



**For immediate release**

## **ASAP to launch global serviced apartment news hub at the 2016 Business Travel Show**

The Association of Serviced Apartment Providers – ASAP – will officially launch their innovative new global news hub at the Business Travel Show on 24 February.

James Foice, CEO of the ASAP, comments:

*'The phenomenal global growth forecast for our serviced apartment sector for the next 4 years means that now is the perfect time for us to launch our new global news hub at 'The Business Travel Show' to both the media and the corporate travel community. The news hub features all the latest breaking news for our sector not just in the UK but across the world, since ASAP is now establishing itself as the leading 'voice of the sector', having grown to over 130 members representing in excess of 100,000 serviced apartments across the globe.'*

With the 2015 Savills 'Extended Stay' report\* confirming the sector is set to be the UK's fastest growing hospitality segment in the next 2 years, serviced apartments have now 'come of age' as a mainstream accommodation choice for both the corporate and the leisure traveller. The ASAP news hub ensures there is a 'go-to' reference point for all interested parties in the serviced apartment industry – operators, agents, developers, investors and consumers - to find out the latest breaking news for the rapidly growing sector as well as key trends and new developments within the wider travel industry.

ASAP is partnering at the Business Travel Show with 15 of its' operator members within the dedicated ASAP serviced apartment Pavilion, a sure sign of the significant increase in interest from the corporate travel buyer in this alternative and flexible way to stay.

James Foice continues: *'We're expecting an even greater level of interest from the corporate travel buyer this year, now our ASAP Quality Accreditation programme is delivering the critical duty of care assurances our sector needs. And the scale of new property openings this year has been particularly welcomed by the corporate traveller who can now find serviced apartments in every key city in the UK. Already in the first 6 weeks of 2016 we've had 2 significant new openings in Birmingham and Glasgow:*

- **Stacycity** opened 170 apartments in Birmingham's Newhall Street early February – they are on track to expand from 1,000 to 3,500 apartments in the next 24 months and to 10,000 apartments by 2020. Later this year they'll open in York, Marseille and in London - at Covent Garden as well as an extension to their Heathrow property (125 apartments).
- **PREM Group**: just unveiled their new **Premier Suites** brand, and in January opened 45 suites at their new property in Glasgow, their first in Scotland. Plan to open 12 new properties in the next 3 years which will include expansion into mainland Europe, in key cities in Belgium & the Netherlands.

The media are invited to visit the ASAP Pavilion at the Show to find out more about the ASAP news hub and the sector's growth. <http://hub.theasap.org.uk/>

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### **Further media information:**

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### **Background Information**

**ASAP: Association of Serviced Apartment Providers** is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our 130 members own and operate over 100,000 properties throughout the UK, Ireland, Europe, the Middle East, the Americas and Asia Pacific. Our membership also includes 14 serviced apartment agencies committed to supporting and growing the sector. [www.theasap.org.uk](http://www.theasap.org.uk)

**ASAP News Hub:** 'The Voice of the sector': <http://hub.theasap.org.uk>

The hub also offers the option to subscribe to receive the dedicated e-newsletter (3 editions/week) which features all the latest news stories for the serviced apartment sector as well as interesting trends/insights in the wider travel industry.

\***Savills Extended Stay report** (Dec 2015): is featured on the news hub

<http://hub.theasap.org.uk/serviced-apartments-the-uks-fastest-growing-hospitality-sector/>