



ASAP to announce first overseas chapter - ASAP Netherlands – at launch event in Amsterdam on 19 October

The Association of Serviced Apartment Providers (ASAP), the largest trade body representing the serviced apartment sector, is very excited to announce its first overseas chapter as it formalises a new partnership in the Netherlands with the launch of ASAP Netherlands in Amsterdam on 19 October.

Under the new partnership the members of the Dutch chapter will participate in the core programme of activity undertaken by the ASAP.

James Foice, CEO of the ASAP comments:

'The Netherlands is rapidly emerging as a very strong growth centre for the serviced apartment sector with Amsterdam at the forefront of new developments. There has been so much interest in the work of the ASAP from key operators in the Netherlands that we have decided that the best way forward is for us to formalise our partnership by establishing an overseas chapter of our Association in Holland.'

*'I am particularly delighted that our sector-leading global **Quality Accreditation Programme** – such a key differentiator for our sector - is proving to be the single most significant benefit we can offer to all the members of ASAP Netherlands.'*

Peter Heule, Chairman of the ASAP Netherlands and CEO of the Short Stay Group in Amsterdam, adds: *'It is great to see how the serviced apartment sector has evolved over the past few years. I have seen first-hand some exciting developments across Europe and as a result The Netherlands has become the first overseas chapter of the ASAP.'*

'We aspire to be at the forefront of these developments and become a global business hub. To achieve one collaboration across Europe, it is key to bring together serviced apartment providers who share information so that we can learn from each other, set equal standards and share best practice across the board.'

James Foice continues:

'I hope this will be the first of many overseas chapters for our Association as the serviced apartment sector continues to expand rapidly across the world.'

The new partnership will be formally launched at a special event in Amsterdam at The Heineken Experience on Thursday 19 October when James Foice and Peter Heule will welcome all the members of the new Dutch chapter and the Dutch operators will also have an opportunity to meet a number of ASAP's UK members who will travel to Holland to celebrate the launch of ASAP's first overseas chapter.

Ends

Further information: www.theasap.org.uk www.asapnl.org

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Background

ASAP: The 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.

ASAP Netherlands

The ASAP Netherlands chapter currently represents over **1,200 serviced apartments**; members include Corporate Housing Factory, CityDen, Short Stay Group. www.asapnl.org The Dutch market is growing rapidly and is expected to reach **2,000 apartments** by 2018 (67% growth).