



For immediate release

## Delegate booking opens for 2017 ASAP Serviced Apartment Convention as new website launched

The Association of Serviced Apartment Providers (ASAP) - the not-for-profit trade body for the serviced apartment sector - is delighted to announce that delegate booking has now opened for its **2017 Serviced Apartment Convention** to be held in London on 6 and 7 December 2017.

James Foice, Chief Executive of the ASAP, comments:

*'We expect our 2017 Convention to be the largest gathering of serviced apartment professionals anywhere in the world attracting operators, agents, investors, developers and suppliers. Building on the success of the last 7 years, our annual Convention has expanded to become a 2-day event for the very first time this year, so it's fantastic to open booking for delegates much earlier in June so that ASAP members and non-members can plan ahead and book their delegate places now to make the most of their time at our 2017 Convention. This is especially important as ASAP has become increasingly international, with members in 17 countries, so our 2017 Convention will attract delegates from across the globe, many of whom will be attending for the first time.'*

Foice continues:

*'The event has grown to such an extent that we have developed a brand new stand-alone website – <http://asapconvention.org.uk/> - dedicated to our annual Convention which we are also delighted to launch today. Delegates can book their tickets online via the new website and keep up-to-date with all the latest information about the Convention programme, speakers etc'.*

The event will start with a pre-Convention networking event on **Wednesday 6 December** at One Great George Street followed by the full day Convention taking place at etc Venues 155 Bishopsgate on **Thursday 7 December**.

The theme of the 2017 Convention will be **'Rising Above the Challenge'** and the programme will give delegates the opportunity to hear the latest industry insights through a range of panel discussions and plenary sessions as well as being inspired by some of the best speakers around in motivational keynotes. The programme will also feature a range of educational seminars which will include our globally recognised **ASAP Quality Accreditation Programme** and there will be plenty of opportunity for networking with industry peers throughout the day.

Further details about the programme for the **2017 ASAP Convention** – the must-attend event for the serviced apartment sector - will be announced over the summer.

Tickets for the **2017 ASAP Convention** can be booked from Monday 19 June via the new website: <http://asapconvention.org.uk> – with discounted early-bird tickets available for ASAP members until 30 September.

## Ends

### Further media information:

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### Background

**ASAP: Association of Serviced Apartment Providers** – [www.theasap.org.uk](http://www.theasap.org.uk) - is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our 185 members own and operate over 100,000 properties globally. Our membership also includes 15 serviced apartment agencies committed to supporting and growing the sector. Our **ASAP Quality Accreditation** is the leading global quality assessment programme for the serviced apartment sector. <http://theasap.org.uk/memberships/quality-accreditation-programme/stay-with-confidence-quality-accreditation/>

**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.

**The 2017 ASAP Serviced Apartment Convention** will take place over 2 days. <http://asapconvention.org.uk/> It will start with a pre-networking event at One Great George Street, London SW1P 3AA on the afternoon of **Wednesday 6 December** followed by the full-day Convention on **Thursday 7 December** at etc Venues 155 Bishopsgate, London EC2M 3YD

**The ASAP 2017 Serviced Apartment Industry Awards** celebration will take place on the evening of **7 December**, also at etc Venues 155 Bishopsgate, London. <http://asapawards.org.uk>

An extensive range of sponsorship and exhibitor opportunities are available for both of these events, further information online:

<http://theasap.org.uk/business-partnerships/sponsorship-exhibition-and-advertising-opportunities/>