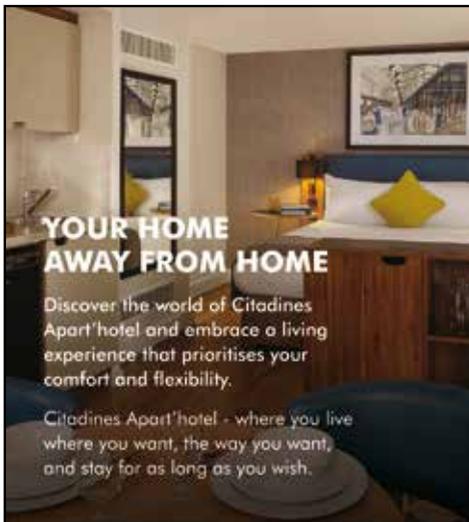




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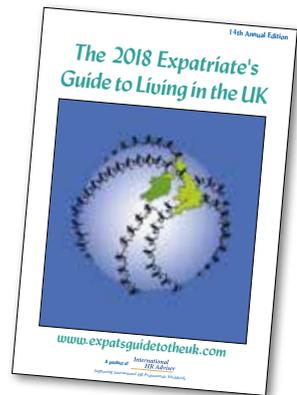
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'FEEL AT HOME' BY STAYING IN A SERVICED APARTMENT WHEN YOU RELOCATE TO THE UK



More and more people relocating to the UK are opting to stay in a serviced apartment, having discovered the many benefits they offer.

Relocating can be stressful so you want to feel at home as quickly as possible. Serviced apartments are an ideal solution enabling you to have your 'own place' straightaway, helping you adapt to your new way of life within a short space of time.

These are exciting times for this sector which is growing at a phenomenal level right around the world. 2018 is set to be a year of record expansion with over 2,000 new serviced apartments opening in the course of this year in the UK. Key growth hotspots include Manchester, Edinburgh and London, as well as Glasgow, Southampton, Brighton and Cambridge and the rapid growth of the sector over the last few years means the option to stay in a serviced apartment is now a reality in every major city right across the UK.

KEY BENEFITS OF USING SERVICED APARTMENTS

But what is it that makes the serviced apartment so appealing?

James Foice, Chief Executive of the Association of Serviced Apartment Providers

(ASAP), the not-for-profit trade body for the sector, explains:

'A serviced apartment is the ideal solution for those relocating to the UK. It provides a fully furnished self-contained flat including a well equipped kitchen and offers separate areas to live, sleep, work and eat, so it offers a complete 'home-away-from-home' experience where you can properly relax, enjoy more privacy and settle into your new neighbourhood quickly. A key benefit is the extra space offered – you can expect up to 30% more space than a comparable standard of hotel room'.

Serviced apartments are also a cost-effective option offering excellent value for money – there are no expensive 'extras' to consider such as hotel minibars, restaurants and room service. Guests appreciate the flexibility to live to their own schedule. They can prepare their own meals and not be restricted by hotel restaurant opening times. Having their 'own place' means they can also entertain guests or have meetings with clients in their apartments. Many operators provide a generous 'welcome pack' of groceries to ensure guests have sufficient food for the first 24 hours of their stay.

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Families relocating particularly appreciate the more spacious living environment which serviced apartments offer. Children especially, benefit from having enough room to have more of their personal possessions around them - so important when settling in to a new country. Staying in a 2- or 3-bedroom apartment means children can have their own bedrooms; in smaller apartments extra beds for children can be easily arranged.

The fully equipped kitchen is a key feature. It will normally include a cooker/microwave, fridge-freezer and dishwasher, as well as an extensive range of crockery, cutlery, glassware and kitchen utensils. And while most serviced apartments offer a laundry service, families enjoy the convenience of having a washer/dryer provided within their serviced apartment, which also saves them money. Bed linen, towels and toiletries will also be supplied. A weekly housekeeping service will be included, but a more frequent service can easily be arranged.

The opportunity to personalise your new apartment is a growing trend. A number of operators are now offering guests the opportunity, for example, to bring their own piece of artwork to display in their apartment to make it more homely. Many also welcome pets and can provide all the specialist equipment needed for your pet in the apartment.

There is a wide product choice in this innovative sector. Choose from trendy studio apartments in the more contemporary aparthotels which may have a communal social space, or a one, 2, 3 or 4-bedroom serviced apartment, right up to penthouse suites or high quality individual homes, which are particularly suitable for longer stays. Top of the range developments may even offer roof terraces, access to a gym (in-house or close by) or even a swimming pool. In this dynamic young industry the vast majority of developments are modern, so you can expect contemporary, stylish interiors complete with mood lighting. High-speed Wi-Fi comes as standard in most serviced apartments.

And increasingly you'll find the very latest in-room technology offering high-tech in-house entertainment, as well as cutting-edge facilities such as keyless entry systems, complementary smartphones for guests and tablet-controlled rooms.

Serviced apartments can be booked for

anything from one night, one week, or several months with the cost generally reducing the longer the stay (for stays of 28+ days the VAT element reduces to just 4%). A further advantage is that even for longer stays, there are no separate utility bills to worry about, since all of these costs are included in the overall price.

Apartments are normally in prime city locations, conveniently close to the place of work which delivers a further advantage – clients may be living only a very short walk away from their office, meaning minimal time is spent commuting.

What guests particularly appreciate is the opportunity to live like a local in their new location in a spacious, fully furnished serviced apartment which gives them complete freedom and privacy to live the way they want to.

MAKE SURE YOU BOOK WITH AN ASAP QUALITY ACCREDITED OPERATOR OR AGENT

James Foice, ASAP Chief Executive, confirms the importance of booking with an ASAP Quality Accredited Operator or Agent: 'The key thing that the guest wants is to know that the serviced apartment they are booking for their relocation has been fully assessed by a professional independent body. And they want to be reassured that the operator or agent they have booked with fully complies with all the core legal, health and safety, and duty of care requirements. All ASAP operators and agents displaying the ASAP 'Quality Accredited' marque have successfully completed this rigorous quality accreditation process involving 250 checks and balances. The guest can then book and stay with confidence and feel safe in their new home.' Visit www.theasap.org.uk for further information about the ASAP Quality Accreditation Marque and full details of the 190 serviced apartment operator and agent members of the ASAP.

And you can find out more about the many benefits of staying in a serviced apartment, including a short video: <http://theasap.org.uk/non-members-consumers/about-serviced-apartments/what-is-a-serviced-apartment/>





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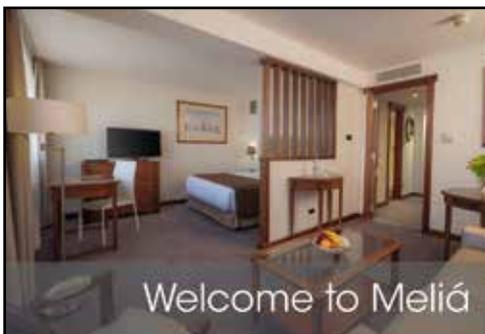


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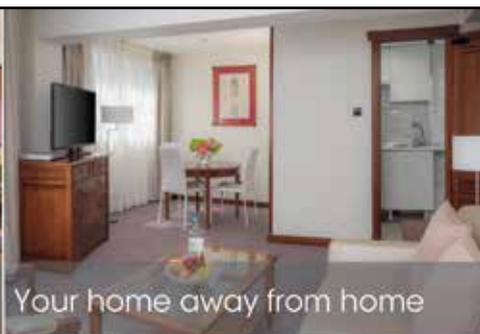
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KEY BENEFITS OF USING SERVICED APARTMENTS

- More space
- More flexibility
- More privacy: a 'home from home' experience
- Convenience of location
- Value for money

Visit the ASAP website to see the directory of their 190 members – serviced apartment operators and agents www.theasap.org.uk/locate-an-apartment/

A few examples of ASAP Quality Accredited serviced apartment operators and agents in the UK who target the relocation sector:

- **Cheval Residences:**

www.chevalresidences.com

With 35 years experience, this award-winning five star brand offers properties in 8 key locations right across London from Cheval Three Quays right on the river Thames opposite the Tower of London to Cheval Knightsbridge just around the corner from Harrods.

- **The Ascott Limited:**

www.citadines.com

One of the world's largest owner-operator of serviced apartments operating over 43,000 serviced apartments worldwide, and a further 30,000 unites under development. Currently offering 4 different locations in central London (Citadines brand) and opening a new Citadines property in Islington, London early 2019.

- **The Apartment Service:**

www.apartmentsservice.com

A leading global serviced apartment booking agency with a network of 7 global offices, first established in 1981, offering over 800,000 serviced apartments around the world.

- **Premier Suites:**

www.premiersuiteseurope.com

Operate in 14 locations across the UK, Ireland and the Netherlands (including Birmingham, Dublin, Liverpool, Manchester, Glasgow, Reading & Rotterdam), and soon to expand to Antwerp and Amsterdam.

- **Craven House:**

www.cravenhouse.net

An independent operator offering high quality serviced apartments next to Hampton Court

Palace in Surrey, to the south west of London with views over Bushy Park. Achieved the VisitEngland 2017 Rose Award for exceptional customer service as well as the VisitEngland Gold Award for the second consecutive year.

- **Marlin Apartments:**

www.marlinapartments.com

One of the largest independent operators in London operating over 600 serviced apartments in 6 locations across central and east London

- **Prestige Apartments:**

www.prestigeapartments.com

A specialist serviced apartment booking agency offering serviced apartments right across all the major cities in the UK

- **BridgeStreet Global Hospitality:**

www.bridgestreet.com

Operate extended stay properties for the business traveller around the world as well as offering a new dedicated global technology platform featuring over 140,000 properties in 80 countries

- **SITU:**

www.situ.co.uk

SITU acts as both a serviced apartment operator and a booking agent offering a worldwide network of serviced apartments in 500 locations

- **Arlington House:**

www.arlingtonhouse.co.uk

Arlington offer luxury serviced residences in a prime location in the exclusive St James' area of London overlooking Green Park

- **Melia White House:**

www.meliawhitehouseapartments.com

Melia White House offer 112 serviced apartments close to Regents Park in London where guests can book for stays from 7+ days and also have access to the hotel services.

- **aka:**

www.stayaka.com

AKA Marylebone's London furnished apartments and serviced residences offer newly built, full-floor accommodations providing the anonymity and exclusivity of a private residence, and are comprised of eight studio, one- and two-bedroom suites, as well as a Mews House with a private enclosed garage.

Visit www.theasap.org.uk to find out more.

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