

For immediate release

ASAP launches series of spring meetings across the UK & Ireland to mark the significant serviced apartment growth beyond London

ASAP, the not-for-profit association for the rapidly growing serviced apartment sector, is launching a series of meetings in Birmingham, Edinburgh and Dublin over the next 2 weeks, to mark the significant growth of the sector outwith London.

2015 occupancy figures for the sector in the rest of the UK showed a significant increase – at **83.1%*** - which, for the first time, was almost as high as the London occupancy figure at **84%***.

James Foice, Chief Executive of the ASAP confirmed:

'The Savills/ASAP Extended Stay report (Dec 2015) highlighted that Scotland and the Midlands would be particular growth hotspots for the serviced apartment sector with growth forecast of 21.1% and 13.4% respectively over the next 2 years and we are delighted to celebrate this by running a series of spring meetings in Birmingham, Edinburgh and Dublin so we have an opportunity to exchange ideas and debate regional growth trends with our members in these key areas.'

Foice continued, *'We're looking forward also to using this opportunity to showcase our fabulous product to the media as well as to meet with potential new regional partners and with prospective new members which will be vital for ASAP's future growth.'*

ASAP is delighted that each of its spring meetings is being generously hosted by an ASAP member as below:

- **Birmingham:** 13 April – hosted by Staycity at their newly opened aparthotel in Newhall Square, Birmingham (170 apartments); Staycity is on track to grow from 1,000 to 3,500 apartments in the next 2 years.
- **Edinburgh:** 19 April – hosted in the Penthouse Suite at Old Town Chambers, the award-winning 'Development of the Year' (Scottish Property Awards) for such an innovative architectural development; operated by Lateral City, who plan to develop a further 50 serviced apartments in Edinburgh as well as expand into Glasgow for the first time.
- **Dublin:** 20 April – hosted by the newly branded Premier Suites Plus Dublin Ballsbridge (newly opened 2015), part of PREM Group who have announced they will expand to 12 new locations in the UK & Europe in the next 3 years.
- **London:** 12 April – hosted by Citadines Holborn, part of the Ascott Group, the world's largest global serviced apartment operator, who plan to double their global portfolio from 40,000 to 80,000 serviced apartments by 2020.

ASAP's spring meeting schedule would not have been possible without the sponsorship support of its business partners:

- London: sponsored by Sky and NewBook PMS
- Birmingham and Dublin: sponsored by Sky and Maxxton
- Edinburgh: sponsored by Sky, Hypnos and Maxxton

Ends

Note: *Figures quoted from the **STR Global** - 2015 Occupancy study for the serviced apartment sector

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

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 ASAP news hub

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