

Why serviced apartments are trumping hotel stays in 2022

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17th October, 2022



The average Briton can't resist a quick trip away, with recent figures showing *four in five UK residents intended to travel in 2022*. However, what seems to be changing is the places us Brits are choosing to stay – no longer are people opting for grand hotels or cosy bed and breakfasts. Instead, the trends suggest that more and more of us prefer booking serviced apartments. So much so, that 80.8% of operators expect serviced apartment occupancy to fully recover by the end of 2022, with further predicted for 2023.

There are various reasons why people are choosing serviced apartments – in this article, we will be delving into the perks of serviced apartment stays as well as the reasons why they've become so popular.

What is a serviced apartment?

A serviced apartment is best described as a 'home away from home' – they offer the privacy of having an apartment all to yourself, complete with kitchen appliances such as a microwave, kettle and toaster. You also have your own lounge, bathroom and a bedroom. With a serviced apartment, you can also expect some amenities that you would find at a hotel – these include concierge, reception, housekeeping, plus much more.

Benefits of choosing a serviced apartment:

Flexibility

With serviced apartments you are not bound to the formalities of a hotel – it's far easier to host guests, and you don't have to dine-out all the time as you can cook in the privacy of your own space. If you want to work from 'home' while exploring a new area – serviced

apartments allow you to do so, with most offering excellent Wi-Fi and an in-suite dresser or table for you to work from.

Location

Most serviced apartments are situated in excellent locations, and you can find great apartments in major cities all over the world. Whether you are on a business trip or just on holiday – you will often find service apartments are not in crowded touristy areas, like many hotels are. Instead, you can find aparthotels in trendier more sought-after areas such as as Shoreditch or Whitechapel in London, for example. This is very beneficial as you can avoid the hustle and bustle that many busier areas bring, while saving much more money by not being a central location.

Price

Serviced apartments are on average 35% lower in cost than a similar hotel room. The price of a hotel goes up even further when you consider on-peak seasons such as school holidays or Christmas, for example. Often, serviced apartments are far cheaper during these periods, while providing you the opportunity to save money on the overall cost of your trip, particularly when you opt to eat in over dining out.

Convenience

While serviced apartments do provide you with a lot of flexibility and independence – one of the biggest perks is the fact that they also include a lot of amenities you would find at a hotel. You can expect to find housekeeping and laundry services, as well as reception and security. So, you are able to maintain that leisurely feel with the luxury of home comforts.

Space

One of the biggest luxuries that come with staying at a serviced apartment is space. Having a larger room can make such a big difference to your travelling experience – for instance, if you are travelling with young children and have a lot of added extras or want to spend your evenings in a homely and comfortable location, aparthotels are the perfect way to do so. Booking the same amount of space in a hotel will come with a far bigger premium, and even then you still don't have the luxury of your own kitchen facilities.

Conclusion

Serviced apartments are the fastest growing section within the accommodation industry, providing a popular choice for both business and leisure travellers alike... And with all these benefits, it's easy to see why!

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