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ASAP launches the 2018 Serviced Apartment Industry Awards!

The search for this year's highest achievers in the serviced apartment industry begins in earnest today with the launch of the **ASAP 2018 Serviced Apartment Industry Awards**.

This is the leading and pioneering dedicated awards programme created for the international serviced apartment, aparthotel, corporate housing, extended stay and short-term rental industry.

James Foice, ASAP CEO comments:

*'We are thrilled to launch our sixth **ASAP Serviced Apartment Industry Awards Programme** today at a time when the sector has seen some of the greatest achievements to date. ASAP now represents 189 member organisations in 19 countries worldwide which complements our aspiration for global growth. Support and awareness of ASAP quality accreditation continues with activity now in New Zealand, Australia, South America and Asia so this year's awards programme will recognise and celebrate excellence and innovation in our wonderful industry as it continues to grow globally.'*

The **2018 ASAP Awards Programme** features a total of **10** awards:

- Serviced Apartment Marketing Award**
- Serviced Apartment Corporate Account Management Award**
- Serviced Apartment Rising Star of the Year Award**
- Serviced Apartment Team of the Year Award**
- Serviced Apartment Investment in People Award**
- Serviced Apartment Industry Breakthrough Award – Operators & Agents**
- Serviced Apartment Industry Breakthrough Award – ASAP Business Partners**
- Serviced Apartment Guest Experience Award**
- Serviced Apartment SME Business of the Year Award**
- Serviced Apartment Corporate Business of the Year Award**

Foice continues:

'Last year ASAP secured a record level of entries from 13 different countries with an incredible 78 shortlisted finalists and with the immense growth in our sector right around the world we look set to break those records in 2018.'

The coveted industry awards are a key way for **ASAP**, as the not-for-profit trade body for the serviced apartment sector, to reward the very highest achievements across this vibrant growth industry and recognise and celebrate the significant talent, innovation and all-round hospitality excellence which are the hallmarks of the industry's success.

Richard Whittaker, Chairman of the ASAP adds:

'The annual ASAP Awards Programme is the perfect opportunity for each of our members and companies around the world to pause and to reflect on their company and employee achievements over the last year and to celebrate all that is good within the global serviced apartment industry. The Awards Dinner is great at

bringing everyone together and it's a great opportunity for the Association and the serviced apartment industry as a whole to promote service excellence and our continued global growth.'

Stuart Winstone, Deputy Chairman of the ASAP comments:

'The ASAP Awards showcase the outstanding achievements of serviced apartment providers around the world. This fantastic awards programme, from the sector's dedicated trade body, is open to all, and sets the industry standard for recognising talent, best practice and innovation.'

The Awards are open for submissions **from 1 May**, from both members of the ASAP and from the wider industry and ASAP expects considerable interest from outside the UK this year, reflecting its global growth as an association which now extends to 19 countries across 4 continents. The closing date for applications is **Monday 13 August 2018**. Shortlisted finalists will be announced in September, final judging will take place in October and the winners will be announced at the prestigious **ASAP Gala Awards Dinner** in London on Thursday 6 December, following on from the **ASAP Convention**.

Detailed information about the **2018 ASAP Serviced Apartment Industry Awards** programme can be found on the dedicated website - asapawards.org.uk

ASAP has launched an extensive range of sponsorship opportunities for the programme and relating events – [sponsorship document](#)

Ends

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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 189 members own and operate over 100,000 properties globally. The sector in the UK alone is worth **£864 million (STR)** www.theasap.org.uk

ASAP 2018 Serviced Apartment Industry Awards

ASAP is the pioneer of the first global awards programme for the serviced apartment, the aparthotel, the corporate housing, extended stay and short-term accommodation rental industry. Now firmly established in its sixth successive year, the Awards are open for entries **from Tuesday 1 May** through until **Monday 13 August 2018**. For detailed information about the 2018 Awards visit www.asapawards.org.uk or email awards@theasap.org.uk

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