



## Leading serviced apartments providers to exhibit at office\* show

The Association of Serviced Apartment Providers (ASAP) and three of its member companies are confirmed to exhibit in a new ASAP village at this year's office\* show. Taking place over 15-16 September at Earls Court, London, the event offers an unrivalled opportunity for thousands of corporate buyers from the PA and Office Manager community to see a host of exciting business accommodation alternatives.

ASAP Village participants include SACO, Executive Serviced Apartments (esa) – a leading provider of corporate accommodation solutions across the South of England, including the Thames Valley and South Coast, and The Apartment Service – the largest European serviced apartment company with a network of over 700 locations worldwide. The debut of this bespoke village follows reports that increased growth within the serviced apartment sector in 2010 was due to more corporate buyers in the UK using serviced apartments to cut costs. Given that feedback from last year's surveyed visitors also reported that over 55% of attendees came to the show to source venues and accommodation, office\* 2011 has grown the number of exhibitors within this category to cater for this distinct demand.

"This year we are dipping our toes into the PA business travel market by exhibiting at the office\* show," says Siggie Foster, head of the business development team at SACO, which boasts properties in every major UK city and a global network that includes Paris, New York, and Sydney.

"PAs who have travel responsibilities have long been an attractive target market, but often very difficult to open a dialogue with due to the busy nature of their day to day lives," adds Foster. "We are hoping that the office\* show will allow us to get in front of this key business travel market and explain how booking serviced apartments with SACO can not only save them time and money, but can also earn them some serious brownie points with their bosses."

The Association of Serviced Apartment Providers (ASAP) is a rapidly-expanding organisation, with 44 members representing in excess of 9,000 properties across the UK and Ireland.

Joyce Cawthorpe from the ASAP says the organisation is delighted to be exhibiting at office\* 2011 for the first time: "The serviced apartment sector is experiencing spectacular growth in 2011 currently as business travellers increasingly opt for this value-for-money product. The apartment environment – with separate areas to work, eat and sleep – is the perfect fit for the mobile, self-sufficient corporate traveller."

office\* is aimed at meeting the business needs and aspirations of today's modern office professionals. It is free to attend for pre-registered visitors (please use priority code OFF11139). For further information, please visit [www.officeshow.co.uk](http://www.officeshow.co.uk).

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*office\* is a results focused event which aims to bring Office Professionals, PAs, Office Managers and Executive Assistants together with potential new business partners and solutions providers. Developed in consultation with prospective visitors, associations, publishers, manufacturers and training providers, it aims to inspire and educate all those working within this dynamic industry.*

### **VISITOR INFORMATION:**

*Admission: Free to pre-registered visitors, £20 on-the-door*

*Location: Brompton Hall, Earls Court, London SW5 9TA*

*Opening hours: Thursday 15 September, 9.30-17.30 & Friday 16 September, 9.30-17.00*

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Members of the media can reserve press passes to office\* by contacting Emma-Louise Jones at [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk).

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