



Defining The Sector

There is some degree of confusion as to how the Serviced Apartments / Extended Stay sector is defined. This document summarises the consensus of the major players operating in this sector in an attempt to create some degree of uniformity. There are two ends of the spectrum, with aparthotels having been derived from the hotel sector and corporate housing from the residential / real estate sector.*

Aparthotel

Providing hotel-like offering such as

- 24/7 manned reception on site – room telephone connection to the front desk
- Additional services on demand
- Minimum once-weekly cleaning (more often at extra charge)
- Food and beverage offering in property or within close proximity (either operated or outsourced)
- Creating sense of community by providing common areas such as gym, courtyard etc.
- Laundry if not provided in units
- On average larger units than at a standard hotel including mix of studios, one-bedroom, two - bedroom, in some cases three-bedroom units
- Essential that it is possible to work, cook/eat and sleep in each self-contained unit, whatever the size. Wardrobe / storage appropriate to the size of unit is also important
- In-room Kitchen/kitchenette, appropriate to the size of unit
- No minimum stay

Important differentiation factors from corporate housing

- Planning: fully compliant with appropriate planning legislation to enable both short and longer-stay usage.
- Compliant with all building standards, health & safety, fire & life safety, insurance and planning controls.
- Ranging in standard from economy to luxury depending on brand standards
- Fixed inventory
- Staff employed onsite

Corporate Housing

- Self-contained apartments in residential building; managed by a single individual or legal entity
- In-room laundry
- More ideally suited to longer average length of stay
- 24 hour service contact (not necessarily on property) – manned or unmanned
- Essential that it is possible to work, cook/eat and sleep in each self-contained unit, whatever the size. Wardrobe / storage appropriate to the size of unit (and length of stay) is also important
- All units featuring kitchen of appropriate size to the unit

Important differentiation factors from aparthotels

- Minimum stay in line with planning restrictions
- Compliant with all building standards, health & safety, fire & life safety, insurance and planning controls relevant to short-term traveller accommodation
- Ranging in standard from economy to luxury
- Flexible inventory, varying room count depending on demand.

* We acknowledge that there is a somewhat grey area between the two ends of the spectrum that comprises properties that do not fall neatly within either of these categories which are often let out by smaller, independent operators.



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Aparthotels
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The following companies are signatories of this document:



Adina apartment
hotels

aka.



ARCHIPELAGO
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Arjaan
Hotel Apartments by Rotana

asap
the association of
serviced apartment providers



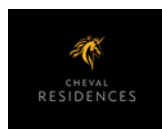
AVENIDA SUITES



BRERA
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**corporate
housing
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cycas.
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Quality Serviced Business Accommodation



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The companies signed up to the charter collectively operate more than 300,000 units, making up nearly a third of the global serviced apartment/extended stay inventory. If your company is interested in being a signatory to the charter, please email info@servicedapartmentnews.com



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