

For immediate release

Heretostay.tv launches interviews with key movers & shakers driving the serviced apartment sector forward

Heretostay.TV has just released a series of interviews on its YouTube channel with the key movers and shakers driving the serviced apartment sector forward at this time of dramatic growth in this industry.

Filmed at the **ASAP 2017 Serviced Apartment Convention** in London on 7 December, the interviewees deliver a superb round-up of the exciting state of play in this, one of the fastest growing sectors within the hospitality space, as operators look forward to even more exciting expansion in 2018.

They share key insights into what is driving the sector's growth, the excitement about 2018 - over 40% of operators have confirmed they are accelerating their expansion plans next year (ASAP/Savills Sentiment Survey Nov 2017) and also touch on the challenges of Brexit and **ASAP's Quality Accreditation Programme**, the sector's key differentiator.

Glenn Haussman of Heretosay.tv interviews:

- **John Wagner, Founding Partner, Cycas Hospitality** who currently have 1,000 units under construction to open by 2019 & opened 2 new properties in London this autumn – **Residence Inn London Bridge & South Point Suites Bermondsey**
- **Robert Godwin, MD Lamington**, opening their first aparthotel outside London in Southampton, Spring 2018 – **Room2** – 71 studio apartments
- **Peter Heule, MD, ShortStay Group/Yays**, currently operate over 100 apartments in Amsterdam and Barcelona, expanding to Paris and Antwerp in 2018
- **Steve Burns, MD EMEA & APAC, BridgeStreet Global Hospitality**, global serviced apartment operator who have just launched a global technology platform – 60,000 apartments in 60 countries - to drive demand for the sector
- **George Titlow, Business Development Manager, STR**, market intelligence & benchmarking specialist, who partner with ASAP delivering occupancy and pipeline development data
- **James Foice, CEO, ASAP**
- **Joyce Cawthorpe, Marketing/Media Manager, ASAP**

A must-watch round-up by the serviced apartment industry – view on YouTube:

<https://youtu.be/9qjCbPV86Pw>

Ends

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UK & Ireland Serviced Apartment Industry (data supply by STR www.str.com):

Value: **£864 million**

Units: **21,375**

Future pipeline: **3,677** across 46 properties expected by open by 2020; **+17% growth** on current supply

ASAP: Association of Serviced Apartment Providers – www.theasap.org.uk - is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. ASAP's 190 members own and operate over 100,000 properties globally. The membership also includes 15 serviced apartment agencies committed to supporting and growing the sector. The **ASAP Quality Accreditation** is the leading global quality assessment programme for the serviced apartment sector. <http://theasap.org.uk/memberships/quality-accreditation-programme/stay-with-confidence-quality-accreditation/>

ASAP News Hub: 'The Voice of the sector'- <http://hub.theasap.org.uk> - The news hub features all the latest news stories for the serviced apartment sector as well as interesting trends/insights in the wider travel industry.