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The Ascott Limited signs up to ASAP membership

The Association of Serviced Apartment Providers (ASAP) is delighted to announce that The Ascott Limited, the world's largest international serviced residence owner/operator, has become a full member of the association.

ASAP managing director James Foice said he was delighted to welcome Ascott to the trade association, which is aiming to double its membership during the course of 2015. "We are delighted that such a prestigious operator has joined ASAP, at a time when the serviced apartment sector is growing rapidly in the UK."

"Ascott has seen that a united voice for our industry is paying dividends, and we look forward to working alongside the team to ensure business and leisure travellers make serviced apartments a primary choice for their accommodation needs when in the UK."

Rebecca Hollants Van Loocke, UK country manager for The Ascott Limited, added: "We really feel that now is the right time to get on board with ASAP, who are gaining serious momentum within the industry."

She continued: "The way they're structured and their ways of working have developed greatly over the past couple of years and are now very much in line with our goals and aspirations. As well as the obvious benefits of being part of the association, we also believe the sector needs to work together in order to make the most of its vast amount of potential."

Foice said that The Ascott's international reach will be of particular benefit, as ASAP seeks to build membership beyond the UK. "We have ambitious plans to roll out our quality programme beyond the UK to help create an international quality standard for serviced apartments, and The Ascott are well-positioned to give us the further advice and counsel we require to bring this initiative to life."

About ASAP

ASAP is the trade association for the UK serviced apartment sector. Our 88 members own and operate over 14,000 properties throughout the UK and Ireland, in every major city. Our membership also includes a number of serviced apartment agencies. Our industry generates annual revenues of £500m, and we sell three million accommodation nights each year. We provide employment to many thousands of people and our staffing costs are in the region of £70million, many of which are low paid jobs.

Founded in 2002, our members range from large international companies to small independent operators so represent the full cross-section of the industry in the UK.

The Ascott Limited has over 26,000 operating serviced residence units in key cities of Asia Pacific, Europe and the Gulf region as well as over 12,000 units under development. It operates 3 brands: Ascott, Citadines and Somerset. In the UK Ascott operate 6 serviced apartment properties: 5 Citadines properties and one under the Ascott brand – 736 apartment units in total.

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