Aparthotels · Extended Stay · Short-term Rental

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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.

The global sector has doubled in size over the last eight years, and inventory is set to reach one million units by the end of 2018.*

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: Global Serviced Apartments Industry Report (GSAIR)

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

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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**
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- **News leaderboard banner + MPU box** **£500 per month**
- **News leaderboard banner** **£400 per month**
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- **WEEKLY NEWSLETTER SPONSORSHIP**
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  - 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**
  - **£750 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, whitepapers and video pre-rolls and bespoke events based packages to suit your needs.

**Contact**

+44 (0)7535 135 116  
katie@internationalhospitality.media

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**Sample e-marketing statistics**

**Campaign: Introducing AKA Hotel Residences**

Sent: **4911**

54.82% open rate

13.76% click rate

distributed 26th January 2017

**Campaign: Stay in distinctive private homes with onefinestay**

Sent: **6532**

42.06% open rate

11.33% click rate

distributed 26th April 2017

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servicedapartmentsummit.com  |  servicedapartmentnews.com  |  servicedapartmentawards.com
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
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

“For me personally, being new to the industry, it’s been a great opportunity to meet some of the key players, and to see that everybody is facing similar challenges as they forge their own identity and their own niche in the industry. It’s helped to understand that our business is now one founded on partnership, working with some great operators out there.”
Steve Burns, managing director EMEA and APAC, BridgeStreet Global Hospitality

“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 think it’s been a fantastic event. It’s really useful from my point of view to meet with my peers in the industry and to get updates on developments, new openings, and plans for the future. It’s also good to get updates on how different operators work and to see the changes that are coming through in to the market place.”
Simon Morrison, managing director, Select Apartments

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
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Staycity Aparthotels

Sky

Beverage

STR Global

TAS Alliance

Sweet Inn

WATG
We're back in 2018 with the third installment of the Serviced Apartment Awards and we can't wait for you to join us on March 19th, 2018.

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 March 19th 2018 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 2018 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

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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 e-shot 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 are reasons why YourWelcome advertises on Serviced Apartment News and exhibits at their industry events around the world…. they work! Henry Bennett, Co-Founder, YourWelcome

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.

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