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ASAP launches the 2020 Serviced Apartment Industry Awards Programme

The Association of Serviced Apartment Providers (ASAP) has launched its much anticipated 8th Industry Awards Programme.

ASAP has pioneered the Serviced Apartment Industry Awards, which have become synonymous with celebrating excellence and innovation across the global serviced apartment, corporate housing, and extended stay industry. The programme aims to support and raise awareness of the importance of accreditation, due diligence and safety in the serviced apartment sector, whilst giving organisations the opportunity to showcase their products to the greater accommodation industry.

ASAP's primary objective is to promote and differentiate its member organisations through a protocol of accreditation, and the ASAP Serviced Apartment Industry Awards major on the importance of people, safety, responsibility and outstanding customer service.

The Awards Programme, has a brand-new look for 2020, including five new categories and are open to entries from ASAP members and Business Partners, members of the Corporate Housing Providers Association (CHPA) or GASA (Global Alliance of Serviced Accommodation) who hold ISAAP Accreditation. Non-member companies who share our passion for offering guests excellence are invited to apply to specific categories once again this year.

The categories are (* new for 2020):

- SME Marketing Award *
- Corporate Marketing Award *
- Industry Impact Award *
- Sustainability Award*
- Rising Star of the Year
- Team of the Year
- Investment in People
- Guest Experience
- Industry Newcomer *
- SME Business of the Year
- Corporate Business of the Year

James Foice, ASAP CEO comments: "The ASAP Awards Programme continues to grow year on year and complements our aspiration for recognising excellence in our industry whilst raising awareness of our work to the very consumers we are looking to engage. The new look 2020 Awards Programme will build on the successes of previous years, recognising and celebrating excellence, innovation and brilliant customer service in our fast-moving global industry."

Foice continues: "These coveted industry awards are a key way for ASAP, as the not-for-profit trade body for the serviced apartment sector, to recognise the highest achievements across this dynamic and vibrant industry."

To recognise the growth in the awards programme, ASAP has combined the presentation ceremony with the celebratory Summer Gala Dinner which will take place in central London on Thursday 18th June.

Doug Greenwood, Director of Sales and Marketing, Cheval Collection, and ASAP Chairman, comments: “As our segment of the hospitality industry continues to grow, it is vital that we recognise those companies, individuals and service providers who do an outstanding job of helping us establish what excellence looks like in our industry. The awards programme is the perfect way to get behind our industry body, and support the outstanding work it does to differentiate and legitimise our industry.”

The awards programme will open for submissions on November 8th 2019 and will close to entries at 1700 GMT on Friday 21st February 2020. The independent judging process will start shortly afterwards, with the shortlisted finalists announced on May 21st 2020.

Further detailed information can be found <https://www.asapawards.org.uk/>

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Further Awards and Media Information

Please contact Karen Taylor, Operations & Systems Manager, ASAP e: awards@theasap.org.uk

ASAP 2020 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 accommodation sectors. Now firmly established and in its eighth year, the awards are open for entries from November 8th 2019 through until Friday February 21st 2020. A range of sponsorship opportunities for the programme are available <https://www.asapawards.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 provider and agent members own and operate over 100,000 properties globally. www.theasap.org.uk