



ASAP announces record shortlist for 2015 industry awards as it expands operations to drive serviced apartment sector forward

ASAP - the key industry body representing the rapidly growing serviced apartment sector – is delighted to announce a record number of **39** members have been shortlisted for the 2015 industry awards. James Foice, ASAP Managing Director confirmed :

‘The catalyst has been the introduction of our new ASAP quality accreditation scheme (launched December 2014) which is without question driving standards in the sector forward. It’s fantastic to see one third of our members shortlisted for this year’s awards with the ‘*Guest Experience*’ category, which has been a priority focus for the Association and the theme of our 2015 conference, attracting the greatest number of entries (15).

The awards shortlist marks the start of the countdown to this year’s ASAP 2015 Convention in London on 3 December, the Association’s showcase event of the year with an expected capacity attendance of 400 delegates.

ASAP announced the awards shortlist at their general meeting on 10 September and a full list of members shortlisted can be found below.

The Association also announced to its membership at last week’s meeting that it is expanding its operations significantly and confirmed 5 key new appointments to its central team to take the organisation to the next level in 2016 and beyond.

- **Emma Grossmith and Laura Kettle**, experienced event management professionals, will run the Association’s enhanced events programme which will include a series of whitepaper launches and industry forums, as well as a programme of overseas events, with the first event planned for Barcelona in November.
- **Veronica Harding**: joins ASAP as Executive Assistant from TripAdvisor; Veronica will be responsible for new business development to include an enhanced members benefits programme and key account management of the Association’s sponsor partners.
- **Joyce Cawthorpe**, who has been with ASAP for the last 6 years, is confirmed in the new role of Marketing, Media & Communication Manager to lead on the Association’s external communication strategy and securing a higher profile for the sector both B2B and B2C.
- **Steve Martin**, who has worked with ASAP for the last 2 years on the quality accreditation programme is appointed as Managing Director of the **International Serviced Apartment Accreditation Programme** (ISAAP) as ASAP has set up this separate division to expand its Quality Accreditation scheme overseas.

James Foice, ASAP’s Managing Director commented:

‘This is a hugely exciting step for the business. With these key new appointments we have a really strong team in place to enable us to deliver a much-enhanced programme for our members, as well as generating much stronger awareness of the serviced apartment sector in the UK and overseas.

Further media information:

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Finalists of the ASAP 2015 Industry Awards, in association with Sky

Guest Experience

- BridgeStreet Global Hospitality
- Cheval Harrington Court
- City Apartments Ltd
- CityStay UK Ltd (Cambridge)
- CityStay Apartments (Milton Keynes)
- Executive Serviced Apartments (ESA) Ltd
- Lateral City Ltd – Old Town Chambers
- Marlin Apartments
- Mansley Serviced Apartments – The Knight Residence
- Premier Apartments
- Skyline Worldwide Accommodations Ltd
- StayCity Serviced Apartments
- Staying Cool
- Synergy Corporate Housing
- The Ascott Ltd

Hospitality

- Lateral City Ltd – Old Town Chambers
- Mansley Serviced Apartments
- Oakwood Worldwide
- Premier Apartments
- SACO – The Serviced Apartment Company

Innovation

- A Space in the City Ltd
- Cheval Three Quays
- Citybase Apartments
- Executive Serviced Apartments (ESA)
- Go Native Ltd
- House of MoLi – The Square
- Marlin Apartments
- Oakwood Worldwide
- SACO – The Serviced Apartment Company
- SilverDoor
- Skyline Worldwide Accommodations Ltd
- Staying Cool
- Week2Week Apartments

Outstanding Individual (only company names released at this stage)

- AllStay Serviced Apartments
- A Space In the City
- Fraser Suites Glasgow
- SilverDoor

Industry Breakthrough

- House of MoLi – The Square
- StayCity Serviced Apartments

Background Information

ASAP: Association of Serviced Apartment Providers is the trade association for the UK serviced apartment sector. Our 121 members own and operate over 25,000 properties throughout the UK, Europe, USA & Canada. 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).