



**For immediate release**

## **ASAP announces record shortlist for 2017 ASAP Serviced Apartment Industry Awards**

**ASAP** – the not-for-profit trade body for the serviced apartment sector – is delighted to announce that, following a record level of entries to its **2017 ASAP Awards Programme**, some **76** companies have now been shortlisted across the 10 different award categories.

Speaking at ASAP's networking event at the Grange Tower Bridge in London on Wednesday 6 September, after announcing the shortlist, James Foice, ASAP Chief Executive, comments:

*"We are absolutely thrilled to have had such a tremendous response from the industry to our fifth **ASAP Serviced Apartment Industry Awards**. We have been so very impressed with the very high calibre of entries both from members and non-members this year, which has far exceeded our expectations, and has therefore resulted in a record shortlist of 76 entries. With our membership now spanning 17 countries around the world, I'm particularly delighted to see such a great cross-section of our members making it through to reach the shortlist – we have recent new joiners of the Association as well as longstanding members and operators and agents both in the UK and overseas. And it's great to see 8 of our business partners who applied for the 'Industry Breakthrough & Innovation' Award also making it through to the shortlist."*

The **2017 ASAP Awards Programme** features a total of 10 different award categories this year with 3 particular categories each securing the highest level of 10 shortlisted finalists respectively ie Team of the Year; Investment in People; Guest Experience of the Year.

All shortlisted finalists will now go forward to the final awards judging day next month when both a winner and highly commended entry will be selected for each of the 10 categories.

All the winners will then be announced at the prestigious **ASAP Gala dinner** which takes place on the evening of 7 December at etc venues, 155 Bishopsgate, London following on immediately after the **ASAP 2017 Convention** which takes place that day.

Please refer to the attached pdf document to see the full list of all 76 companies successfully shortlisted for the **2017 ASAP Serviced Apartment Industry Awards**.

Comprehensive information about the **2017 ASAP Awards Programme** can be found on the dedicated awards website [www.asapawards.org.uk](http://www.asapawards.org.uk)

**Ends**

### **Further media information:**

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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 and short-term accommodation rental industry. ASAP has continued to build on the outstanding successes of previous years and the highly successful awards programme is now in its fifth year. Visit: [www.asapawards.org.uk](http://www.asapawards.org.uk) for further information about the awards programme or email: [awards@theasap.org.uk](mailto:awards@theasap.org.uk)

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

### **ASAP Membership**

Our 189 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.