



SERVICED APARTMENT AWARDS 2019

Judges Report



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Welcome

The Serviced Apartment Awards are the only awards to exclusively recognise excellence across the serviced apartment, extended stay, aparthotel and short-term rental sectors.

Now in our fourth year, we have again received hundreds of entries from around the world. These were reviewed by a panel of independent judges which includes journalists, architects, designers, investors, consultants and travel buyers.

We have listened to feedback from last year's awards and expanded the list of categories. Following on from last year's addition of Travel Buyer of the Year, we have added two more awards which recognise the vital role that business travel plays in supporting our sector – Best Travel management Company and Best Agent or Relocation management Company.

Two categories – the Rising Star and Industry Inspiration awards – have once again been voted for by Serviced Apartments News readers in their thousands.

We'd like to offer our heartfelt thanks to everyone who entered the awards, as well as our judges, and our sponsors: aka, Dream Apartments, Nomad Aparthotels, Criton, Maxxton, Adagio Aparthotels, AHV Associates, The Ascott Limited, Avvio, Hyperoptic, Hypnos, Oakwood, PROCLAIM Communications, Res:Harmonics, RMS, Staycity and Yays.

Thanks also to our supporting partners: Serviced Apartment News, Buying Business Travel, The Global Business Travel Association, GTMC, Music Concierge, Skift and Travel Intelligence Network.

George Sell

George Sell
Editor, serviced Apartment News
@ServAptNews #SAAwards



**SERVICED
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#SAAwards Judges Report 2019

Judges

Many thanks to our independent judging panel who have made the awards possible by sparing us their time and expertise.



David Bentheim
Bentheim

After completing his degree, interior designer

David Bentheim gained his Master at The Royal College of Art where he studied under Sir Hugh and Lady Casson.

His company Bentheim was established in 1984. It then specialised in exhibition and museum design, working on commercial as well as gallery and museum projects. The Earths Treasury at the National Museum, designed 20 years ago is still a cutting-edge design and still packs in the crowds. David Attenborough, in an end of year radio interview, said it was his top cultural event of the year. Bentheim designs shops and restaurants chiefly in London, both in the luxury sector as well as mass market level. Its wide-ranging work has embraced school, university, office and hospital projects plus the occasional cruise ship. David also has a wide portfolio of boutique hotel designs as well as an international portfolio of luxury residential projects. David's work has been much published and he is one of House & Garden's top 100 designers.



Chris Bown
Hotel Analyst

Chris is deputy editor of Hotel Analyst, the newsletter for the global hotel investment community.

The title is designed to understand, as well as report, the sector's news and features through daily, weekly and bi-monthly editions. Chris has been commenting on international real estate for more than 20 years, and led the editorial team at the MIPIM international property conference. He holds a Manchester MBA, and has advised major corporations on everything from issues management to Stock Market announcements. Today, alongside Hotel Analyst, he contributes to London Planning Analyst, and City AM.



Catherine Chetwynd
Buying Business Travel

Catherine Chetwynd has written about business travel for more than 30 years and the serviced apartment sector for just over a decade.

She takes great pride in being closely involved with such a dynamic sector and will celebrate noisily on reaching 100,000 words on the subject.



Tim Fay
Condé Nast Johansens

Tim Fay is UK and Ireland account director at Condé Nast Johansens Luxury Hotels, Spas and Venues.

Tim Fay is UK and Ireland account director at Condé Nast Johansens Luxury Hotels, Spas and Venues. Tim has previously had many years experience in the travel sector as a specialist international accommodation buyer for operators such as JTB and Thomas Cook. As part of his role at Conde Nast Johansens, Tim personally selects and visits luxury and experiential properties across the UK and Ireland, ensuring that they reflect the high expectations of Condé Nast Johansens, as a well established and trusted brand. The leading independently produced multi-media platform for today's traveller. Condé Nast Johansens sources hotels, spas and venues for leisure and business in the UK, Europe the Americas and beyond. Many new and exciting properties are added to the portfolio annually, including several luxury serviced apartments. These latest additions reflect the breadth, relevance and authority of the portfolio and recognises the new destinations independent travellers intend to visit.





Francine Heywood
GuestRevu

Francine co-founded GuestRevu in 2013 and manages the company's sales and marketing activities globally.

GuestRevu (a TripAdvisor Platinum Review Collection Partner) provides cloud-based online reputation and guest feedback solutions that help hoteliers improve their guest experience with critical insights that fuel better decisions, build stronger relationships, and drive direct bookings



Andrew Harrington
AHV Associates

Andrew co-founded AHV in 2001. He started his career in finance at Barclays de Zoete Wedd in 1989 and became a Managing Director in 1996.

Andrew worked in London and Asia for over a decade, and was rated as the number one analyst globally in all all major corporate and institutional investor surveys. He has wide experience in business and founded the UK's first Convergent Telecommunications Service Provider which he grew to £25 million in revenues and over 60,000 customers in less than three years. In addition, Andrew's family were involved in the hospitality industry for many years in the 1980s and 1990s. Andrew read Theoretical Physics at the University of Cambridge, gaining a First Class honours degree. He then completed a DPhil at the University of Oxford. He is a keen fan of cricket and enjoys Cuban cigars.



Helen Jefferys
PwC

Helen joined the PwC travel team in 2010 and is responsible for managing the PwC UK hotel and serviced apartment programme.

Helen joined the PwC travel team in 2010 and is responsible for managing the PwC UK hotel and serviced apartment programme from the RFP process through to implementation, working very closely with preferred suppliers.



Hilary Lancaster
Fusion Interiors Group

Hilary is an award winning designer and has been working in design for the last 20 years across numerous sectors.

She began her career in Singapore with the large architectural firm DP Architects conceptualising the interiors of the landmark building – the Esplanade, Theatres on The Bay. In Singapore she also started an award winning interior design school teaching residential interior design.

After moving to the UK she worked for prestigious architectural firms including HOK, and Benoy Architects before heading up the interiors department of Dexter Moren Architects where she ran hotel projects for operators Accor and Intercontinental in London and Dubai as well as other retail and residential projects in London.

In 2007 she established Fusion Interiors Group (FIG) which she started with the design of a 5* Ascott Somerset luxury serviced residential property in Shanghai. Since the success of this project she has maintained Ascott as a client and worked with many well known commercial clients currently with Club Med.

Her design of the SKYBAR cafe in Manchester won a RIBA award, she has won 'Most Innovative Interior Designer In Europe' Build Award, 2016 and 2017 and in 2018 Hilary won the 'Best Female Owned Interior Design Company & Excellence Award for Hospitality Design UK, Global 100.

Hilary oversees the design of all of the company's projects.



Emily Manson
Proclaim Communications

Emily Manson is an established journalist and former marketing and events' manager with 20 years' experience in the hospitality industry.

After a decade in hospitality's frontline working with the top industry figures, Emily Manson retrained as journalist, first as a local reporter on a London newspaper where she cut her teeth as a restaurant critic, then at Caterer and Hotelkeeper, initially as Hotels Editor rising to Content Editor. With both in-house and freelance experience, she also writes regularly about lifestyle, health and wellbeing. In 2015, she launched Articulate Content, a company specialising in developing business marketing strategies and creating content for SMEs. With extensive contacts in both worlds of journalism and hospitality, 2017 saw her involved in the launch of a new kind of PR agency, PROCLAIM Communications, specialising in straight talking and results.



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Adrian Parkes
GTMC

Adrian Parkes joined the GTMC as its chief executive officer in September 2017 following over 20 years in senior leadership roles in the airline and business travel sectors. Adrian was most recently director of product and marketing for Clarity following the merger with Portman in November 2016, where latterly Adrian was commercial director. Adrian's experience also spans many years in the airline sector, spending three years based in Abu Dhabi with Etihad Airways as vice president, global sales and in various senior roles at bmi (British Midland) for 11 years, rising to the role of commercial director on the airlines operating board. Prior to working in the travel industry, Adrian held various senior management sales and distribution roles in the FMCG industry.



Vedrana Riley
Ciel Capital

Vedrana is the founder and CEO of Ciel Capital, a principal, JV equity and asset management platform with a core focus on hospitality.

Vedrana also co-founded Stow-Away, a design led aparthotel concept. The first Stow-Away will open in Lower Marsh, Waterloo in Summer 2018. Ciel is also redeveloping the former Methodist Central Hall in Birmingham into a 147-bed Unscripted by Dream Hotel Group with six F&B outlets and a 75-bed Stow-Away due to open late 2020.

Vedrana covers a wide range of areas including asset management, finance structuring and modelling, fundraising and legals. Prior to Ciel, Vedrana was a corporate finance manager at Pacific Investments and managing director of IPIN Global Capital and BridgePoint Ventures UK Ltd.

Vedrana graduated with a first class degree at the Sorbonne, Paris, followed by a Masters degree in London, where she got a distinction. A French national who was born in the former Yugoslavia, Vedrana is fluent in five languages. Vedrana is a member of The Monopoly Network, The Hospitality Real Estate Group and the Hotel Property Network.



George Sell
Serviced Apartment News

George is the editor of Serviced Apartment News, the only dedicated online news and information resource for the serviced apartment, aparthotel and extended stay sector.

He also edits sister website Boutique Hotel News, and has worked for International Hospitality Media since the company's inception. With a background in both b2c and b2b journalism, George specialises in property, travel and hospitality. He has edited and written for a wide range of websites, magazines and newspapers.



Mark Skinner
Highland Group

Mark Skinner has more than 30 years experience in the hotel-real estate industries.

The Highland Group provides consulting services on all types of hotels but is perhaps best known for their work in the extended-stay sector. A noted expert on extended-stay lodging and serviced apartments, Mark's research in this sector includes all primary and most secondary markets in the US, Canada and three European countries.

As a partner with the Highland Group, Mark produces comprehensive annual and quarterly reports on the US extended-stay hotel industry. He was one of the founders of the Extended Stay Lodging Report and the Corporate Housing Report which are now in their 15th year of publication. Highland Group research has been featured in several publications including the Wall Street Journal, New York Times, San Francisco Chronicle, Barron's, Forbes, USA Today, Hotel Motel Management, Multi-Family Executive and Business Travel News.



Paul Wells
Dexter Moren Associates

As partner at Dexter Moren Associates Paul leads on a variety of hospitality projects from feasibilities through to construction and delivery, and supports the development of the practice's serviced apartment and retirement living portfolios.

Paul brings a wide range of sector expertise covering residential, healthcare and education, and has previously worked in the conservation sector. He is currently leading the delivery of Black Lion House in Whitechapel alongside planning stages on a boutique hotel in Cambridge and feasibility stages on schemes in Reading, Edinburgh and central London.



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Judges' Comments

Oakwood



Rising Star Award

Voted for by Serviced Apartment News readers

Shortlisted:

- Narup Chana, MRP Group
- Andrew Donaldson, Dream Apartments
- Jenny Dreiling, Urban Stay
- Pawel Gawor, VISIONAPARTMENTS
- Roy Liang, Oakwood Premier OUE Singapore
- Sandra Martin, Signature Serviced Apartments
- Claire Parry, Week2Week Serviced Apartments
- Radu Prajescu, Cheval Collection
- Emma Thompson, Staybridge Suites Newcastle
- Aga Zielonka, Roomzzz Aparthotels

Winner:

Roy Liang, Oakwood Premier OUE Singapore



Industry Inspiration Award

Voted for by Serviced Apartment News readers

Shortlisted:

- Bill Barnett, C9 Hotelworks
- Anja Graf, VISIONAPARTMENTS
- Darin Karp, ReloQuest
- Reiner Nittka, GBI AG
- Guy Nixon, Native
- Kimberly Hoyt Smith, AvenueWest
- Tom Walsh, Staycity Aparthotels

Winner:

Tom Walsh, Staycity Aparthotels



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Best Operator 1 - 50 units

Shortlisted:

- **Baytree Apartments**

"An impressive offer for both corporate and leisure markets."

- **Rafael Kaiser Apartments**

"Rafael Kaiser uses an effective combination of digital and verbal communication to convey maximum information with maximum efficiency and always with best guest experience at heart - very impressive."

- **UPSTREET**

"Staff engagement is particularly well executed and leads to excellent, attentive service."

- **Week2Week Serviced Apartments**

"Week2Week employees go out of their way to look after staff and the company ensures they have the knowledge and confidence to do so."

Winner:

Nomad Aparthotels

"A huge amount of effort has clearly gone into giving a great guest experience, good attention to detail and creative marketing."

Best Operator 51 - 200 units

Shortlisted:

- **Base Aparthotels**

"Great design makes things look simple. Clearly a great deal of effort has gone into creating a brand that has a strong, understated style."

- **Base Serviced Apartments**

"A good example of using personal service to improve the customer experience, and of using feedback to improve the efficiency of that service."

- **room2 Hometels**

"room2 Hometels' strengths are its engagement and dedication to providing a great guest experience. Its free 24-hour check-in/check-out policy is innovative and puts the customer first."

- **Soulmade Hotel & Co-Living**

"An impressive effort to incorporate sustainability into the brand and the product offering."

- **Urban Stay Limited**

"Love the pet-friendly offering, another great innovation. The company is enjoying growth off the back of a strong start and continues to be at the top of the game in this marketplace."

Winner:

Yays Concierged Boutique Apartments

"A great all-round effort, combining strong brand, great customer focus and innovative ideas. A great example of a brand that has clarity, and never stops innovating to improve the guest experience."



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Best Operator 201+ units

Shortlisted:

- **AvenueWest Managed Corporate Housing**

"AvenueWest's innovative business model has helped it distinguish itself in the corporate housing market. Also noteworthy is the overall quality of the service it provides."

- **Oakwood**

"An upscale operator with commendable CSR. Its innovative app improves customer experience by making the entire process, including their stay, more convenient and user-friendly."

- **SACO The Serviced Apartment Company**

"SACO uses multiple brands to attract a wide range of customers and has achieved great brand awareness for its Locke product."

- **Staycity Group**

"An all-around superb operator, that delivers great guest experiences. It understands its target market and is constantly looking to improve its service and innovate its products."

- **The Ascott Limited**

"The Ascott has excelled in innovating its guest services, with self-check-in kiosks and delivery robots. Its strategic acquisitions position it to grow its brand in new markets."

Winner:

BridgeStreet

"BridgeStreet is a strong distributor as a result of its vast interconnected lodging network. This, coupled with its use of multiple brands to appeal to a wide range of budgets makes BridgeStreet's sales, marketing, and distribution stand out. It demonstrates innovative marketing and a wide range of high quality units."



Best Property 1 to 20 units

Shortlisted:

- **Air Agents/Aura Collection, London**

"Good design, good use of technology and good communication results in a great guest experience."

- **Dream Apartments - St Thomas Hall Belfast**

"Impressive accommodation in a great location, with a high level of guest satisfaction."

- **Roomzzz Newcastle**

"An impressive property offering a wide range of accommodation which receives extremely good feedback from its satisfied guests."

Winner:

Stow-Away Waterloo, London

"A great brand, an exciting concept and an innovative construction. Something genuinely different in the market place."



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Best Property 21 to 70 units

Shortlisted:

- **BridgeStreet - Mode Paris aparthotel**

"Strong brand awareness and marketing has ensured this Parisian renovation has held its own in a highly competitive market. Close attention to guest relationships, along with luxurious room fixtures and servicing have created a great place to live like a local."

- **Dream Apartments - Obel Tower Belfast**

"These apartments offer a premium customer service with good attention to detail and excellent brand awareness."

- **Duomo Apartments by Nomad**

"A strong ecological ethos balanced against solid marketing and branding makes these apartments a real contender against the hotel market in Milan. That and luxurious extras like bathrobes, daily linen and digital connectivity."

- **Oakwood Apartments Nishi-Shinjuku Tokyo**

Catering for long term stays these apartments offer convenience of location coupled with personalise customer service. Staff clearly go out of their way to relate to guests individually and provide personal service; repeat business after only seven months' operation suggests they succeed."

- **Roomzzz Chester**

"Room to be yourself' - a strap line but also a truth in this relaxed and inviting property with a 24hr reception and staff with strong local knowledge on hand. Particularly impressive is the huge annual increase in brand awareness through social media, email campaigns and marketing."

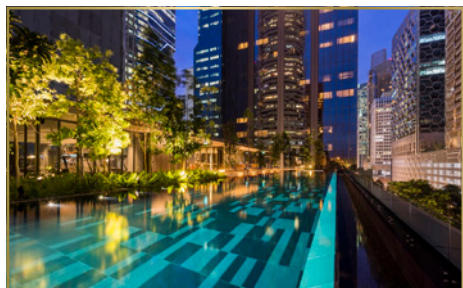
Winner:

Yays Zoutkeetsgracht, Amsterdam

"With the genuine ability to immerse yourself in the local area, the tagline #unlocktheneighbourhood truly reflects this property's aspirations. The comfortable and liveable apartments compliment this, offering guests the complete package."



Oakwood



Best Property 71+ units

Shortlisted:

- **BridgeStreet - Mode Edinburgh**

"A good new entry to the Edinburgh market, suitable for short or long stays. Great location."

- **Native Bankside, London**

"Good engagement with the local area, and great to hear of their BREEAM ratings too which is so important nowadays."

- **room2 Southampton**

- **Roomzzz Nottingham**

"A highly rated property with great little additions in the apartments that shows a real intent to connect with guests – a great entry."

- **Wilde Aparthotels by Staycity, London the Strand**

"An exciting new brand, with a high quality product and a superb location."

Winner:

Oakwood Premier OUE Singapore

"A premium product and service with a great location, which is very well supported by the local market."



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Best Architecture/External Design

Shortlisted:

- **Adagio Edinburgh Royal Mile**

"The project show a sensitive approach to preserving historic fabric whilst delivering a scheme that secures the site's future use."

- **AKA West Hollywood**

"Modern technology and materials have been artfully combined to create a visually stunning and yet useable building. The façade creates a dynamic and undulating street presence which draws attention to its use as a semi-public building."

- **Four Seasons Residences at Ten Trinity London**

"A beautiful and well executed conversion and extension of a Grade II listed building to create a product of refined elegance."*

- **Residence Inn and Moxy Amsterdam Houthavens**

"A new and exciting dual brand property that merges two complimentary uses to create a project to suit all types of traveller through visual links and shared spaces."



Winner:

Stow-Away Waterloo, London

"A well conceived design that utilises recycled shipping containers in an adventurous and innovative way. Although the external design reflects their previous, use the interiors give nothing away and are compact, practical and comfortable."

Best Interior Design

Shortlisted:

- **AKA University City, Philadelphia**

"Aesthetic professionalism at the highest standard. Quality, and it shows."

- **Synergy Global Housing at Atkins Hall**

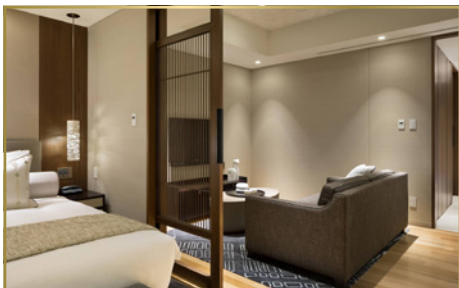
"Modern apartments in a Gothic building which retain original features while offering contemporary touches."

- **Stow-Away Waterloo, London**

"An excellent project. Nice and fresh with good eco values."

- **Yays Sagrera, Barcelona**

"Original, with a warmth and sense of place."



Winner:

Ascott Marunouchi Tokyo Japan

"Stunning. Outstanding. Great design and brilliantly executed."



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Best Marketing or Branding campaign

Shortlisted:

- **VISIONAPARTMENTS - Partnership miles and more**

"A very simple and clear proposition and a great initiative, resulting in significant ROI."

- **Oakwood - "Like a Boss"**

"A very successful multi-channel, multi-targeted campaign with great ROI and potential scope to use for future development."

- **The Ascott Limited**

"This campaign had a clear strategy, some innovative ideas including a productive link up with CNN."

- **The Plum Guide New Cities campaign**

"A clear goal, intelligent and defined market segmentation and a clear strategy for each."

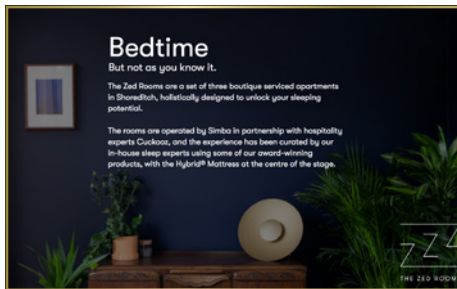
- **The Launch of Native Glasgow**

"A multi-faceted campaign with clear market segmentation. Good promotional coverage achieved."

Winner:

Cuckooz - The Zed Rooms

"A unique concept founded on solving one of the industry's top priorities - giving the guest a good night's sleep. A well executed campaign with clear objectives garnered great coverage and brand exposure."



Best Use of Social Media

Shortlisted:

- **Cuckooz**

"There's a lot of good content and strategy here, but what stands out the most is their dedication to keeping it personal, whether by showcasing their staff, providing top local tips or understanding their customer base and their niche needs."

- **Dream Apartments**

"The initiative with Love Belfast is excellent as is the multi-channel engagement and timely use of marketing campaigns and videos."

- **Furnished Quarters**

"Good differentiation of content for the various different media channels and use of Zingle, and Instastories as well as customer engagement to create a competitive edge between the cities is innovative and has clearly helped brand awareness and direct bookings."

- **SilverDoor**

"A solid social media presence with some good features. The introduction of whatsapp to cater for Middle Eastern clients' preferred media comms mode is excellent."

- **Urban Stay Limited**

"Great engagement through local London activities. The pet friendly angle is a terrific focus and clearly defined usp. Felix the Fox provides a friendly identity and can be incorporated into multiple campaign platforms."

- **VISIONAPARTMENTS**

"An excellent spread of social media activity, across all platforms and harnessing seasonality to maximise engagement."

Winner: Fountain Court Apartments

"For one person to have achieved all this is beyond exceptional. The blending of evergreen and seasonal content, combined with different use of media channels but all aligned to a central strategic goal is fantastic."



Best Short-Term Rental Platform/Operator

Shortlisted:

- **Air Agents**

"Really like this idea of working with different sectors to fill gaps, and serving each client base uniquely."

- **BridgeStreet**

"A good platform with demonstrable deliverables, aimed at solving one of the industry's most persistent problems."

- **Maison Privee**

"Good concept and market focus, with a clear spotlight on customer needs."

- **The Plum Guide**

"Feels a bit like Mr & Mrs Smith for vacation rentals - I love the idea."

- **ServicedApartments.nl**

"Aggregating supply and providing a single point is great, providing a one-stop shop solution."

Winner:

ReloQuest

"A great platform for all stakeholders in the serviced apartment sector. The platform has unified and simplified what was a complicated and potentially frustrating process."



Best Use of Technology

Shortlisted:

- **Allora by Avvio**

"A pioneer of AI in the hospitality tech space which aims to help operators reduce reliance on OTAs."

- **BridgeStreet**

"For an operator to reinvent itself as primarily a tech company is a hugely daring and ambitious move - BridgeStreet raised more than a few eyebrows when it started down this path but it is proving to be a successful strategy."

- **Cheval Collection and Criton**

"A comprehensive and future-proof app with further functionality in the pipeline."

- **NoiseAware**

"An innovative solution to a tricky problem that is experienced across the hospitality sector."

- **ReloQuest**

"Creating an app that services a range of different stakeholders with the right level of transparency and ease of use is always a challenge - they've done a great job in addressing that."

- **room 2 hometels**

"The company's whole ethos - a tech company in the accommodation space - is impressively reflected in the use of technology to offer guests services such as the 24 hour stay and more."

Winner:

Maxxton

"A ground-up approach to simplifying numerous functions in one place, providing ease of use and resulting in improved financial performance for the client shortly after adoption."



BAXTER HOARE TRAVEL



SERVING TRAVELLERS SINCE 1883

Best Travel Management Company

Shortlisted:

- Capita Travel and Events

"Great tech and content, with apartments part of a wider accommodation offering."

Winner:

Baxter Hoare Travel Management

"Very clear support of the sector and good case study with tangible evidence of success with clients."

Best Agent or Relocation Company

Shortlisted:

- Synergy Global Housing

"A very pragmatic approach to the serviced apartment sector with a clear vision for future progress and expansion."

Winner:

SITU Serviced Apartments

"Situ provides a bespoke service to its customers. It is apparent that the end users rate the level of professionalism, quality of service and accommodation resulting in a stress free stay."



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Travel Buyer of the Year

Shortlisted:

- **Rosie Mohammed, Pinsent Masons LLP**

"A buyer who has clearly recognised the benefits of serviced apartments, in terms of both value and amenities, and is demonstrably helping to promote their wider use."

- **Carly Robshaw, AXA XL**

"A buyer who has integrated serviced apartments in her company's travel policy so effectively their usage has nearly tripled in a year, as well as becoming the preferred accommodation of the company leadership."



Winner:

- **Simon Robinson, Beazley**

"An effective and enthusiastic advocate for serviced apartments who has overseen a significant uptake in apartment usage resulting in excellent feedback from travellers."

Best Service Provider

Shortlisted:

- **GuestReady**

"A professional and innovative management service which has expanded over the past year."

- **KeyNest**

"KeyNest has a strong understanding of both accommodation providers and end users needs. The solution is simple yet effective."

- **MRP Group**

"Max and his team have contributed significantly to the aparthotel sector - we've seen some great transactions led by them."

- **NestAngel**

"Nestangel contributes significantly to the digitization of the sector whilst expanding the scope of its services, and is a major player in its niche within the on-demand economy."

- **ReloQuest**

"Any business that can consistently double its revenues, year on year, is clearly delivering a highly valuable service to the sector."

- **HRS Global Hotel Solutions**

"An established industry player that continues to innovate and develop to meet changing market needs."

Winner:

- **Acomodeo**

"Acomodeo connects business travellers, corporate customers, and apartment providers to revolutionise the booking experience of serviced apartments. A great example of an organisation promoting and sharing best practice across its peers in the sector."



Attendee list

A			
Ahmed	Abdulmalik	Director	Westbrook Partners
Michele	Aceti	Account Support Manager	HRS
Juan	Aguirre	HSP/MDU sales director	Ruckus
Khalida	Ali	Operations Team Leader	Oakwood
Robert	Alley	Chief Operating Officer	Roomzzz Aparthotels
Nigel	Allport	Head of Business Development	GuestRevu
Dann	Alocada	Inside Sales Manager	HRS
Dev	Anand	Hotel Guru	The Hotel Property Company
Robert	Asher	Senior Counsel	Katten Muchin Rosenman UK LLP
Semiha	Askin	Director of Marketing	Four Seasons Residences London at Ten Trinity Square
Htin	Aung	Manager, Project Management	The Ascott
Shabina	Awan	Director Partnerships & Alliances	The Apartment Service
B			
Jouke	Baaima	Director	Corporate Housing Factory
Kiri	Ballard	Company Director	Globe Apartments
Julian	Barr	Account Associate	Laundry Heap
Claire	Barrie	Vice President of Sales, EMEA	Bridgestreet
Nick	Barton	Chief Commercial Officer	Saco The Serviced Apartment Company
Valeria	Basso	Reservations Manager	Flying Butler Apartments
Chris	Beales		Silverdoor
Isabel	Beeby	Property Portfolio Manager	Clarendon
David	Bentheim	Founder	Bentheim
Anita	Benyon	Marketing Manager, UK & germany	The Ascott
Mike	Best	HSP/MDU sales UKI	Ruckus
Julie	Boardman	Hotel Sales Manager	HRS
Chris	Bown	Deputy editor	Hotel Analyst
James	Bradley	Associate Director	Savills
Thomas	Branderhorst	Master Concierge	Yays Concierged Boutique Apartments
Anthony	Brown	Architect	EPR Architects
Darren	Brown	Head of Growth	The Air Agents
Piers	Brown	CEO	International Hospitality Media
Alexandra	Brunner	COO	Native
Andrew	Bryne	General Manager	The Collective
Jack	Bryson	Global Account Manager	The Apartment Service
George	Buchannon	Travel Manager	Willis Towers Watson
Sarah	Buck	Manager	Week2Week
Anita	Bulman	Travel Services	Jane Street Capital
Tony	Burnell	Relationship Director	Lloyds Bank
Gavin	Burns	General Manager	Staying Cool
Steve	Burns	Managing Director EMEA/APAC at BridgeStreet Global Hospitality	Bridgestreet



C			
Liz	Callaghan	Head of Revenue	Cheval Residences
Karan	Callahan	Head of Hotel Valuations	Knight Frank
Philip	Camble	Director	Whitebridge Hospitality
Paul	Caudell	CEO	SOFO Consulting
Filippo	Cavandoli	CEO	Nomad Aparthotels
Carlo	Cavandoli	COO	Nomad Aparthotels
Narup	Chana	Senior Analyst	MRP Advisory
Jayne	Chapman	Director, Operational Excellence	BridgeStreet
Ujjwal	Chaudhary	Cluster General Manager	Stacycity London
Catherine	Chetwynd	Freelance journalist	Buying Business Travel
Piero	Chiricozzi	Business Development Manager	Criton
Amir	Chughtai	Business Development Manager	Stacycity
Samantha	Clamp	Operations Manager	Roomzzz Aparthotels
Robin	Clifford	Global Head of Serviced Apartments	Airbnb
Charles	Coker	Client Manager	Clarendon
Philip	Cooper	Director - Sales Operations	Hyperoptic
George	Corodeanu	National Director of Operations	Central Facilities
Mark	Costa-Rising	Group Sales & Marketing Director	AGM Group
Rula	Costa-Rising	Business Development, Sales and Partnerships	AGM Group
Alexandra	Cowan	Fulfillment Operations Manager	Oakwood
Jaime	Cozens	Director	Anglo Fortune
Nayton	Craig	Sales Manager	Corporate Housing Factory
Lisa	Crocker		
Mark	Cuschieri	Global Travel Lead/ Executive Director	UBS
D			
Denise	D'Mello	VP Global Partnerships	ReloQuest
Jade	Davidson	Business Development Manager	Air Agents
Alex	Davis	Project Analyst	SACO Apartments
Michael	de Jongh	Chief Commercial Officer	Avvio
Melanie	Degand	Director of Account Management	The Apartment Service
Shellie-Ann	Delaney	Global Sales Manager	AKA Hotel Residences
Patrick	Deroy	MDU Bus dev	Ruckus
Liz	Devaney	Sales Director	SuperCity
Mark	Docherty	Commercial Director	Dream Apartments
Andrew	Donaldson	Commercial Manager	Dream Apartments
Emma Jane	Dowling	Hotel Manager	Roomzzz Aparthotels
Jenny	Dreiling	Company Director	Urbanstay
Carly	Duigan	Operations Manager	MMC/BCD
Diego	Dutra	Global Solutions Co-ordinator EMEA	Furnished Quarters
Molly	Dyson	Digital Editor	Buying Business Travel

E			
Mark	Easthope	UK Travel Manager	Societe Generale
Zahra	EIAfany	Residences Sales & Marketing Manager	Four Seasons Residences London at Ten Trinity Square
Maria	Elena Intilla	CFO	Nomad Aparthotels
Caroline	Evans	Senior Account Manager	International Hospitality Media
F			
Enrico	Fantini	Manager, Product & Technical Services	The Ascott
PJ	Farr	Managing Director	UK Connect
Barry	Fleming	Marketing Manager, UK & Ireland	HRS
Maggie	Fletcher	Director	CW Lamley
Kate	Fletcher	General Manager	Cheval Residences
Stephanie	Foulston	Head of Short Stays	Residential Land
Beverley	Frederick	PA to Francois Pogu - Managing Director - British Isles	Vinci Construction
Keith	Freeman	COO	Staycity
James	Fry	Co-Founder	Base Apartments
Michael	Funnel	Travel Supplier Relations and Governance Lead	Barclays
G			
Lauren	Gallacher	Key Account Manager	Roomzzz Aparthotels
Stephanie	Girvan	Business Development Manager, Europe	Hypnos Beds
Alex	Goad	Managing Director	City ID Group
Robert	Godwin	Managing Director	Lamington UK
Stuart	Godwin	Director	Lamington UK
Jose	Gomez	Adagio Edinburgh Royal Mile, General Manager	Adagio
Elvira	Gonzalo	Operations Manager	Wilde Aparthotel by Staycity
David	Goodman	Head of Regional Sales UK & Ireland, Hotel Solutions	HRS
Terry	Green	Deputy Managing Partner	Katten Muchin Rosenman UK LLP
Doug	Greenwood	Director of Sales and Marketing	Cheval Residences
Julie	Grieve	Founder and CEO	Criton
Sean	Grindlay	Commercial Manager	Dream Apartments
H			
Sietske	Hamelink	Sales & Marketing Executive	Maxxton
Kerrie	Hamilton	Sales Manager	Marlin
Stephen	Hanton	VP	Synergy Global Housing
Andrew	Harrington	Co-Founder	AHV
Mark	Harris	Owner	Travel Intelligence Network
Simon	Heath	Global Category Manager - Travel	Astra Zeneca
Patrick	Hegan	Head of Marketing	SuperCity
Francine	Heywood	Co-Founder & CSMO	Guest Revu
Amy	Horsfield	Reporter	Boutique Hotel News.
Giles	Horwitch- Smith	CEO	res:harmonics
Katie	Houghton	Group Head of Media & Events	International Hospitality Media
Mark	Houston	Global Account Director	The Apartment Service

Florian	Hoven	Co-founder	Keynest
Juliet	Howie	Director of Sales	Oakwood
Mark	Hudson	Co-Founder	The Air Agents
Billy	Hughes	Area Manager UK	The Ascott
Jonathan	Humphries	Chairman	HoCoSo
Mireia	Hunter	Managing Director	Eric Vokel
Andrew	Hunter	Managing Director	FREO Group
J			
Gledre	Jackuviene	Operations Supervisor	Oakwood
Jan	Jacobsen	Global Accommodation Manager	AIG
Lindsey	James	Head of Partner Management	Capita Travel and Events
Amanda	Jefferson	Director of France	Dream Apartments
Deborah	Jones	Special Projects Manager	SACO Apartments
Jane	Jordan	Assistant Group Revenue Manager	Staycity
Vincent	Jouan		
K			
Vas	Karim	Director	Altitude 50
Darin	Karp	Founder	ReloQuest
Irina	Keen	Global Account Manager	National Corporate Housing
Jane	Kendrick		
Martin	Kilma		
Kevin	King	Alliance Director	The Apartment Service
Konstantinos	Klamos	CEO	UPSTREET
Ina	Klaus	House Manager	Cheval Residences
Larry	Korman	President	AKA Hotel Residences
Kristina	Kravjeliene		Staycity
Kintija	Kristgolde	Global Account Liason	Oakwood
Michael	Kubis	UK & Global Urban Infrastructure Startup Enthusiast & Professional	GuestReady
Eliana	Kurti	Executive Office Operations	AKA - Northstar
L			
Serena	La Torre	Equity Partner	Temasec Consulting
Hilary	Lancaster	Managing director	Fusion Interiors Group
Jessica	Land	Global Sales Manager	Bridgestreet
Olga	Latorre	Front Office Manager	Yays Concierged Boutique Apartments
Robbert	Laus	City Manager	Yays Concierged Boutique Apartments
Sarah	Law	Internet Marketing	Up Hotel Agency
David	Lawrenson	Sales Director, Europe	Hypnos Beds
Jo	Layton	CEO and Co-Founder	Bloom Mobility
Roy	Liang	General Manager for OAKWOOD PREMIER OUE SINGAPORE	Oakwood
Kian	Liew	Head of Global ID & Technical Services	The Ascott
Nicola	Lomas	Principal Consultant	Nicola Lomas Consulting
Helia	Lotzfeldt	Director of Sales	Saco The Serviced Apartment Company
Tracey	Lough	General Manager	Dream Apartments
Siobhan	Loughman	Inside Sales Manager	HRS

Helen	Loupasi	Operations Associate	UPSTREET
Adam	Lowenthal	Director	Saxbury
Henry	Luebbert	Founding Partner	Synergy Global Housing
M			
Massimiliano	Macaione	Partner	Gianni Origoni Grippo Cappelli & Partners
Dimitris	Manikis	Managing Director, EMEA	Wyndham Hotel Group
Carol	Manley	Operations Manager	Clarendon
Justine	Marin	Global Account Coordinator	Oakwood
Sandra	Martin	Managing Director	Signature Apartments
Weldon	Mather	Owner	WM Consultancy
Richard	Maurin	Managing Director	Charles Hope
Tom	Maxwell	Business Development Manager	Music Concierge
Charles	McCrow	CEO	The Apartment Service
Patricia	McNichols	Relationship Director	AIB Bank UK
Martin	Meijering	Internet Consultant	Maxxton
Carlo	Mercuri	Development Director	Nomad Aparthotels
Doron	Meyassed	Founder	The Plum Guide
Moreno	Milenkovic	Supply Chain Co-ordinator, EMEA	Synergy
Gualtiero	Milla	Key Account Manager	HRS
Fran	Milsom	Co-Founder	The Air Agents
Chris	Minhinnett		
Ana	Minkley	Key Account Manager	Adagio
Olga	Mnahoncakova	Business Development Manager	The Collective
Rosie	Mohammad	Head of Travel	Pinsent Masons
Richard	Monday	Systems Director	Native
Mandi	Moore	Operations Director	Signature Apartments
Francesco	Morgante	Inside Sales Manager	HRS
Helena	Mubiru	Marketing Executive	International Hospitality Media
Richard	Mumford	EMEA Manager	RG Nets
Mohit	Murgai	Head Concierge	Cheval Residences
Kurtis	Murphy	Head Partner Account Manager	EMEA
N			
Sarisha	Naidoo	Marketing Manager	Oakwood
Greg	Naidoo	Chief Commercial Officer	Mews Systems
Carol	Neill	Global Travel Manager	Fidelity
David	Newton	Area Operations Manager	Saco The Serviced Apartment Company
Kirsty	Nicholson	Partner	Addleshaw Goddard LLP
O			
Colin	O'Keefe	Business Sales Project Lead	Hyperoptic
Fabienne	O'Neill	Co-Founder	Cuckooz
Tara	O'Sullivan	Senior Marketing Manager	GBTA
Severine	Obertelli	Head of Sales & Marketing	Maxxton
Cecilia	Oliveira	Senior Apartment Sales Manager	Melia White House Apartments
Chris	Ollerton	Customer Services Supervisor	Oakwood
Kabiru	Onikoyi		Bridgestreet

Sophie	Oram	Interim Sales Manager and Senior Account Manager	Prestige Apartments
Youlia	Ouzounova	Vice President Business Development	GHS Global Hospitality
P			
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Adrian	Parkes	CEO	GTMC
Claire	Parry	Manager	Week2Week
Warren	Parson	IT Manager	Quintain
Matt	Parsons	Editor	Buying Business Travel
Raphael	Parzer	CEO	Raphael Kaiser
MJ	Paschall	Senior Vice President	AKA Hotel Residences
Nicola	Pedone	Operations Manager	Nomad Aparthotels
Marta	Perez		
Henry	Pescod	Developer	Stow Projects
Linda	Petitt	Owner	Tilburstow Media Partners
Chris	Petty	Managing Director	NewBook
Katharine	Pottinger	Chief Hospitality Officer	The Plum Guide
Owain	Powell	Digital Marketing Consultant	Up Hotel Agency
Radu	Prajescu	Marketing Executive	Cheval Residences
Atul	Prakash	General Manager	Wilde Aparthotel by Staycity
Brian	Proctor	Chief Operations Officer at BridgeStreet Global Hospitality	Bridgestreet
Itziar	Puente	Reservations & Events Sales Consultant	MS Tours & Travels
R			
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Nick	Rayner	Director	EPR Architects
Richard	Reid	Managing Director	Ayonix
Katja	Remus	Vice President Sales and Marketing	Upartments
Martin	Reuter	National Account Manager	BCD
Deise	Reuter	National Account Manager	BCD
Vedrana	Riley	Founder and CEO	Ciel Capital
Sara	Riley	Consultant	Baxter Hoare Travel
Guy	Robinson	Director / Property Manager	The Perfect Host
Simon	Robinson	Travel Manager	Beazley
Emmett	Roepke	Owner	248Work
Ed	Rogers	eCommerce Manager	Avvio
Chris	Rose	Head of Marketing	Avvio
Bryony	Rosier	Marketing Manager	Cuckooz
Aga	Rosinska	General Manager for Bridgestreet	BridgeStreet
Sir Richard	Rowley	Owner	Mansley Serviced Apartments
Josh	Rowley	Marketing Executive	Hyperoptic
Marcin	Rybcynski	Director of Online Marketing	VISIONAPARTMENTS
S			
Matthew	Sabulis	Director of Sales UK	The Ascott
Andrew	Schulz	Co-founder & CEO	Noiseaware

Diane	Scott	Senior Hotels Consultant	Katten Muchin Rosenman UK LLP
Kate	Scott	Senior Account Manager	Bloom Mobility
Andrew	Scott	Vice President Account Management - Europe	Dwellworks
Venetia	Scott-Dalgleish	EMEA Head of Serviced Apartments	Airbnb
Aimee	Scullion	Front of House Manager	Dream Apartments
Jake	Seage	Sales Manager	Marlin Apartments
George	Sell	Editor in Chief	International Hospitality Media
Suzanne	Seyghal		Cycas Hospitality
Amit	Sharma		MS Tours & Travels
Will	Smith	Co-Founder, Head of New Markets	The Plum Guide
Tom	Smyth	Managing Director	Dream Apartments
Dolores	Smyth	Managing Directors - Partner	Dream Apartments
Martin	Smyth	Executive Director Hotels	Coutts
Hardy	Sohal	Marketing & Digital Director	Native
Jayna	Solanki	Global Account Coordinator	Oakwood
Sergio	Sosa		Bridgestreet
Robert	Spiers	Marketing Manager	Cheval Collection
Phil	Stapleton	Managing Director	SITU
Tracey	Stephenson	Founder	Staying Cool
Paul	Stevens	Reporter	Short Term Rentalz.com
Colin	Stone	Commercial Director	Mansley Serviced Apartments
Greta	Stongvilaite	Inside Sales Manager	HRS
Peter	Sugden	Managing Partner	Katten Muchin Rosenman UK LLP
Touker	Suleyman	CEO & Chairman	Low Profile Holdings
Kelly	Summerton	Group Revenue and Systems Manager	Roomzzz
Juan	Sureda	Director	Eric Vokel
Jeff	Swanson	Managing Director - EMA	RMS - Europe
Declan	Sweeney	Group General Manager	Marlin
James	Swift	Company Director	Urbanstay
T			
James	Tan	UK Market Manager	Airbnb
Krystal	Taylor	Global Supplier Relationship Manager	Q Apartments
Tem	Tempest-Roe	Head of Digital	SACO The Serviced Apartment Company
Maria	Temneanu	Marketing Executive	Simba Sleep
Lydia	Thipthorpe-Sanders	Client Services Manager	Nomad Temporary Housing
Emma	Thompson	Operations Manager	Staybridge Suites Newcastle
Max	Thorne	CEO	MRP Advisory
Claire	Thorpe	Client Liason	MRP Advisory
Nicky	Tollworthy	Partner Relationships Manager	GTMC
Emma	Towler Dean	Director of Sales, Extended Stay	Cycas Hospitality
Nicola	Trew	Director	vroomhotels
Jamie	Tromans	Account Manager - Serviced Apartments	Hyperoptic
Olivia	Truco	Partner Account Manager	Silverdoor
Nick	Turner	Managing Director	Owners Management Group International Ltd
Aaron	Tyler	Property Investor & Developer	Unite Students

U			
Peter	Upton	Senior Relationship Director	Clydeside Bank
V			
Femke	van der Meer	E-Commerce Executive	Yays Concierged Boutique Apartments
Niels	Van der Vliet	Customer Success Agent	Maxxton
Rebeca	van Heerden	Senior Marketing Executive	Avvio
Lianne	van Leeuwen	Content Coordinator	Yays Concierged Boutique Apartments
Sebastien	van Os	Co-founder & Commercial Director	Laundry Heap
Alexandra	Van pelt	Development Manager Adagio UK	Adagio
Debora	Verna	Marketing and Communications Manager	VISIONAPARTMENTS
W			
John	Wagner	Co-founder	Cycas Hospitality
Darryl	Walker	Director of Distribution and Supply	SACO The Serviced Apartment Company
Tom	Walsh	CEO	Staycity
Sara	Ward	Head of Housekeeping	Dream Apartments
Kehinda	Ward		Staycity
Steven	Watson	Digital Marketing Manager	Fountain Court Apartments
Jo	Webb	Sales Manager	Lamington Serviced Apartments and room2 Hometels
Melissa	Weber	Business Development Manager	Criton
Paul	Wells	Partner	Dexter Moren & Associates
George	Westwell	CEO	Cheval Collection
Michael	White	Service Solutions Assistant	PwC Serviced Apartments
Adam	White	Managing Director	Baxter Hoare Travel
Lee	Whiteing	Global Head of Travel Operations	HSBC
Richard	Whittaker	Senior Director, Global Supply Chain Management	Oakwood
Sandra	Wickborn	Travel Manager	PA Consulting
Charles	Williams	General Manager	Low Profile Holdings
Stuart	Winstone	Commercial Director	Silverdoor
Kimberley	Winter	Sales Manager UK	Adagio
Deborah	Winter Bogdanovic	Supply Chain Manager	VISIONAPARTMENTS
Sharon	Wood	National Sales Director	Charles Hope
Rob	Wood	Creative Director and Founder	Music Concierge
John	Woolley	Managing Director	Hypnos Beds
Katie	Wynne	Business Development Manager	res:harmonics
Z			
Aga	Zielonka	Hotel Manager	Roomzzz Aparthotels