The Association of Serviced Apartment Providers continues to grow globally with the acquisition of ASAP NL

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The Association of Serviced Apartment Providers (ASAP) partnered with the ASAP NL to form the first ASAP chapter in The Netherlands in October *2017 (launch event at the Heineken Experience pictured below),* and the two have been working closely ever since. Now the acquisition of ASAP NL by ASAP is a natural progression towards becoming one brand, to aid the understanding and awareness of the growing sector, globally.

As the industry continues to recover from the pandemic, this coming together will continue to develop the community of professional Serviced Accommodation Providers, collectively driving global standards of excellence in the accommodation industry, and allowing travellers to stay with confidence.

James Foice, ASAP CEO, says: "From our own relationships, we know that the corporate travel buyer continues to see the value of professionally run Serviced Apartments in offering flexible, comfortable, safe options for both long and short-term stays.

"We are used to hearing that serviced accommodation is predicted to recover faster than either traditional hotels or homestay options; so I am delighted we are continuing to grow at this very challenging time."

Peter Heule Chairman of the ASAP NL, says: "ASAP NL was formed in 2006 to help represent the interests of the Serviced Apartment sector in the Netherlands. Great to see how the sector has matured over these years. I am delighted to be able to hand over ASAP NL, knowing our members are part of a forward thinking, global association representing our amazing industry."

James Foice concludes: "Our work within the Global Alliance of Serviced Accommodation has seen us partner with other trade bodies in the US, Singapore and elsewhere worldwide. This now cements our position in Europe and we look forward to the future with extra vigour."

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