



For immediate release

ASAP announces 11 Industry Development Sponsors of the Association for 2017

The Association of Serviced Apartment Providers (ASAP) – the not-for-profit trade body for the serviced apartment sector - is delighted to announce the names of the 11 organisations who are confirmed as the Association's Industry Development Sponsors for 2017.

The Industry Development Sponsors are existing members or business partners of the Association and represent a wide cross-section of the membership. The companies are:

Cheval Residences Ltd – City Apartments Ltd - Cycas Hospitality Ltd – esa Serviced Apartments – Frasers Hospitality – Maxxton – Oakwood Worldwide - SACO The Serviced Apartment Company - SilverDoor – Staycity Aparthotels – Town or Country serviced accommodation

James Foice, Chief Executive of the ASAP comments:

'I am enormously grateful to our 11 Industry Development Sponsors for making this altruistic investment to support the work of the ASAP in 2017. The financial investment they have collectively made will make it possible for us, as the impartial trade body, to accelerate our growth plans as we continue to drive forward the validation of our serviced apartment sector within the wider hospitality industry. In particular our ASAP Quality Accreditation Programme is a critical part of our growth strategy and this additional investment will enable us to expand the programme further in the next 12 months.'

Foice continues: 'In view of ASAP's all-important not-for profit status, our Industry Development Sponsors can be sure that their investment will be used to further the industry as a whole and strengthen our position as *'the voice of the serviced apartment sector.'*

ASAP has now grown its membership to 170 members operating in 13 countries and aims to reach 200 members by summer 2017.

Ends

Further media information:

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Background

ASAP: Association of Serviced Apartment Providers is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our 170 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.