



For immediate release

ASAP 2015 SERVICED APARTMENT CONVENTION DECLARED AN 'OUTSTANDING SUCCESS' AS 2015 INDUSTRY AWARD WINNERS REVEALED

The Association of Serviced Apartment Providers (ASAP) – the voice of the serviced apartment sector – hosted its 6th annual Convention yesterday in London with a record turnout of 400 delegates.

The 2015 ASAP Convention was declared an '*outstanding success*' by delegates yesterday at this breakthrough moment for the sector, with the newly published Savills 'extended stay' report confirming this week that the sector in the UK is on track to double in size in the next 2 years.

The event concluded with the gala ASAP Industry Awards Dinner, in association with Sky, where the 10 award winners were revealed.

Speaking after the awards ceremony James Foice, ASAP's Managing Director confirmed:

'The judges were hugely impressed with the quality of entries for the awards this year. The 2015 Convention focused on the customer experience and all the winners and highly commended entries were notable for their absolute dedication to providing a great customer experience.' Our congratulations go to all the winners and highly commended entries, all of whom demonstrated why this industry is achieving such success and traction in the wider travel industry.

It was an incredible day with the Savills report generating so much positive news at this annual business event for the sector, confirming why it is on track to become the fastest growing segment of the UK hospitality sector.'

Highlights of the 2015 Convention included:

- Opening address by Sally Balcombe, CEO of VisitBritain who welcomed the sector's engagement with the National Tourist Board and stressed that there is considerable potential for operators to work closely with the national tourist board in 2016 in particular on the 'GREAT Moments' campaign.
- Radical innovator Hans Meyer of exciting new home-office hybrid brand 'ZOKU' delivered a very thought-provoking afternoon keynote on the future world of work, travel and how the ZOKU brand has evolved. ZOKU will launch in Amsterdam in 2016.
- Mike Ashton of ABCG, (ex SVP Hilton) delivered an inspirational keynote and workshop on achieving 'service excellence'.
- Ufi Ibrahim, CEO of the British Hospitality Association (BHA), delivered the closing plenary encouraging the sector to become proactively involved in the BHA's 'Get to know your MP' campaign.

The full list of the 2015 ASAP Industry Award Winners:

GUEST EXPERIENCE

- Winner

City Stay Serviced Apartments, Cambridge

- Highly Commended
Old Town Chambers, Edinburgh

HOSPITALITY

- Winner
Old Town Chambers, Edinburgh
- Highly Commended
Oakwood Worldwide®

OUTSTANDING INDIVIDUAL

- Winner
Rowena Tonge, Allstay Serviced Apartments
- Highly Commended
Malcolm Ferguson, Fraser Suites Glasgow

INNOVATION

- Winner
SilverDoor
- Highly Commended
Go Native Serviced Apartments

INDUSTRY BREAKTHROUGH

- Winner
Staycity Serviced Apartments
- Highly Commended
thesqua.re

Ends

Group picture attached of all the 2015 industry award winners at last night's ceremony together with James Foice, Managing Director, ASAP and James Tweddle, Sales Director at Sky Business, who presented the awards on 3 December 2015.

Further media information:

- James Foice, Managing Director, ASAP
E: jfoice@theasap.org.uk M: 07860 610645
- Joyce Cawthorpe, Marketing/Media Manager, ASAP
E: jcawthorpe@theasap.org.uk M: 07590 123299

Background Information

ASAP: Association of Serviced Apartment Providers is the not-for-profit trade association dedicated exclusively to the serviced apartment sector. Its 130 members own and operate over 100,000 properties globally.