

Beyond being *first*

At The Ascott Group, being first means more than just being a business leader and an industry pioneer. It's about knowing where our successes come from.

Which is why we put our residents first. In everything we do – whether it's changing the way we do business, opening a serviced residence in a new location or helping the local communities – we care about how our customers feel when they stay with us.

We want them to experience the freedom and familiarity of home, and most of all, to discover the warmth of our hospitality, so that they can experience life to the fullest.

Because when our residents are happy with us, we know we have made it.