



For immediate release – 13 March 2018

## **ASAP partners with British Guild of Travel Writers and Staycity to host ‘The Future of (Ethical) Travel Writing’ debate - Wednesday 14 March**

**ASAP** is delighted to have formed a new partnership with the **British Guild of Travel Writers (BGTW)** which will see operator member **Staycity Aparthotels** sponsor a special debate – ‘**The Future of (ethical) Travel Writing**’ – in London on Wednesday evening 14 March.

Staycity have generously accepted the opportunity ASAP negotiated with the BGTW to sponsor this important debate.

Four high profile and highly influential travel journalists are leading the debate:

- **Claire Irvin, Head of Travel Editorial, The Telegraph Media Group**
- **Julia Buckley, Head of Travel for The Evening Standard & The Independent**
- **Sarah Lee, Travel journalist/editor/author/blogger/photographer**
- **Nick Redmayne, Travel writer/photographer/broadcaster**

The 50 travel writers and editors attending the debate – all members of either The British Guild of Travel Writers or The Society of Editors - will visit the brand new **Wilde Aparthotel by Staycity** on the Strand, London – Staycity’s first premium brand property - which opened on 12 March, before the debate gets underway.

Jason Delany, Director of Brand, Product & Marketing with Staycity Aparthotels comments:

*‘Staycity is delighted to partner with the British Guild of Travel Writers and ASAP to host such an influential group of travel writers. This is a wonderful opportunity to showcase our new premium brand – **Wilde Aparthotels by Staycity** – in this our opening week.’*

After viewing the new property the group will adjourn to the **Smith & Wollensky** restaurant opposite where Staycity has arranged for the debate to take place.

It’s particularly exciting that the debate will be live streamed to the **Society of American Travel Writers (SATW)** in the USA.

**Alastair McKenzie, Chair of the British Guild of Travel Writers (BGTW)** comments:

*'We're delighted that Staycity are supporting this debate because the topic is about change for travel media, something the hospitality industry is experiencing too. The serviced apartment sector is suddenly coming onto the radar of digital travel influencers and traditional travel journalists in a way that it perhaps hasn't in the past. So the timely appearance of a new brand, named appropriately after a writer, is already generating interest.'*

James Foice, CEO of the ASAP comments:

*'It is fantastic that ASAP have been able to establish a very important new partnership with the British Guild of Travel Writers. We are most grateful to Staycity for sponsoring the debate which presents such a valuable opportunity to raise the profile of our serviced apartment sector with key members of the global travel writing media and their community at this time of phenomenal growth in our sector.'*

The debate can be following on social media on Wednesday evening.

The event hashtags: **#FOETW & #BGTW**

**Ends**

**Further media information, logos or photography please contact:**

- Joyce Cawthorpe, Marketing/Media Manager, ASAP  
T: 07590 123299; E: [jcawthorpe@theasap.org.uk](mailto:jcawthorpe@theasap.org.uk)
- Linda Pettit, Tilburstow Media Partners (Staycity's media agency)  
T: +44 79 7378 9853 E: [Linda@tilburstowmedia.co.uk](mailto:Linda@tilburstowmedia.co.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. <http://hub.theasap.org.uk> [@ASAPThe](http://www.theasap.org.uk)

**The British Guild of Travel Writers (BGTW)** is the UK's leading organisation for travel media professionals with 270 members currently. Alastair McKenzie is the current Chairman [@travwriters](http://www.bgtw.org)

**The Society of Editors** has ca. 400 members who all have senior roles in the news media. Its Executive Director is Ian Murray . [@socofeduk](http://www.societyofeditors.org)

**Staycity Aparthotels** is a privately held company based in Dublin with a total estate of **4,500 apartments** (pipeline and operating) and is on target to grow to **15,000 apartments by 2022**.

**Wilde Aparthotels by Staycity** is their new premium brand – the first property has opened on the Strand, London on 12 March (106 apartments) with the second property opening in Edinburgh in 2019 and a third opening in Berlin later next year.

Staycity will open a new 212 apartment property in Liverpool later this year and in 2019 is on track to open new aparthotels at Disneyland Paris (284 units) and Venice (175 units) as well as in Dublin's Chancery Lane (50 apartments). [www.staycity.com](http://www.staycity.com) [www.wildeaparthotels.com](http://www.wildeaparthotels.com) [@wildebystaycity](https://twitter.com/wildebystaycity)

The debate on 14 March will be hosted at **Smith & Wollensky** in The Adelphi Building, 1-11 John Adam Street, London WC2N 6HT – Staycity's event partner [www.smithandwollensky.co.uk](http://www.smithandwollensky.co.uk) [@sandwollenskyuk](https://twitter.com/sandwollenskyuk)