Serviced Apartment 2025
— innovations in technology
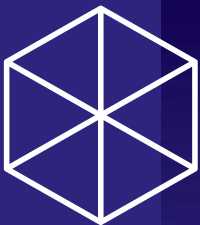
Serviced Apartment News

The extended stay market – whether serviced apartment, aparthotel or private apartment rental – is thriving, providing unprecedented competition to, and alternatives to, hotel accommodation.

As businesses become increasingly international, a rise in volume of global business travel and increased global mobility has driven the growth of extended stay, but not exclusively so. Growth has also been stimulated by technology. From the impact of Airbnb and HomeAway on the awareness and bookability of hotel alternatives to the rise in leisure business for many operators, thanks to advances in distribution and OTA's.

The growth of serviced apartments is paralleled by that of select service hotels like Hilton's Tru, Hampton Inn and Home2Suites and Hyatt's Hyatt Place and Hyatt House. Easy to finance, build and design, demand for these products shows that guests requirements are evolving. On-demand services are growing too, whether for cab-sharing, dry cleaning or food delivery. So, the full-service hotel is under threat.

The branded serviced apartment sector is getting more crowded. Most established hotel groups have extended-stay brands, whilst there is no shortage of new operators joining the market – especially in Europe.

BridgeStreet's Stüdyo brand offers rooms fitted with the essentials and shared common spaces (including kitchen). Ascott's lyf (pronounced 'life') properties will be managed by millennials acting as community managers, city and food guides, bar keepers and problem solvers. Vision Apartments' Livinghotel concept combines in-room kitchens with access to large public spaces with a shared kitchen where tenants can eat together.

Distribution-focused groups such as Oakwood and BridgeStreet are also expanding their portfolios of managed properties. The distribution of serviced apartments is increasingly driven by technology, making it tougher for smaller operators to compete with the big brands for enquiries and bookings. For these operators, the need to innovate to maintain competitive advantage is of critical importance – even if they lack the financial resources to invest in every new piece of tech that comes onto the market.

As competition increases, operators are having to be more creative with their products, examples of which include more common spaces with communal dining areas at the expense of in-room kitchens, marketing them as more affordable micro-apartments such as the Bridgestreet Stow-Away property in London's Waterloo, which consists of 20 prefabricated modular micro-apartments. As guest behaviour moves further away from questionable brand loyalty to rewards and 'on demand' services, the onus will be on operators to build strong product identities to mitigate bookers' freedom of choice. In other words, they will have to innovate.

So, what does innovation really look like in the extended stay sector? With so many new serviced apartment and corporate housing brands coming into the market, owners and operators face a constant battle to find innovative ways to attract and retain customers.

In many cases, innovation takes the form of brand development a relatively new concept in the extended stay sector. Brand development would typically encompass design, fixtures, furnishing and equipment. Innovation in space utilisation has been a focus for brands backed by investors with a real estate background.

Smaller room sizes enable operators to generate returns comparable with traditional hotels, whilst serviced apartments' lower running costs have enabled operators to invest in F&B offerings and higher levels of service.

The challenge for serviced apartments is to maintain clear points of difference by revamping public spaces to provide less functionality and a more experience-led product.

The sector's origins often determine the level of innovation adopted by serviced apartment and corporate housing brands. A property mind-set has seen products traditionally operated on a no-frills basis, exemplified by a weekly cleaning service and pin-code entry.

It is from the hospitality sector that the impetus for innovation is coming as operators seek to create new guest experiences for a changing customer demographic.

However, these two perspectives also explain why the extend stay sector has yet to take up all the opportunities afforded by technology. Cost, scalability and customer understanding all impact adoption levels. The task facing most operators is to match guests' needs with available, but affordable, technology.

The world is changing quicker than ever, both in terms of demographics and economics. Over the next ten years, dramatic population growth in some emerging nations will boost the world's travel population. Not only will there be more business and leisure travellers; their age range will be bigger whilst their countries of origin and destinations will dictate the balance of economic global power.

Against this backdrop, hospitality and travel brands are gearing up to deal with new audiences in new markets – or at least they should be. In this paper we aim to quantify the opportunities technology advancements are delivering.

Written by Mark Harris,
Travel Intelligence Network

Tomorrow's guest

Lodging brands have been targeting the millennial generation (i.e. those born between the first half of the 80's and the first half of the 90's) for years. More recently their attention has turned to Generation Z (those born from the mid 90's onwards), estimated to be worth US$200 billion dollars to the travel & tourism industry[1] by 2020.

Both business and leisure travel are routine for these generations. Generation Z has never known a world without smartphones or social media; by 2020, the number of mobile device subscriptions will have risen to 5.7 billion - 73% of all humanity[2].

Global business travel spending reached $1.33 trillion in 2017 and will expand to $1.7 trillion by 2022[3]. 75% of business travellers aged 23 to 35 see business travel as a major work perk, and 65% consider it a status symbol – even though maintaining a work/life balance is a major challenge[4]. 41% claim business travel makes it difficult for them to have a stable family life, and 46% say their companies don't consider their personal life when asking them to travel for work.

It is the differences between Generations Y and Z that nuance innovation in the lodging sector. Whereas millennials looked to others to provide solutions to their needs, the new generation finds its own solutions[5]. The extended stay sector has directly benefitted because millennials travel more frequently, stay longer (on average 5-7 days) and prioritise cost and value over frequency of guest services. The serviced apartment meets these needs perfectly.

The trend towards combining business and leisure trips – bleisure – is also gathering momentum, especially in the U.S., where length of stay for a business versus bleisure traveller jumps from two nights to six-plus.

43% of business trips in the U.S. are now bleisure, whilst 70% of business travellers who add on a leisure stay travel at least every 2 to 3 months[6]. 54% of travellers would like to extend a business trip for leisure but 44% think it will make them look bad to their senior leadership. A new phenomenon is bleisure regret – 59% of young business travellers regret not expending a previous trip to explore a destination or city more thoroughly[7].

Some believe that, by 2030, a substantial proportion of the population will have no interest in buying a home and will instead intentionally spend most of their life on the road due to affordability and greater mobility in employment. The so-called Generation Globetrotter will be able to work anywhere providing they have a connected mobile device. These 'temporary' living spaces are already in evidence in the extended stay sector through brands like Zoku, Roam, Norm, Remote Year, Hmlet, and the recently launched Sharma Hub and Stay Koook.

In the scramble for the millennial business traveller market, lodging brands have progressed past the basics of ultra-high speed WiFi and smartphone activated door entry. However, innovations can look very different from brand to brand.

For example, Tru by Hilton has created common room area with ping-pong tables; a build-your-own-breakfast bar and a social media wall where guests can see each other's social media postings in real time. Even Hotels has opted for workout gear in guest rooms and mood lighting behind the bed controlled by a remote control on the nightstand.

CitizenM has introduced co-working spaces combining vintage typewriters and books with state-of-the-art audio/visual system, a soundbar for surround-sound TV presentations, whiteboards, chalkboards, mini-fridges, and espresso machines.

Dubbed 'Working From' the new division of the trendy Hoxton hotel chain is testing the water through two of its newest hotels in Chicago and London's Southwark.

Accor's WOJO brand will soon offer no cost co-working spaces in its hotels across Europe, with different offerings across the economy, mid-scale and luxury segments.

Marriott's Element extended-stay brand is piloting an alternative communal living space that allows up to four guest rooms to share a large common space. The area serves as mini lobby of its own, enabling larger group meetings or providing a private space for families and friends traveling together.

So, do millennials pick products over brands? Confronted by the proliferation of brands with less noticeable product differentiation, millennials have developed a 'less is more' mentality. They choose experiences over products, but that does not mean they have no brand loyalty. Younger adults are more willing respondents to pay extra for sustainable goods and support brands that demonstrate a strong sense of purpose beyond financial success[8].

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[1] http://twissen.com/travellers/generation-z-impacts-on-families-travel-choices/
[2] 2018 Digital Benchmark Report (Serviced Apartment News/TIN)
[3] https://www.gbta.org/news-and-advocacy/newsroom/gbta-forecasts-seven-percent-growth-in-global-business-travel-spend-potentially-signifying-end-to-era-of-uncertainty
[4] 2018 poll by Hilton Hotels & Resorts of 1,200 business travelers aged 23-35
[5] Rise of Gen Z: New Challenge for Retailers - Marcie Merriman, Ernst & Young LLP (2018)
[6] https://www.traveldailynews.com/post/attracting-the-high-value-bleisure-traveler-insights-for-hotels
[7] 2018 poll by Hilton Hotels & Resorts of 1,200 business travelers aged 23-35
[8] Deloitte, Millennium Survey 2016

Key technology trends

As technology drives the evolution of the extended stay sector, so the larger brands face the challenge of processing and analysing the data generated by that technology, thereby exposing the shortcomings of proprietary systems and heavily customized solutions. Most have already discovered the value of centralising data in a single, secure, system for distribution, digital marketing and an improved guest experience.

In recent years mobile has become the focus for travel bookings and customer engagement. 33% of serviced apartment booking now come from mobile, compared to 39% of hotel and 22% of air bookings. 20% of serviced apartments booked via mobile come from smartphones[9].

Now, accommodation providers and their suppliers also have an ever-increasing array of emerging technologies to consider when developing their e-commerce strategies. They must decide which ones offer the greatest potential to improve both the customer experience and operational efficiency. So which technology can help and sustain serviced apartments in their day-to-day operations, growth, marketing and strategy - and are there missed opportunities?

Artificial Intelligence (AI) and machine learning

Emerging technologies like AI and machine learning could contribute $15.7 trillion to the global economy by 2030[10], of which 55% will be due to increased productivity. AI is defined as *"computer systems that can sense their environment, think... and take action in response to what they're sensing and their objectives..."*[11].

Machine learning is an AI technique where the algorithms are given data and are asked to process without a predetermined set of rules and regulations whereas predictive analysis is the analysis of historical data as well as existing external data to find patterns and behaviours.

Voice-enabled digital assistants, AKA chatbots, are almost ubiquitous. By 2021, there will be 7.5 billion digital assistants in the world providing all kinds of content including searches for serviced apartments. Amazon's Alexa, Google Home and others have already sold more than 20 million devices, and that figure is expected to double in less than a year. 35.6 million Americans used a voice-activated assistance at least once a month in 2017.

These days, data is worth a fistful of dollars – and then some. Most corporate travel professionals would agree that best-in-class travel programmes are defined by exceptional traveller experiences. So, it follows that predictive analytics can provide the means to scale-up the volumes of data that can be mined and interpreted? In theory, decision-making becomes better informed and the scope to influence traveller behaviours is better assessed.

Lodging brands investing in machine learning want to provide their clients with the facts to back decisions around spend and risk management. To date, only the large hotel chains, such as IHG, Hilton and Hyatt, have started leveraging their big data to better serve the customer and predict occupancy levels and room rates[12]. One hotel, as a direct result of investing in predictive analytics increased revenues by 30%; average daily rate (ADR) by 10% and direct bookings by 109%. If it works for the supplier community, it stands to reason the buyer community can benefit too.

For serviced apartments, AI will make big data easier to manage and guests will become smarter shoppers. AI will help operators sift through data a lot quicker and to automate a lot of task such as front desk, cleaning, maintenance and power management.

For the guest, AI will create the ability to search very specific requirements and receive the required information almost instantly. Examples of extended stay brands already deploying AI solutions include Wally the robot butler at Residence Inn, Los Angeles and Ami the Chatbot at Montcalm Luxury Hotels, London.

Virtual and Artificial Reality

Over the next few years accommodation providers will make use of VR and AI to determine guests' tastes as they check in, monitor their movements inside the apartment and get them to pay for additional products.

VR will enable personalisation on an unprecedented scale. an apartment to automatically adjusts to the tastes of each guest, whilst guests will check in using mirrors equipped with facial recognition. Once the guest is identified, the apartment will adapt itself to personal tastes such as room temperature, lighting and even the digital artworks on the apartment walls[13].

Virtual Reality (VR) and Augmented Reality (AR) tools (such as headsets) are becoming increasingly affordable and could have major implications for the design and refurbishment of serviced apartments. HTC has released untethered VR headsets; Microsoft has announced their second-generation HoloLens headset which superimposes three-dimensional virtual objects over the real world. Facebook, Google and others are pushing forward the application of VR technology for business applications. With the price of entry reducing dramatically, mass adoption is inevitable.

The technology enables designers to experience and interact with bricks and mortar via virtual spaces from any geographical location while background analytics provide immediate costing updates to adjust to changing requirements. So, developers and operators can efficiently plan their property spaces through advanced visualisation technologies without drawing out floor plans; move a wall, change fabrics, alter the bathroom fit out, upgrade the carpets.

[9] 2018 Digital Benchmark Report (Serviced Apartment News/TIN)
[10] https://www.pwc.com/gx/en/issues/data-and-analytics/publications/artificial-intelligence-study.html
[11] https://www.pwc.co.uk/economic-services/assets/macroeconomic-impact-of-ai-technical-report-feb-18.pdf
[12] https://www.eyefortravel.com/sites/default/files/1613_eft_predictive_analysis_report_v3.pdf
[13] https://www.scmp.com/lifestyle/travel-leisure/article/2130306/how-ai-and-virtual-reality-will-drive-future-hotels-and

Personalisation

Personalisation – the tailoring of offers, communication and elements of the guest experience has become commonplace across the lodging sector. Propelled by the availability of behavioural analytics which, when linked to search engine results and cookie tracking, enable businesses to send targeted messages based on the user's interests, like the 'you might like' recommendations made when shopping on Amazon.

Hospitality providers are using personalisation to drive enquiry conversion rates (and therefore revenue); to attract and retain more customers through more repeat business and word-of-mouth recommendations. Personalising the user experience can also help to replicate the human interaction customers enjoy when buying offline. In effect, personalisation provides value in getting, converting and keeping guests.

Personalisation can take other forms too; from allocating a lower floor room because a guest prefers not to use the lift, to making sure the minibar is stocked with the guest's favourite drink. Some operators go further. More hotel brands are replacing check-in desks with personal hosts who welcome guests and remain their point of contact throughout the stay. Others have created apps that allow guests to input preferences about room temperature or which type of bed they would like; to choose TV channels or order cabs.

Serviced apartments have been slow to follow hotels' lead. Other than hotel chains' own extended stay brands, one example is Saco's MyCo - an online booking tool draws on lessons learned from Amazon and Netflix by creating personalised website experiences based on prospects and customers' behaviour, location, profile, and other attributes.

Smart serviced apartment operators will also think beyond the four walls of their respective buildings. They will leverage the power of adjacent spaces. Serviced apartments and hotels will increasingly look to generate revenues from activities other than room-sales.

Your Welcome's in-room tablet and Marriott's investment in PlacePass, which unlocks 100,000 walking tours, biking excursions, and culinary classes in 800 destinations around the world are examples of this and how hospitality companies can control the end-to-end shopping experience, offering data that can feed guest personalisation.

> **In effect, personalisation provides value in getting, converting and keeping guests."**

Distribution

The number of variables in any serviced apartment booking have hindered efficient distribution growth for all but GDS-bookable products. Extended stays often require a more consultative approach that cannot easily be digitised. However, the surge in technology enabled distribution platforms is starting to have an effect, illustrated by BridgeStreet's 'Six ways to stay' corporate travel booking platform.

Serviced apartments and hotels alike are trying to wean guests off OTAs by increasing direct bookings and thereby reducing the amount of commission paid to intermediaries of all types. They are implementing digital marketing techniques to get themselves seen by corporate and leisure customers; upgrading their websites to tell a compelling story; giving prospective guests great deals not available through OTAs and making the booking experience easier and simpler.

More and more operators are now addressing the short comings in booking tools. BridgeStreet has also developed a mobile app that enables room access in locations without a reception facility. The company is also developing its open API, giving direct access to the site, circumventing channel managers. Others, like SACO, are using GDS and OTA's like Booking.com, Expedia, CTrip to target specific locations such as China, and vacation rentals like HomeAway and The Plum Guide.

Operators are also using channel managers to deliver a consistent message across multiple distribution channels. Some commentators even believe that OTAs could start their own serviced apartments, or that OTA-only serviced apartments could spring up with outsourced lead generation and reservations to OTA, allowing a leaner operation and dynamic value pricing. With Airbnb having already announced their 'Niido' branded apartment trial, it may only be a matter of time before OTA-branded serviced apartments appear too.

Blockchain

Serviced apartment operators are also innovating in the adoption of digital and crypto currencies. The attraction of Blockchain technology lies in enabling secure financial transactions. Vision Apartments was the first serviced apartment provider to accept payment in bitcoins and others are following.

Blockchain allows data to be stored securely online. Every time a transaction takes place it is configured into a block containing the details of the buyer, seller and the transaction. The value is taken from the buyer's digital wallet with the balance returned to the buyer and shared with the network. This block is then added to a chain, which records all transactions in the central, digital ledger.

The potential benefits of blockchain are not yet fully explored, but applications could include eliminating the need for physical credit cards and verifying the sending of virtual card numbers to serviced apartment operators. The need to pay for overseas purchases in local currencies – and the additional cost - would then disappear[14].

Operator impact

This paper draws on both primary and secondary sources. The former includes a dedicated survey undertaken in May 2018 amongst the readers of Serviced Apartment News. Of the respondents to that survey, 54.76% were serviced apartment operators, 71% of which operate estates of up to 200 units and 29% operate estates of 201 units or more.

The survey focussed on the attitudes of operators towards innovation in technology and the hope-for impact of future investment in this area. These were the key findings of the survey.

- 52.5% of respondents to our survey currently use a Property Management System (PMS) to handle a series of business requirements.

- Few of those functions are fully automated, with online bookings scoring highest for full automation (47.06%).

- The picture is of partial automation, with 88.75% reporting that financial administration is partially automated, but fully automated in 18.75% of cases.

- Some operators are using five or more different systems to manage key business functions, especially sales and marketing.

- 29.63% of operators say that the available tools are not tailored to the serviced apartment market, with a similar proportion claiming that interfaces between systems do not work.

- Overall, opinions on the performance of existing PMS tools are mixed. The biggest benefits and biggest drawbacks are separated by just 1.26 points (weighted average).

- PMS systems are adjudged to perform best in the areas of reservations management, channel management, personalisation and general performance.

- The lowest-scoring performance levels came in the areas of marketing, guest interaction and interacting with other systems.

- Of the 47.5% of survey respondents who have not deployed a PMS system. 31.4% say they have not yet found the perfect match. A further 17% have opted to build their own systems instead.

- Despite the impact mobile has already had on the serviced apartment sector, widespread adoption still lags hotels and other travel providers.

- 78.95% of survey respondents reported that they are only now planning to implement mobile technology.

- 75% also plan to implement smart data analytics and in-room entertainment, with 73% planning to implement automated check-in/out.

- The biggest challenges cited by serviced apartment providers in adopting new technologies are customer and supplier acceptance, business risk and lack of understanding or education about the technologies themselves.

- Systems integration is cited as the biggest challenge by half of survey respondents, followed by cost (40.74%) but, when viewed on a sliding scale comes in behind each of the others mentioned, together with existing technologies not being tailored to the serviced apartment market.

- 69.7% of operators say they will derive a competitive edge in consumer engagement through an enhanced guest experience, although the greatest overall impact would come in product design.

- Operationally, brands predict technology will have the most significant impact on revenue management (69.7%), property management (62.5%) and cyber security (48.39%). Viewed on a sliding scale, however cyber security emerges as the biggest impact overall.

- The third area in which serviced apartment brands are looking to technology for innovation is in sales and marketing, specifically in Google search, indirect distribution, direct distribution and social media/digital marketing.

- 41.03% plan to innovate through product renovation with the same proportion innovating through new customer services. A third plan to innovate via product diversification.

The survey's findings demonstrate the importance of connectivity to serviced apartment operators. Although the sales process may still be largely off-line, customer engagement is predominately digital. Twenty-first century distribution demands that serviced apartment brands maintain a consistent presence across all channels, backed by a slick and personal booking experience.

A significant barrier to serviced apartment adoption of new technologies is the lack of consistency between the commoditised traditional hotel booking, the vastly more complex corporate housing or relocation assignment and everything in between. This means that technology must either be custom-built or easily adapted to serviced apartment operator's individual needs.

Ultimately, the brands that invest in tailored and pointy technology will be those who achieve a true competitive advantage. Each of the emerging technologies described in this paper have created new opportunities but require moulding and adapting if the investment returns are to be optimised.

Conclusions

As Jonathan Humphreys, EHL senior lecturer and HoCoSo chairman explains, the serviced apartment may lag hotels in some respects, but also enjoys a clear advantage in others.

"The advantage of the evolving serviced-apartment and extended-stay sector is that many players are unencumbered by established brand standards in legacy real estate assets, so can leapfrog the traditional hotel sector by providing tailor-made brands which suit customer expectations."

It's important to note that this experiential traveler is not a millennial, or a very specific demographic, but a person of a particular "mind-set" who wants to travel and meet and engage with an authentic experience, in whichever city, or destination, he or she visits.

Traditional hotel brands are likely to struggle with attracting this customer as they may be perceived as being too "corporate" and therein lies the opportunity for the emergence of new concepts to fill the gap between Airbnb and the traditional hotel.

10 key take-aways

1. Technical innovation is essential to maintain competitive advantage.

2. Serviced apartments have more flexibility to innovate because they are not tied to legacy systems.

3. Connectivity is critical – without it your business is doomed.

4. There's lots of technology out there; make sure you select the tools that add real value to the guest experience.

5. Establish your priorities in how you want technology to benefit your business.

6. Avoid technology distractions investing in short-lived in-room tech gadgets, care more about a central system which gives the flexibility to connect to all.

7. Don't assume all guests, have the same needs and tastes – be bold, be different and offer choices.

8. Business travel, assignment and relocation remain the core market for extended stay products, however there are big opportunities in the leisure sector and short-term rental sector too.

9. Airbnb is not the devil in disguise but a well-resourced distribution channel in the short-term rental industry that has created widespread awareness of hotel alternatives.

10. Invest in purpose-built serviced apartment software which puts your data and connectivity at its heart.

"Traditional hotel brands are likely to struggle with attracting this customer as they may be perceived as being too "corporate" and therein lies the opportunity."

10 innovation essentials for serviced apartments

1. Provide 'live' availability, immediate booking and confirmations.

2. All main data should be held in one secure system.

3. A clear, well thought-out website easily accessible through mobile with real time information.

4. Invest in business intelligence and predictive data analytics to be ready for AI-enabled tools.

5. Personalise the guest and booker experience wherever possible.

6. Ensure online guest interaction before, during and after the stay.

7. Customer Apps should be pre-loaded with destination and community information.

8. Optimise space utilisation will drive profitability.

9. Incorporate wellbeing into design and finish.

10. Sell more than just rooms and focus on the guest experience.

About Maxxton

Maxxton is the leading provider of IT services and consultancy for the broader hospitality and accommodation rental sector.

Originally a Dutch company, since its formation in 1998, Maxxton has expanded greatly their client base and geographical coverage thanks to the commercial offices in the UK and USA, and a key development office based in India, and now counts clients across the globe with properties located in three continents.

Thanks to the leading innovative mind of Jean Pierre Mampaey, CEO, founder and expert consultant in the holiday park and holiday rental sector, Maxxton has developed and perfected a holistic ERP approach to technology for serviced apartments, vacation rentals and holiday parks and a suite of solutions to suit the needs of the most complex organisations.

This means that we deliver efficient solutions, adapted to each client's needs, which means that we are very flexible in the delivery of our hospitality industry technology and fully adapt it according to requirements.

Our developments and continuous updates are driven by the in-depth knowledge of our market and our clients, with which we work as true partners, and which are both beneficiaries and initiators of our continuous software enhancement.

Maxxton delivers solutions which are fitted for the needs of serviced apartment operators, either operating in the short term letting (also aparthotels) or in the more traditional extended stay. The peculiarities of the sector in fact are very well catered by our applications, as we are familiar to deal with complex needs due to varied inventory, complex pricing structures, different lengths of stay, private ownership (if applicable) and maybe operations in different countries with their own administration rules.

Maxxton's approach is data driven. Accessing all the organisation's data from one database, we help facilitating better decision making at strategic level, we allow direct channel management and many operational benefits, thanks to real time visibility across all departments.

The latest result of this continuous innovation has been the development of the Maxxton Web Manager solution and allowed Maxxton to win the "Best Use of Technology" award at the Serviced Apartment Awards 2019.

For more information please check www.maxxton.com

About Travel Intelligence Network

Travel Intelligence Network helps travel, meetings & hospitality providers to position themselves as thought leaders through unique written, verbal and face-to-face content.

Switched-on brands attract and retain customers by creating relevant content that is valuable to their audience. TIN creates unique content that can be communicated through digital, print and face-to-face mediums. Our output includes blogs, white papers, educational events, client magazines and in-depth sector reports.

Examples of TIN-created content include five editions of the Global Serviced Apartments Industry Report, The Business Travel Magazine's Guide to Serviced Apartments, over 50 white papers and three editions of the Digital Benchmark Report to date.

TIN also powers, with International Hospitality Media, the Serviced Apartment Awards, as well as contributing to other industry events like The People Awards, The Business Travel Conference, Serviced Apartment Summit and the ASAP Conference.

For more information about us, our work and services, go to www.the-tin.com

About Serviced Apartment News

ServicedApartmentNews.com is the only online news and intelligence resource exclusively for serviced apartments, extended stay/aparthotels and short-term rentals.

We keep our readers up to date with what's happening in the industry worldwide, as well as providing comment and thought-provoking opinion pieces from leaders within the sector.

If you have an engaging news story to tell, we have an unrivalled and growing database of serviced apartment owners, operators, developers, investors, general managers and service providers keen to hear more.

In addition, our subscribers receive a twice-weekly e-newsletter direct to their inbox and is a great way to get noticed by the decision makers in this sector – be seen by a highly targeted audience. We can provide a wide range of options, including bespoke combinations of online, e-marketing and business breakfast / event-based packages.

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