

## **ASAP's International Serviced Accommodation Accreditation Process (ISAAP) is to become independent.**

**MARCH 26 2021:**

- **The Association of Serviced Apartment Providers (ASAP) is seeking expressions of interest, to turn accreditation body ISAAP, the International Serviced Accommodation Accreditation Process, into an independent organisation.**

Almost a decade ago, when the sector was in its infancy, the Association of Serviced Apartment Providers introduced a programme of compliance and quality accreditation to provide credibility with travellers looking for safe, professionally run serviced apartments.

There was clearly demand for this differentiator, which has seen significant support from apartment operators in 27 countries engaged in the process known as the International Serviced Accommodation Accreditation Process (ISAAP).

ASAP has now grown to become a globally recognised representative trade association, collaborating with many other synergistic organisations. And it now recognises the need to detach itself from the commercial elements of delivering accreditation, freeing itself to focus on driving standards, and representing the sector to corporate buyers and leisure guests.

**ASAP has therefore made the decision to go to market to explore levels of interest from other operating accreditation organisations.**

Says James Foice, ASAP CEO: "I am immensely proud of what we have achieved over the last nine years and I am sure that this separation will remove any potential conflicts of interest we may face as we grow. As an independent but mutually supportive entity, ASAP can now objectively collaborate with our global partners to set standards and continue to improve the quality and service product for our customers, right across the accommodation industry.

"A greater choice of assessment bodies will also bring healthy competition, driving up standards and making recognised and approved accreditation products a pre-requisite globally."

ASAP is seeking expressions of interest from any parties and organisations that may be interested in taking ISAAP forward to its next stage of evolution.

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### **Further Media information:**

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