



**Strictly Embargoed until 0600 Friday 8 December 2017**

## **Winners of the 2017 ASAP Serviced Apartment Industry Awards announced at Gala Awards Dinner – 7 December**

The serviced apartment industry from around the world came together in London yesterday evening for a very special celebratory Gala Awards Dinner where ASAP named the winners of the **2017 Serviced Apartment Industry Awards**.

Speaking after the awards ceremony James Foice, Chief Executive of the ASAP commented:

*'We've had a wonderful celebration this evening as the industry came together after an action-packed day at our annual Convention, to celebrate the winners of our **2017 ASAP Awards**. There is so much incredible innovation, talent, dedication and excellence in this vibrant and highly successful global growth sector, it's so important to recognise this through our annual **ASAP Awards Programme**. The quality of submissions in this, our 5<sup>th</sup> year of running the programme, was truly outstanding and I'd like to congratulate all of our winners and those who achieved 'Highly Commended' this evening, as well as everyone who took the time to submit such high quality entries'.*

### **Winners & Highly Commended: 2017 ASAP Serviced Apartment Industry Awards**

#### **Serviced Apartment Marketing Award**

Winner: Staying Cool  
Highly Commended: Cheval Residences

#### **Serviced Apartment Corporate Account Management Award**

Winner: SACO The Serviced Apartment Company  
Highly Commended: SilverDoor

#### **Serviced Apartment Rising Star of the Year Award**

Winner: Kimberley Barber Cycas Hospitality  
Highly Commended: Dominic Meyer Smart Apartments AG (Switzerland)

#### **Serviced Apartment Team of the Year Award**

Winner: Corporate Housing Factory (Netherlands)  
Highly Commended: City Stay Apartments – Milton Keynes

#### **Serviced Apartment Investment in People Award**

Winner: Cycas Hospitality  
Highly Commended: Staying Cool

#### **Serviced Apartment Industry Breakthrough & Innovation – Agents & Operators Award**

Winner: Locke by SACO

Highly Commended: BASE APARTHOTELS (Switzerland)

**Serviced Apartment Industry Breakthrough & Innovation - Business Partners Award**

Winner: YourWelcome

Highly Commended: NewBook

**Serviced Apartment Guest Experience Award**

Winner: PREMIER SUITES PLUS

Highly Commended: SACO The Serviced Apartment Company

**Serviced Apartment SME Business of the Year Award**

Winner: House of Fisher

Highly Commended: Citystay Limited

**Serviced Apartment Corporate Business of the Year Award**

Winner: PREMIER SUITES

Highly Commended: SACO The Serviced Apartment Company

James Foice concludes:

*'Our 2017 ASAP Awards were judged by a panel of 5 external judges– esteemed industry leaders and key influencers in the wider hospitality sector:*

- Janet Harmer, Hotels Editor, The Caterer
- Marie Hickey, Director – Commercial Research, Savills UK
- Jon Bolger, Group Travel Procurement Director (interim), Capita PLC
- Samantha van Leeuwen, Head of Hotels & Venues, PWC
- Geoffrey Roe, Business Development Manager, The Springboard Charity

[www.asapawards.org.uk](http://www.asapawards.org.uk)

**Ends**

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**Background**

The **Association of Serviced Apartment Providers (ASAP)**, the not-for-profit trade body for the serviced apartment sector, is the pioneer of the first global awards programme for the serviced apartment, the aparthotel, extended stay and short-term accommodation rental industry. ASAP has continued to build on the outstanding successes of previous years and 2017 marks the fifth year of this highly successful awards programme. The ASAP Gala Awards Dinner was held in London on Thursday 7 December at etc venues, 155 Bishopsgate, Liverpool Street, London EC2M 3YD.

Visit <http://www.asapawards.org.uk/> for further information about the awards programme or email: [awards@theasap.org.uk](mailto:awards@theasap.org.uk) Follow the latest information about the awards on twitter: **#asapawards**

**ASAP Membership**

Our 190 members own and operate over 100,000 properties globally. Our membership also includes 15 serviced apartment agencies committed to supporting and growing the sector.

[www.theasap.org.uk](http://www.theasap.org.uk)

**ASAP News Hub: 'The Voice of the sector'**- <http://hub.theasap.org.uk/>

Our hub features all the latest news stories for the serviced apartment sector as well as interesting trends/insights in the wider travel industry.