



Serviced Apartment News

Aparthotels • Extended Stay • Short-term Rental



Serviced Apartment Summit

Europe
Americas
MEA



Serviced Apartment Awards

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MEDIA PACK 2017

Aparthotels • Extended Stay • Short-term Rental

ABOUT THE SERVICED APARTMENT SECTOR AND SERVICED APARTMENT NEWS

The serviced apartment and extended stay sector is among the most vibrant and exciting markets in the entire hospitality and real estate spectrum.

A recent Savills report showed that in the UK alone, the sector is set to double in size* in the next two years.

From a small but defined niche five years ago, serviced apartments, aparthotels and extended stay now have widespread customer and investor awareness and a strong development pipeline driven by the major players and hotel brands. The growth is showing no signs of slowing as the model takes off around the globe.

*source: Savills, Extended stay:UK stock set to double, Dec 2015

Serviced Apartment News is the leading online news, comment and information resource for the serviced apartment, extended stay and aparthotel sector.

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

If you have a story to tell the industry, whether as a property owner, investor, developer, operator, agent or supplier, please email **George Sell, Editor** ✉ george@servicedapartmentnews.com



ONLINE:

Opt-in E-subscribers **6,600+**

Average monthly unique Visitors **4,894** (Sept 2015 – 2016)

SOCIAL:

3500+ **800+**

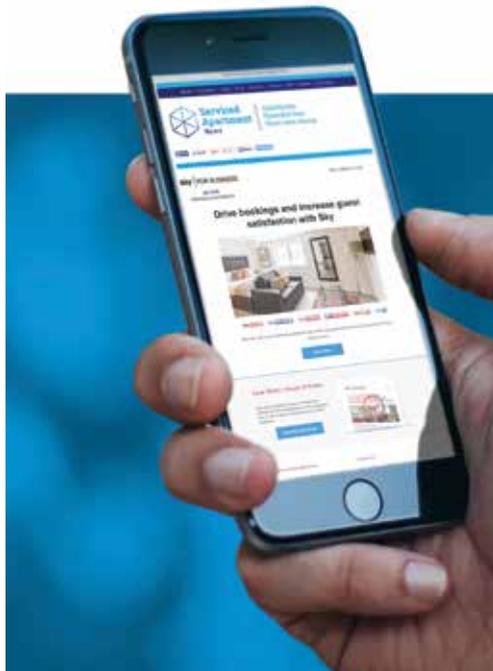
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Serviced Apartment News has an unrivalled database of owners, operators, investors, developers, general managers, serviced apartment providers, suppliers and media - if these are the people you would like to reach, we are here to help raise awareness and drive sales of your product or service.

ADVERTISING OPPORTUNITIES

- Home page leaderboard banner + MPU box **£750 per month**
 - Home page leaderboard banner **£500 per month**
 - Home page MPU box **£500 per month**
 - News leaderboard banner + MPU box **£500 per month**
 - News leaderboard banner **£400 per month**
 - News MPU box **£200 per month**
 - Run of site leaderboard banner + MPU box **£500 per month**
 - Run of site leaderboard banner **£300 per month**
 - Run of site MPU box **£300 per month**
 - Basic listing in Supplier directory **£100 for 12 months**
 - Featured listing in Supplier directory **£250 for 12 months**
 - Supplier category sponsor **£1000 for 12 months**
 - Supplier category leaderboard banner **£200 per month**
 - Supplier category MPU box **£100 per month**
 - **WEEKLY NEWSLETTER SPONSORSHIP**
 - 1-4 editions **£200 per issue**
 - 5-9 editions **£175 per issue**
 - 10+ editions **£150 per issue** (includes leaderboard banner and MPU box)
 - **Bespoke E-blast to 6,600+ opt-in database** **£500 per email** Quantity discounts apply
- All banners and MPU box's to be supplied in either Jpeg, GIF or TIF format
Banner 728 x 90 px
Banner 620 x 100 px
MPU 260 x 190 px



Contact Katie Houghton for a more detailed breakdown of our users and the best advice. Eshot, web advertising and offline event based packages to suit your needs.

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Sample e-marketing statistics



Campaign: See Guestline's award-winning software solutions on stand 31

Sent: **2,790**
60.32% open rate
4.88% click rate

distributed July 8th 2016



Campaign: Promo Feature: How do your Serviced Apartment colleagues guarantee savings on their utilities

Sent: **6,460**
31.38% open rate
8.37% click rate

distributed Oct 7th 2015



SUMMIT TESTIMONIALS

"The Serviced Apartment Summit has once again proven that there is still a great deal to learn and a huge amount of potential to unlock. It is a privilege to have the opportunity to sit down next to some of the industry's most important players, to offer insight on the African marketplace, and to apply lessons learned by our colleagues in larger markets that we seek to emulate."

Abi Adisa, CEO, Amara Suites

"An excellent Summit with valuable insights and great networking opportunities."

Nabil Nazer, CIO, Al Sulaiman Group

"I see so much potential in this segment of the hospitality industry and events like the Serviced Apartment Summit help to further innovate and unlock the potential value."

Marc Jongerious, co-founder and managing director, Zoku

"I enjoyed discussing travel buyers' accommodation requirements in an open format and the event gave me an updated knowledge on the sector."

Jan Jacobsen, global projects manager, global travel, meetings and events, AIG

Serviced Apartment News hosts the Serviced Apartment Summit, the annual b2b conference and exhibition in London. 2015 and 2016 saw the launches of complementary events - Serviced Apartment Summit MEA (Dubai), and Serviced Apartment Summit Americas (New York). The conferences attract CEOs and business leaders from across the globe each year.

Join industry leaders at the Serviced Apartment Summits in Europe, MEA and the Americas - the most prominent annual industry events where the sector collectively shares best practice, networks, maps the industry's future and does business.

If you would like to be considered as a speaker or sponsor, or are enquiring about exhibitor stand space please contact **+44 (0)20 8340 7989** or email info@servicedapartmentsummit.com



**Serviced
Apartment
Summit**

Europe July 2017
Americas April 2017
MEA October 2017

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RECENT SUMMIT SPEAKERS



Christabelle Morgan-Desouches, international development director, Aparthotels Adagio



Sean Worker, CEO, BridgeStreet Global Hospitality



Patrick Smith, senior vice president of asset management, IFA Hotels & Resorts



Pat McFadden MP, former shadow minister for Europe



Diane Mayer, VP and global brand manager, Residence Inn by Marriott



Paul Constantinou, chairman, Quest Serviced Apartments



Sym K Lee, SVP strategic development, The Ascott Limited



Jo Layton, managing director - group commercial sales, The Apartment Service



Tom Walsh, CEO, Staycity



Guus Bakker, COO Europe & Middle East, Frasers Hospitality

SERVICED APARTMENT SUMMIT SPONSORS INCLUDE:



After the success of the inaugural Serviced Apartment Awards 2016, we're back for a second year and we can't wait for you to join us on March 20, 2017.

The Serviced Apartment Awards are the only awards event created for the entire serviced apartment, aparthotel, extended stay and short term rental industry. The awards recognise excellence at individual, team and corporate level.

The glittering awards ceremony takes place on Monday 20th March 2017 at London's 5 star Grange Tower Bridge Hotel, and will be attended by more than 400 industry professionals, corporate buyers and suppliers.

If you would like more information regarding sponsorship opportunities or to request a copy of the 2017 Sponsor Prospectus please contact Katie Houghton or Mark Harris.



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To join the Twitter conversation about the event follow @ServAptNews and use #saawards
www.servicedapartmentnews.com/home/awards/

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WHAT OUR CLIENTS SAY



We are really grateful to Serviced Apartment News' creative approach to sales and lead generation. They have a highly engaged audience and the eshot advertising regularly achieves 30%+ open rates for us – we're very pleased. **Frank Reeves**, Co-Founder and CEO, Avvio



Serviced Apartment News take a refreshing approach to doing business with Maxxton as clients. They truly understand our online and offline sales and marketing objectives.

Séverine Obertelli,
Head of Sales and Marketing
EMEA, Maxxton



There's reasons why BridgeStreet Global Hospitality advertises on Serviced Apartment News, Sponsors and exhibits at their industry events around the world... they work!
Shaun Hinds, Managing Director, BridgeStreet Global Hospitality, EMEA and APAC

OTHER INTERNATIONAL HOSPITALITY MEDIA BRANDS AND EVENTS



International Hospitality Media is the premier specialist in online publishing; conference, exhibition and event organisation, and advisory services for niche growth sectors of the hospitality industry. The company publishes two industry-leading b2b websites - BoutiqueHotelNews.com and ServicedApartmentNews.com, which keep their readers up to speed with news, comment and opinion.

Our conference experience spans three continents and covers burgeoning segments including serviced apartments/extended stay, boutique and lifestyle hotels, hybrid hotels, 'poshtels' and short term rental. Our events are renowned for their intense focus and attract quality industry leaders and brands, providing unparalleled networking and learning opportunities. We also organise bespoke educational events and investor breakfasts to bring operators and investors together.

Editorial

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