



**For immediate release**

## **ASAP 2017 Serviced Apartment Convention on track to be the largest gathering of sector in Europe at time of exceptional growth**

ASAP – the not-for-profit trade body for the serviced apartment sector – is experiencing record demand for delegate places at its 2017 Serviced Apartment Convention in London on 6/7 December which will be the largest gathering of the serviced apartment sector in Europe.

James Foice, CEO of the ASAP confirms:

*'Interest in the serviced apartment sector in the UK and Europe has never been higher as the sector continues to grow at record levels with a 17% increase in current supply forecast for the next 3 years ie **3,677\* new serviced apartments** set to open across 46 properties by 2020. It's fantastic to see such strong interest building in our **2017 ASAP Convention**. We experienced record levels of new enquiries from both delegates and exhibitors last week and have already had confirmed bookings from over 320 delegates (representing 150 companies) from some 11 countries as well as 28 international suppliers exhibiting so it's shaping up to be a first-class event'.*

**The ASAP 2017 Serviced Apartment Convention** is the must-attend event for the sector, now in its 8<sup>th</sup> year and is firmly established as the flagship event in the sector's calendar.

The overall theme for the 2-day event is confirmed as **'Rising Above the Challenge'** and will kick off with an inspiring address by **keynote speaker Cathy O'Dowd**, the first woman in the world to climb Mount Everest from both its north and south sides, who will challenge delegates on how to lead teams differently and execute plans in high-risk high-stress environments.

Highlights of the Convention seminar programme which focus on the sector's exciting future growth include:

- **'Global business update' seminar** where key global issues, challenges and growth will be discussed by senior industry figures: Thomas Emanuel, Director of Business Development, STR; Steve Burns, MD EMEA/APAC, BridgeStreet Global Hospitality; Carlos Villaro Lassen, Secretary General, European Holiday Home Association (EHHA); Lee Curtis, President, ABODA Global Housing Management; and Niki Christian Nutsch, MD, Nutsch & Associates. This panel will be moderated by Patrick Hegan, Senior Revenue & Fulfilment Manager EMEA, Oakwood Worldwide.
- **Investors Discussion panel** – will look at the current investment climate with Marie Hickey, Director, Commercial Research, Savills; Andrew Harrington, Partner, AHV Associates LLP; Mohammed Al Marzooqi, MD, Cheval Residences/Cheval Property Management; Stephen Hanton, CEO, SACO The Serviced Apartment Company; and John Wagner, Founding Partner, Cycas Hospitality. This seminar will be moderated by Andrew Sangster, Director, Hotel Analyst.

**Deirdre Wells OBE** – newly appointed Chairman of The Tourism Alliance and Chief Executive of UKinbound - will deliver the closing address highlighting the key strategic issues facing both the domestic and inbound

tourism industries and the critical work the Tourism Alliance is undertaking to lobby Government on these issues at this time of real challenge for the industry.

Full details of the ASAP 2017 Serviced Apartment Convention programme and schedule can be found on the dedicated Convention website <http://asapconvention.org.uk>

## Ends

**\*Note:** Figures quoted in this release have been provided by ASAP's business partner – **STR**, a leading data and data analytics specialist that delivers monthly benchmarking occupancy data for ASAP's members and the U.K. serviced apartment sector. [www.str.com](http://www.str.com)

## Further media information:

- Joyce Cawthorpe, Marketing/Media Manager, ASAP  
T: 07590 123299; E: [jcawthorpe@theasap.org.uk](mailto:jcawthorpe@theasap.org.uk)

## Background

**ASAP: Association of Serviced Apartment Providers** is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. 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.

**The 2017 ASAP Serviced Apartment Convention** will take place on **Thursday 7 December** at etc Venues 155 Bishopsgate, London EC2M 3YD with a pre-networking event at One Great George Street, Westminster, SW1P 3AA on the afternoon of Wednesday 6 December. <http://asapconvention.org.uk>

**The ASAP 2017 Serviced Apartment Industry Awards** celebration will take place on the evening of 7 December, also at etc Venues 155 Bishopsgate, Liverpool Street, London EC2M 3YD

An extensive range of sponsorship opportunities is available for both of these events, further information online: <http://theasap.org.uk/business-partnerships/sponsorship-exhibition-and-advertising-opportunities/>