

For immediate release

ASAP achieves membership milestone of 150 members, as overseas membership increases

The Association of Serviced Apartment Providers (ASAP) is delighted to announce it has now reached 150 members, a key milestone for the Association.

James Foice, CEO comments:

‘I’m absolutely delighted to confirm that ASAP has just welcomed our 150th serviced apartment operator into membership of our not-for-profit Association, the trade body for the serviced apartment sector.

It’s particularly exciting to see an increase in the number of overseas operators who have joined us in the last few months. Recent sign-ups include our very first member in Africa – Serene Valley Management in Nairobi, Kenya as well as our first member in Norway – Bjorvika Apartments in Oslo.

Foice continues ‘Our ASAP Quality Accreditation programme is increasingly the reason for us becoming a ‘must-join’ organisation. At a time when there is an ever-increasing choice in the accommodation sector, it’s never been more critical for the customer to know that they are booking with an operator who has met all the core health & safety and legal requirements so they can stay with confidence in their chosen serviced apartment. The corporate travel buyer in particular is welcoming our ASAP stamp of approval, knowing that the operator they are booking with fulfills the critical duty of care criteria.

ASAP has recently expanded its team with the appointment of Kim Ashmore as Business Development Consultant. Kim, formerly of Go Native, is responsible for driving new membership for the Association.

ASAP’s goal is to reach 200 members by the end of 2016.

Ends

Further media information:

Joyce Cawthorpe, Marketing/Media Manager, ASAP
M: 07590 123299; E: jcawthorpe@theasap.org.uk

Background Information

ASAP: Association of Serviced Apartment Providers is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our 153 members own and operate over 100,000 properties globally. Our membership also includes 18 serviced apartment agencies committed to supporting and growing the sector. The full list of ASAP members can be found on our website:

Operator members: <http://theasap.org.uk/memberships/operator-members/>

Agent members: <http://theasap.org.uk/memberships/agent-members/>

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 (2 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.

