



Press release

7th December 2018

ASAP Awards 2018 recognise outstanding industry performers following record year

The Association of Serviced Apartment Providers (ASAP), the pioneers of the first global awards programme for the serviced apartment sector, has celebrated the achievements of the industry for the sixth successive year, hosting an awards ceremony that served to recognise the achievements of standout performers within the sector.

The ASAP awards identify excellence, innovation and best practice across the individuals, teams and organisations that are operating within the serviced apartment industry, bringing together operators, agents and suppliers to celebrate and recognise the sector's achievements over the past 12 months.

The 2018 awards marked a record year, having received the highest number of entries in its 6-year history which came from more than 19 countries, while 16 separate countries were represented in the shortlisted finalists.

James Foice, Chief Executive of ASAP, said of the awards: 'We had an outstanding year for entries in 2018, which served to represent the full spectrum of our industry and demonstrated the breadth of the market within which we operate. Consequently, this meant that the competition has been fiercer than ever, making the winners all the more deserving!'

Comedian and compere for the evening, Ian Irving, presented the 12 awards, which were hosted at etc.venues, 155 Bishopsgate as part of a celebratory gala dinner.

The accolades included the Rising Star Award, presented to Laura Corrigan, Operations Executive at PREMIER SUITES, who was noted for her fantastic 360° perspective, while the Serviced Apartment Marketing Award went to Roomzzz Aparthotels for its campaign, which was deemed 'visually strong' by the judges, while Andy Durma, Hotel Manager with Roomzzz Aparthotels was acknowledged by the

judges as being a bit of a superstar as he collected the Highly Commended Rising Star of the Year Award.

There were two Industry Breakthrough and Innovation Awards covering Operators & Agents, and for ASAP Business Partners, with these being awarded to Lamington Group & VISIONAPARTMENTS as joint winners under Operators & Agents. Initially meant to be an individual accolade, the judges faced an impossible decision and saw the honours split. Meanwhile, Criton won the Business Partners award due to its innovative use of technology to enhance the guest experience.

Further awards were handed to the Lamington Group, as the Serviced Apartment SME Business of the Year, while SACO The Serviced Apartment Company, took home four awards in the Corporate Business of the Year, Guest Experience, Team of the Year (the Cannon Team) and the Investment in People awards.

Joyce Cawthorpe was the recipient of the Outstanding Contribution Award, which recognised her exceptional dedication and commitment to the development and growth of the industry and to the Association over the past 10 years. The Corporate Account Management Award went to Oakwood while Cheval Three Quays collected the inaugural award in the brand-new category for Online Reputation Excellence award in partnership with ReviewPro.

Feedback from the judges noted the range of strong entries that reflected the outstanding standards across the sector and the providers within it, which included a number of smaller operators that presented compelling entries that outstripped their perceived standing within the industry. Due to a number of strongly contested categories with an outstanding quality of submissions, the judges also awarded Highly Commended Awards to House of Fisher in the Team of the Year category while Corporate Housing Factory were declared as Highly Commended in the SME Business of the Year Award.

The awards ceremony followed the ASAP Convention, which had been taking place over the 5th and 6th December, and offered insight and advice around the issues currently affecting the serviced apartment industry – not least of which was the potential impact of leaving the EU, as well as technological developments and the looming ‘threat’ of OTA’s.

James Foice, Chief Executive of ASAP, said: “This year’s convention brought together over 460 industry professionals over the two days from the serviced apartment and hospitality sectors in a bid to amalgamate the two closely related industries. From the panel discussions to small group workshops,

we managed to bring something to the table which was relevant, important and thought-provoking for all attendees, no matter what their background.”

He added: “The awards ceremony gave us the opportunity to congratulate the stars of our exciting sector, those going above and beyond and those truly passionate about the services we provide. A great evening of anecdotes, laughs and entertainment from Ian Irving really topped it all off! We’re now taking a moment to breathe before we start planning next year’s event.”

For more information about ASAP, please visit <https://theasap.org.uk/>, for the Convention, please visit <https://www.asapconvention.org.uk/> and for the awards <https://www.asapawards.org.uk/>.

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Notes to editor

ASAP – Association of Serviced Apartment Providers is the not-for-profit trade body representing only Quality Accredited serviced apartment operator and agent companies across 19 different countries. Operator members collectively operate over 100,000 apartments and offer three million beds per year and they, along with the serviced apartment agencies are committed to supporting and growing the sector into one where the majority of all consumers see serviced apartments as a safe, modern and credible alternative to more conventional types of accommodation. <http://theasap.org.uk/>

The 2018 ASAP Serviced Apartment Convention is now in its 9th year and took place over **2 days**. Day 1 on **Wednesday 5th December** at the **Institute of Directors** on Pall Mall, London SW1 5ED and day 2 on **Thursday 6th December** at **etc Venues** 155 Bishopsgate, London EC2M 3YD. All event queries to events@theasap.org.uk
<https://www.asapconvention.org.uk/>

The 2018 ASAP Serviced Apartment Industry Awards recognises excellence, innovation and best practice at individual, team and company level throughout the industry and brings together ASAP members, the wider industry, operators, agents and suppliers to celebrate and recognise the sector’s achievements over the past 12 months. <https://www.asapawards.org.uk/>