ASAP Fast Facts – 2018

Who we are

- The not-for-profit trade body dedicated exclusively to the serviced apartment sector
- **189 members**: 177 operator members; 12 agents
  http://theasap.org.uk/memberships/operator-members/
  http://theasap.org.uk/memberships/agent-members/
- Members range from global operators/agents to small independent operators/agents
- Our members represent approx. **100,000 serviced apartments** – right across the UK, Ireland, EMEA, the Americas and APAC, spanning a total of 17 countries.
- The **ASAP Quality Accreditation Marque** is the only recognized industry standard for the serviced apartment sector in the UK; all ASAP quality accredited operators fully comply with all the key health and safety and legal requirements.
  http://theasap.org.uk/memberships/quality-accreditation-programme/stay-with-confidence-quality-accreditation/

Size of the industry

- UK & Ireland: **22,075 serviced apartments** (*source: STR*)
- The UK industry is set for record growth in 2018 with **2,000 new units** set to open by end of this year
- Future pipeline: **3,677** new serviced apartments across 46 properties expected to open by 2020; **+17% increase on current supply**
- Sector value: approx. **£864 m** (*source: STR*)
- Employment costs: **£70 million**
- Roomnights: our members sell **3 million** accommodation nights/year
- Globally the sector is on track to increase by **145,000 units** by end 2018 (from January 2016): a **52%** increase in stock *(source: Savills Extended Stay report Dec 2016)*

Current sector performance

- As at 31 December 2017, the full year occupancy performance of the UK serviced apartment sector:
- UK as a whole: **81.7%** (+**0.2%** year on year); ADR: **£148.48** (+ **5.4%** year on year)
- Greater London: **83.8%** (+**2.2%** year on year); ADR: **£198.74** (+ **9.8%** year on year)
- Rest of UK: **79.7%** (-**1.7%** year on year); ADR: **£ 74.69** (+ **1.0%** year on year)
  Source: STR

Further information

The Savills Extended Stay report (Dec 2016) can be downloaded here:
http://www.savills.co.uk/research_articles/173558/212297-0

For all the latest breaking news about the rapidly expanding serviced apartment sector visit our **ASAP real-time news hub: http://hub.theasap.org.uk**

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*Note: future pipeline data is subject to change so please check with Joyce Cawthorpe before publishing this industry size data
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