



## **Association of Serviced Apartment Providers (ASAP) announces winners of 2020 ASAP Serviced Apartment Industry Awards**

**NOVEMBER 30 (embargoed until 5pm):**

In the face of the challenges this year has brought, ASAP is delighted to announce the winners of its 2020 ASAP Awards Programme across the 11 different award categories.

Entries this year have been outstanding, celebrating the excellence across our sector which stood up to some of the challenges of the pandemic by supporting key frontline workers, and acting as emergency accommodation during lockdown.

Entries were received from 17 different countries - a reflection of the global reach of the Association, its members and the wider industry – and new categories were included for sustainability, industry newcomer and industry impact. The judging panel of industry experts was also extended with some joining us for the first time, including Clive Wratten, Chief Executive of the Business Travel Association and Juliet Price, Executive Director of the HBAA.

The announcement was made at an online event on Monday November 30th, with the winners in each category as follows:

### **Marketing Award**

Cheval Three Quays – 5 year Anniversary Campaign

### **Industry Impact Award**

Dwellworks

### **Industry Newcomer Award**

room2 Hometels – Southampton

### **Sustainability Award**

Staying Cool

### **Rising Star of the Year Award Team of the Year Award**

Alex Mee – Staying Cool

### **Team of the Year Award**

Synergy Global Housing Accounts Team

### **Investment in People Award**

PREMIER SUITES

### **Online Reputation Excellence in Association with ReviewPro**

CitySuites Manchester

### **Guest Experience Award**

PREMIER SUITES

### **SME Business of the Year Award – joint winners**

City Apartments Limited  
House of Fisher Limited

### **Corporate Business of the Year Award**

Synergy Global Housing

James Foice, ASAP CEO, comments: "I'm absolutely delighted we are now finally in a position to announce the winners of our 2020 Serviced Apartment Industry Awards, which reflect more than ever the strength in our sector and its ability to weather whatever life throws at it.

"Next year will hopefully be quite different from this, post-pandemic. But it is thanks to the sector's ability to bounce back that means there actually will be awards next year at all. Most commentators agree that in future, both business and leisure travellers will seek and recognise the benefits of COVID-safe, comfortable, self-contained and professionally-run accommodation – which sums up serviced apartments."

"My congratulations go to the winners, my thanks to all the entrants, and my gratitude to the entire judging panel for their expertise and support."

– 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 industry. Comprehensive information about the ASAP Awards Programme can be found on the dedicated awards website [www.asapawards.org.uk](http://www.asapawards.org.uk)

ASAP offers the industry both Membership and [ISAAP Accreditation](#), which between them offer buyers and guests reassurance about the standard of service and accommodation they can expect.

ISAAP has recently launched its COVID-proof hygiene standard, the **ISAAP Compliance with Infection Control**, as part of the [ISAAP Promise](#).

**ASAP's directory** [Staywithconfidence.com](http://staywithconfidence.com), is the world's first directory for the Serviced Apartment sector and has a portal to lead both those looking for accommodation and those offering it to register their needs or availability.

Follow the latest information about the awards on twitter: #asapawards

ASAP News Hub: Our hub features all the latest news stories for the serviced apartment sector as well as interesting trends/insights in the wider travel industry. 'The Voice of the sector'- <http://hub.theasap.org.uk/>