



For immediate release

Fourth annual awards programme announced:

The ASAP Serviced Apartment Industry Awards 2016 expands with addition of new awards, exclusively supported by Sky

Six new categories added to ASAP's pioneering and flagship apartment industry awards to recognise excellence of individuals, teams and organisations

London: Thursday 28th April, 2016

The ASAP (Association of Serviced Apartments Providers) today announced an exciting expansion of their industry flagship awards programme: **The ASAP Serviced Apartment Industry Awards 2016**.

The awards highlight the greatest achievements and innovations across the fastest growing sector of the hospitality industry and include 10 awards, selected from finalist shortlists. The awards will be open for submissions from 1st May until 1st July, with the winners announced on 30th November 2016 at the Gala Dinner and Awards Evening held at on the eve of the ASAP National Convention.

James Foice, Chief Executive of The ASAP said: "We are delighted to be presenting these awards for the fourth year running. The addition of six new categories for the 2016 programme is a reflection of the importance of the UK's serviced apartment sector, and we are especially thrilled that Sky will be our partner and headline sponsor once more. This support from a major business partner and brand is testament to the popularity and reach of the ASAP Awards across our industry. It is an exciting time to be working in such a dynamic industry where innovative business models are a hallmark of this rapidly evolving sector."

Now in its fourth year, the industry's pioneering and first awards will again showcase the most significant innovations in the serviced apartments industry. From the Business of the Year (SME and Corporate categories) and Team of the Year to Rising Star (Under 35s) to Guest Experience, the awards are designed to celebrate the wealth of talent and creativity the industry has to offer.

Tony Gibb, Head of Sales, Sky Business said; "Sky is very pleased to again take headline sponsorship of the ASAP Awards. We're particularly looking forward to a new addition to the awards categories – the Sky Industry Breakthrough & Innovation Award. The ASAP Awards is a fantastic event that celebrates the best of the industry as well as gathering colleagues and the best in the sector all in one room for an enjoyable evening."

The ASAP Serviced Apartment Industry Awards 2016 will be presented in the following categories:

[Open to ASAP MEMBER companies trading for two years, or more]

- The ASAP Serviced Apartment Industry **Business of the Year**
 - SME (Up to 50 employees)
 - Corporate (Over 50 employees)

All submissions **open to members and non-members** [to reflect work undertaken since 1st September 2014] unless indicated otherwise.

The ASAP Serviced Apartment Industry:

- Team of the Year
- Rising Star of the Year
- Investment in People
- Marketing Award
- Sustainability and Environment
- Outstanding Individual
- Guest Experience *[only open to ASAP quality accredited organisations]*
- Sky Innovation & Breakthrough Awards
- The ASAP Serviced Apartment Industry Lifetime achievement award *[recognition by the ASAP Board of the contribution of an individual to development of the industry]*

The ASAP continues to evolve and enhance the awards programme to reflect the development of industry trends in the dynamic serviced apartment sector. This year, the line-up has more than doubled with additional categories featuring: Business of the Year (SME and Corporate), Team of the Year, Rising Star (U-35), Investment in People, Marketing, Sustainability & Environment and Lifetime Achievement.

The awards will be judged by a panel including Tony Gibb from Sky and the judges' decision will be final.

Further details and criteria will be announced on the ASAP website from 1st May.

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 136 members own and operate over 100,000 properties globally. Our membership also includes 14 serviced apartment agencies committed to supporting and growing the sector.

The **ASAP Quality Accreditation programme** involves an annual overnight stay by one of ASAP's independent assessors who will assess a minimum sample of 10% of the operator's portfolio , and undertake a full review of the customer journey right through from the booking process to the departure experience. The focus is all about the quality of the guest experience to ensure the property is marketed at the right level so as not to disappoint guests.



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.

About SKY

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