

**CYCAS HOSPITALITY JOINS
THE ASSOCIATION OF SERVICED APARTMENT PROVIDERS (ASAP)**



Award winning Cycas Hospitality has joined The Association of Serviced Apartment Providers (ASAP) - a not for profit trade body dedicated exclusively to championing the serviced apartment sector of the hospitality industry.

Cycas Hospitality is a hotel management company specialising in extended-stay hotels in the UK and Europe. The company recently announced its contract with Starwood Capital Group to manage Starwood's four extended-stay apart-hotels in London, making Cycas the second largest operator of serviced apartment/apart-hotels in London.

John Wagner, Director of Cycas Hospitality, comments, "ASAP's aim is to build trust for clients by setting a benchmark for the industry and with our growing portfolio it's the right time for Cycas to collaborate with this mission. The sector is expected to double in size in the next two years (ASAP and Savills, December 2015) and it is vital we all work together to build the credibility and recognition for serviced apartment/extended-stay hotels for the benefit of our customers."

James Foice, Chief Executive of the ASAP comments: "I am absolutely thrilled to welcome Cycas Hospitality into membership of the ASAP. As such a key influential operator in the extended stay hotel sector, it's fantastic they are now part of our Association. They join us at a time of exceptional growth, with a new property set to open in Manchester next year and a very exciting future pipeline both in the UK and Europe. We very much look forward to building a strong partnership with them as such a major player in our industry."

Founded by John Wagner and Eduard Elias, Cycas Hospitality combines first-hand experience of hotel management with added expertise in real estate investment and development.

Cycas Hospitality has been active in the UK since 2008 when it spearheaded the launch of the extended-stay hotel sector into Europe for IHG.

Today the company manages Staybridge Suites Hotels in Newcastle, Liverpool, Vauxhall London, London Stratford City and the Holiday Inn in Stratford City London and is working on the dual branded Crowne Plaza/Staybridge Suites in Manchester. The company is also working closely with Marriott to grow its extended stay brand with a Moxy/Residence Inn in the Houthaven's area of Amsterdam, set to be the first extended stay concept for The Netherlands.

Founded in 2002, ASAP currently has 160 active members - serviced apartment operators and agencies - responsible for operating over 100,000 serviced apartments globally.

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ABOUT CYCAS HOSPITALITY

Cycas Hospitality is a hotel management company specialising in extended-stay hotels in the UK and Europe. It combines real world, first-hand experience of hotel management with expertise in real estate investment and development.

Cycas Hospitality manages Staybridge Suites Hotels in, Liverpool, Newcastle, Vauxhall London, London Stratford City and the Holiday Inn in Stratford City London.

Cycas Hospitality also manages Starwood Capital Group's four extended-stay apart-hotels in Earls Court/Kensington, London Bridge, Bermondsey and Tower Bridge making Cycas the second largest operator of serviced apartment/apart-hotels in London.

Two new dual branded projects, comprising four hotels, are under construction. These include a Crowne Plaza/Staybridge Suites in Manchester and a Moxy/Residence Inn in Amsterdam.

At Heathrow Cycas also manages the Hyatt Place London Heathrow Airport.

Several other projects are currently under development. www.cycashospitality.com