Chief Executive, comments:

*“We are thrilled to be launching the fifth **ASAP Serviced Apartment Industry Awards** at a time when the sector has seen some of the greatest achievements to date. ASAP now represents 183 member organisations in 14 countries which is a growth of nearly 400% during this period and with 96% of our members saying they want us to continue to grow the programme, we are therefore building on the outstanding successes over the last five years to make the **2017 ASAP Serviced Apartment Industry Awards Programme** bigger and better than ever.”*

The 2017 Awards Programme has a total of 10 awards:

- **Serviced Apartment Marketing Award**
- **Serviced Apartment Investment in People Award**
- **Serviced Apartment Rising Star of the Year Award**
- **Serviced Apartment Team of the Year Award**
- **Serviced Apartment Industry Breakthrough Award – Operator & Agent Companies**
- **Serviced Apartment Industry Breakthrough Award – ASAP Business Partners**
- **Serviced Apartment SME Business of the Year Award**
- **Serviced Apartment Corporate Business of the Year Award**
- **Serviced Apartment Guest Experience Award**

And new for the 2017 Programme is:

- **Serviced Apartment Corporate Account Management Award**

The fully inclusive **ASAP Serviced Apartment Industry Awards** recognise excellence, innovation and best practice at individual, team and company level throughout the industry to mark the sector’s significant achievements over the last 12 months, not only by ASAP members but the wider industry including operators, agents and suppliers.

ASAP has today launched a new dedicated website for the 2017 Industry Awards:

<http://www.asapawards.org.uk/> with detailed guidance about the Awards Programme where the entry information pack can be downloaded. Applications from the industry are open from Monday 8 May through to 5pm Monday 14 August 2017. The awards shortlist will be announced early September with all shortlisted entries going forward to the final judging by a panel of industry experts. ASAP will announce the 2017 Award winners at the ASAP Gala Dinner on Thursday 7 December, following on immediately after the annual ASAP Convention.

Richard Whittaker, ASAP Chairman comments:

“The ASAP Awards Programme is the perfect opportunity to pause and to reflect on your company and employee achievements over the last year and to celebrate all that is good. The Awards Dinner is also great at bringing together all involved in the serviced apartment industry and it’s a great opportunity for the ASAP and the serviced apartment industry as a whole to promote service excellence. “

Stuart Winstone, ASAP Deputy Chairman, adds:

“The ASAP Awards are the perfect platform to celebrate the many successes of the serviced apartment sector. It’s the one opportunity to receive recognition from the sector’s dedicated trade body, the people who set the standard for serviced apartments.”

With so much innovation and ambition in this rapidly expanding serviced apartment sector, ASAP anticipates a record level of award entries this year.

Ends

Further media information:

- Joyce Cawthorpe, Marketing/Media Manager, ASAP
T: 07590 123299; E: jcawthorpe@theasap.org.uk

Background

The **Association of Serviced Apartment Providers (ASAP)**, the not-for-profit trade body for the serviced apartment sector, is the pioneer of the first global awards programme for the serviced apartment, the aparthotel, extended stay and short-term accommodation rental industry. ASAP has continued to build on the outstanding successes of previous years and the highly successful awards programme is now entering into its fifth year.

Visit: <http://www.asapawards.org.uk/> for further information about the awards programme or email: awards@theasap.org.uk

Follow the latest information about the awards on twitter: **#asapawards**

ASAP Membership

Our 183 members own and operate over 100,000 properties globally. Our membership also includes 15 serviced apartment agencies committed to supporting and growing the sector. www.theasap.org.uk

ASAP News Hub: ‘The Voice of the sector’- <http://hub.theasap.org.uk/>

Our hub features all the latest news stories for the serviced apartment sector as well as interesting trends/insights in the wider travel industry.