

Benefits for Everybody

The ASAP represents an industry that is making a huge step forward in the provision of extended stay accommodation across the UK.

The growth of serviced apartments is exponential not just in the UK, but also around the world. And the product choice is now so extensive - ranging from simple studios to four-bedroom apartments and penthouse suites; some developments offer apartments with roof-gardens or balconies and many have on-site leisure facilities including gyms and swimming pools. This industry expansion arrives at a time when the corporate travel buyer, more than ever before, is looking for quality, value, accountability and flexibility.

The professional operators in the serviced apartment industry are in a position to provide all of these – the ASAP is a step towards ensuring that they do and that they are recognised for doing so.

Global Partnerships

It is the intention of the ASAP to forge links with serviced apartment providers worldwide through their respective associations. The ASAP is currently partnered with the Corporate Housing Providers Association (CHPA) in the USA - www.chpaonline.org The two bodies work together to ensure that the expectations of the guests travelling between our two countries are always exceeded.



asap
the association of
serviced apartment providers



All the latest information about the Association can be found on its comprehensive website - www.theasap.org.uk - which contains detailed information about each ASAP member.

Should you require further general information about the Association or wish to give feedback on one of our serviced apartment operators please contact:

Association of Serviced Apartment Providers (ASAP)

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www.theasap.org.uk

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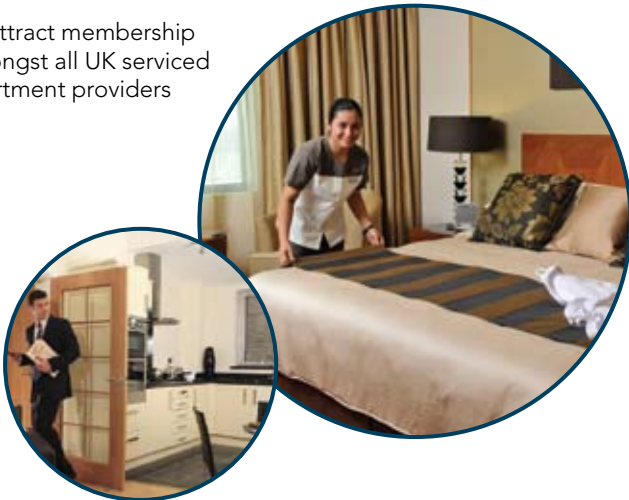
About us

The ASAP (The Association of Serviced Apartment Providers) – was first established in 2002 by a small group of serviced apartment operators and relocation agents in London. The apartment industry in the UK has grown rapidly since that time and the Association now has 30 members representing in excess of 5,000 properties.

The Purpose of the Association

The main aims of the association are:

- To monitor and audit the performance of its' members
- To raise awareness of serviced apartments
- To promote serviced apartments and corporate housing to buyers of extended stay accommodation, agents and relocation companies
- To promote and encourage travellers and travel buyers to work with our membership in the knowledge that our members are committed to the code of conduct
- To establish, promote and maintain an acceptable code of conduct for all providers of serviced apartment accommodation
- To provide networking and educational opportunities to the membership
- To attract membership amongst all UK serviced apartment providers



Where Quality Counts

ASAP has worked closely with the national tourist boards for England (VisitEngland), Scotland (VisitScotland) and Wales (VisitWales) to develop a quality standard specifically for serviced apartments.

Many of our members are now assessed to this standard and it has provided a basis for a measure of the serviced apartment product in England, Scotland and Wales.

The purpose of initially developing a quality standard was to enable comparison and selection of serviced apartments by travel buyers. The quality standard not only ensures that the minimum legal standards are achieved and maintained (compliance to health and safety regulations, appropriate liability insurance, accurate representation in marketing materials), but it also differentiated between the varying specifications and facilities of the properties i.e. washing machines, dishwashers, internet access, concierge, entertainment systems, reception etc.

This accreditation continues to enable buyers to compare like with like and select the appropriate level of property according to their requirements.



Membership Criteria

To qualify for membership, operators must demonstrate the following:

- Operators must operate, own or manage a proportion of the apartments they provide
- Operators must be nominated by an existing member of the ASAP or provide details of 2 referees
- Operators must be supportive of a Quality Standard for serviced apartments
- Operators must offer the facility for all guests to provide feedback to the Association
- Operators must agree to abide by the Association's 'Code of Conduct'

Comprehensive details of the membership criteria can be found on the Association's website - www.theasap.org.uk

