



ASAP ANNOUNCES MEMBERSHIP REACHES 120 IN AN OUTSTANDING YEAR

Worldwide standards, quality assessment audit pilots and member focused programmes help to attract new members to serviced apartment industry body

ASAP - the key industry body representing the dynamic serviced apartment sector – has announced it has attracted some 30 new members in the last three months and now represents **120 organisations** who between them represent a total of **20,000 serviced apartments** in the UK, Ireland and Europe.

Breaking through the 100 member threshold is a significant achievement, according to ASAP'S Managing Director James Foice: "It is not just proof of the buoyant market, but important testimony to the added value ASAP membership brings, including the **ASAP Quality Accreditation** programme setting the industry benchmark for best practice as well as recognising its importance as a quality standard for the sector.

According to ASAP the corporate travel sector has welcomed this initiative as travel managers look to favour ASAP quality accredited operators in their purchasing strategies.

This milestone will be announced at the ASAP summer networking event on 2nd July where James Foice will major on the importance the sector plays in the wider hospitality industry.

In parallel, the rollout of the Association's **International Serviced Apartment Accreditation Programme (ISAAP)** continues to gain momentum, with the pilot assessment programme carried out in New York, Los Angeles, San Francisco, Dallas, Toronto and Calgary now complete. Additionally, more European assessments will be a key part of the strategy to further develop ISAAP moving forward and a further announcement will be made on this later this summer.

ENDS

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Background Information

ASAP: Association of Serviced Apartment Providers is the trade association for the UK serviced apartment sector. Our 120 members own and operate over 20,000 properties throughout the UK, Ireland and Europe. Our membership also includes 13 serviced apartment agencies committed to supporting and growing the sector. Our industry generates annual revenues of £600 million, 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 £70 million, 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.

ISAAP: International Serviced Apartment Accreditation Programme is the first ever global accreditation programme developed for the international serviced apartment industry by the UK's Association of Serviced Apartment Providers (ASAP).