



SERVICED APARTMENT AWARDS 2020

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INTRODUCTION

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 fifth 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.

This year we have introduced two new categories.

The first - Best Coworking or Coliving Development, is in recognition of the growth of coliving and coworking in hospitality as the lines between asset classes continues to blur. The second - the Profit with Purpose award - is a response to the increased importance of sustainability, diversity and inclusivity in best business practice.

The standard of the entries this year was outstanding, and, as ever, the response to the Readers Choice categories has been incredible, with thousands of votes cast for the Rising Star and Industry Inspiration categories.

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.



George Sell
Editor, serviced Apartment News
@ServAptNews #SAAwards





CHRIS DOWN

Editor, 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.



HARRY HARRIS

Director, SUSD

Harry is a well-known figure in UK real estate, establishing SUSD as a strategic property finance and design consultancy, specialising in hospitality-led developments. His career began with major mixed-use regeneration projects with an emphasis on luxury residential and hotel development. Developing and designing multi-million pound hotel schemes in London and the UK for global brands and boutique new ventures. In a career spanning over 25 years Harry has founded SUSD Ltd and also held key main-board positions for Notting Hill Housing Trust and London Town plc, as well as non-exec. roles with several charities and the University of Westminster. Using an in-depth knowledge of construction and delivery of complex real-estate projects Harry has structured deals for the Gansevoort Hotel Group and Blackstone. Recently Harry has been at the forefront of the renaissance in private members clubs in the UK and has secured funding for two new multi-million pound schemes in London and the Cotswolds.



CATHERINE CHETWYND

Journalist, 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.



ANDREW HARRINGTON

Co-founder, 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.



JONATHAN HUMPHRIES

Chairman and owner, HoCoSo

Jonathan is a hospitality consultant with over twenty years' experience in the hotel and real estate sectors. As the creator of Residence Inn Europe, Jonathan is the leading expert of the serviced apartment sector. Next to creating innovative hospitality concepts with his consultancy HoCoSo, Jonathan pushes the sector forward by hosting the annual serviced apartment panel at the IHIF and writes a quarterly annual column for Serviced Apartment News. Jonathan is engaged in the education of future hospitality leaders. At Glion Institute of Higher Education (Glion), Jonathan has been appointed as the Head of Specializations to deliver Glion's new International Hotel Development and Finance programs. The program was launched in early 2018 and includes the modules of Hotel Asset Management and Concept Creation. Jonathan's previous track record covers the expansion of Marriott International's (MI) fifteen brands in the role of Vice President Development Planning. During this period, he's delivered the company's first ever comprehensive development strategy, across 55 countries, for the African continent. Jonathan is based in Switzerland and speaks English and German.

JUDGES

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



**SERVICED
APARTMENT
AWARDS 2020**



CAROL NEIL

Global travel manager, Fidelity International

Carol Neil is an experienced global travel manager with a demonstrated history of working in the financial services industry, is skilled in negotiating in and managing a number of travel related categories. Carol, a strong operations professional, is extremely inclusive with her global team and supplier partners. A former ITM board director, she graduated with an MSc Facilities Management at Westminster University and CIPS qualified.



HELEN JEFFERYS

Travel services manager, PwC

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.



SATYAN JOSHI

Hotel ads business leader, Google

Satyan Joshi is the hotel ads business leader in Google's EMEA team based in London. He is responsible for building and maintaining key partner relationships within the accommodation sector and advises on best practices with Google Hotel Ads across Northern Europe. Satyan joined Google in 2005 working in a variety of teams before joining the Travel & Hospitality team in 2010. He's been in his current role since 2015.



MERVIN MOONIEN

Travel manager EMEA, Citi

Mervin is an experienced travel manager. He currently heads up the travel management function for global bank Citi in the EMEA. He has previously held roles at Fitch Ratings and BNY Mellon.



HILARY LANCASTER

CEO, 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.



VEDRANA RILEY

Founder and CEO, 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 legal. 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

Editor, 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. Vedrana Riley



MARK SKINNER

Partner, 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.



HENRY SUGDEN

Senior content marketing executive, Condé Nast Johansens

Henry Sugden has been senior content marketing executive at Condé Nast Johansens since 2017. During this time, Henry has worked closely with a varied array of luxury hotels, venues and spas located all over the world to deliver social media marketing campaigns and strategies to increase online presence and traffic led by SEO trends. Condé Nast Johansens is a well-established and trusted brand working in partnership with the finest hotels, spas and venues for both leisure and business. This collection includes luxury serviced apartments, eco-friendly resorts and exclusive-use villas all hand-selected for their quality and unique services. Each property is inspected on an annual basis to ensure luxury standards are upheld.



CARL WELDON

CEO, HFTP

Carl Weldon is chief operating officer Europe for HFTP (Hospitality Finance and Technology Professionals). HFTP is the global professional association for Financial and Technology personnel working in hotels, clubs and other hospitality-related businesses. HFTP are the producers of HITEC – the largest Hospitality Technology Event in the world – with HITEC coming to Europe in Amsterdam in March 2017. Carl was previously chief executive of HOSPA until February 2016. Carl was appointed CEO by BAHA originally in March 2005 and subsequently re-launched and completely re-branded it with its launch as HOSPA in November 2011. HOSPA's annual conference and exhibition – HOSPACE - is now attended by industry leaders and over 450 attendees (in 2015). Previously Carl has been in hospitality finance, planning and operations for more than 35 years with companies such as Forte Hotels, Holiday Inns International (UK, EMEA and worldwide International), Periquito Hotels, Noble House Group and Regal Hotel Group with responsibility for financial and commercial control of more than 120 hotels.



PAUL WELLS

Partner, 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.



ADAM WHITE

Managing director, Baxter Hoare Travel

Adam White is the managing director of London-based Baxter Hoare Travel, one of the longest running travel management companies in the UK. He acquired the company in 2010.

Readers' Choice Awards

Rising Star Award

voted for by Serviced Apartment News readers

Sponsored by Yays



SHORTLISTED:

- Lina Abdullah, Oakwood
- Vivi Cahyadi, AltoVita
- Narup Chana, MRP Group
- Ujjwal Chaudhary, Staycity
- Ben Davis, Saxbury
- Khaled Elsayyad, Prime Hospitality Group
- Ashley Martin, Crawford Suites
- Daniel Mishin, June Homes
- Olga Mnahoncakova, The Collective
- Liam Pratt, Roomzzz Aparthotels
- Charlie Rosier & Fabienne O'Neill, Cuckooz
- Prashant Sadarangani, Hermitage Suites
- Bethany Williams, Dream Apartments

WINNER:

**Lina Abdullah, general manager,
Oakwood Hotel & Residence Sri Racha**



Industry Inspiration Award

voted for by Serviced Apartment News readers

Sponsored by Staycity Group



SHORTLISTED:

- Robert Alley, Roomzzz Aparthotels
- Darin Karp, ReloQuest
- Merrilee Karr, UnderTheDoormat
- Larry Korman, AKA
- Dean Schreiber, Oakwood

WINNER

Larry Korman, president, AKA



Best operator 1 to 50 units

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THE MOST COMFORTABLE BEDS IN THE WORLD

SHORTLISTED:

• **Aspasios Boutique Apartments**

"Aspasios Boutique Apartments have a long track record of good customer service which is supported by ratings on third party websites. Their apartments are well maintained and their commitment to sustainable development and operations is welcomed. Their focus is threefold: looking after their guests, owners and staff. Their distribution strategy seems effective and they have good online presence."

• **Carr House Farm**

"Personal service, repeat guests, numerous awards and authentic experience - all of which are necessary ingredients for a good operator. Carr House Farm has been able to demonstrate excellent guest satisfaction scores (judging from the strong star rating on third party websites and very few poor scores - many of which date back to 2015). The themed bedrooms and optional dog interaction add some fun to the experience. They show friendly staff and customer engagement and I particularly like the environmentally friendly approach to water and food."

• **Casagrand Luxury Suites**

"Casagrand Luxury Suites offers a very high level of quality and service. The apartments are spacious and can be adapted to fit customer needs (families travelling with children etc.) The ADR and occupancy growth in the last two years is very impressive. Guest satisfaction scores are very high."

• **Gravity Co-Living**

"Gravity Co-Living's strongest USP is the sense of community which it promotes through the events it organises and hosts. Booking is made seamless via an app and the growing attendance rates are encouraging. The product offer is nice and seems to include everything a resident needs. The marketing strategy which has a low marketing budget is proving effective and is encouraging longer stays."

• **Hiding Space**

"Hiding Spaces is a truly boutique operation. It uses technology effectively and seems to have been able to master the remote entry system technology without customers feeling that they are not looked after, which in itself is excellent. The reduced staff numbers are not just translated into a P&L saving; but a portion of this is used to remunerate their exiting staff more generously."

WINNER:

Cuckooz

"Cuckooz offers much more than a nicely designed room; it has identified a niche ahead of its time (co-working and nursery services) which are proving to be very successful with an impressive 99 per cent occupancy rate. Its stylish boutique apartments are in great London neighbourhoods."



Best operator 51 to 200 units

Sponsored by Maxxton



SHORTLISTED:

• Corporate Housing Factory

"Embracing the short stay market, the apartments are tasteful and appealing to the modern business traveller. In addition, Corporate Housing Factory places importance on sustainability and digitisation in order to address the preferences of traveling guests. Another attractive aspect of the company is its engagement of guests and staff through incentive programs and benefits."

• Lamington Group

"Lamington Group supplies a new spin to accommodation which involves hometels, a new sub-category, to fill the gap between Airbnb and hotels and offer the flexibility and comfort of a home plus the best bits of a hotel. It's an innovative and unique model that has been able to balance community engagement while not sacrificing the sustainability factor."

• Maison Privée

"Maison Privée offers five-star services to its clients, therefore is very client focused, always wanting to improve, giving a lot of importance to clients' feedback on social channels and on the websites. Moreover, it tries to offer a tailored service based on the booking, and has created a range of options suitable for the key demographics who book with the company."

• Prime Hospitality Management Group

"This company is attempting to redefine standards for Egypt's apartment sector. The boldness and overall problem solving of the company is attractive, and it is implementing advanced technology, sustainability and customer consideration."

• Urban Rest Apartments

"Urban Rest has an advantageous distribution model allowing it to offer properties below market rates with a focus on the corporate segment. It has forged great relations with local companies, allowing for repeat and predictable business from corporate travellers. This has led to substantial occupancy and inventory growth over recent years."

WINNER:

Urban Stay

"This operator has focused its innovation attention in two specific areas: pets and technology. It provides useful welcome packs not only to their human guests, but also to their pet guests. It pays a huge attention to their guests and tries to put itself in customers' shoes, for example they made crackers for their guests on Christmas. The entry is characterised by high standards of hospitality: high standards of cleanliness, the opportunity to self-check-in etc."



Best operator 201+ units

Sponsored by RMS Cloud



SHORTLISTED:

• Aparthotels Adagio

"The Adagio guest experience is based upon establishing a deeper connection with customers, special attention, and personalised service through the BeMyGuest initiative. The company is involved in pursuing new ideas and partnerships such as sporting events, community events, fundraisers and sponsoring film festivals in order to expand its reach and influence. It also provides great employee opportunities within the company."

• Beautiful Apartments

"This company aims for quality over quantity in order to maintain the experience for the customer instead of increasing volume while risking reducing standards. While operating in one of the most sustainable countries in the world, Sweden, the environmental mindset is consistent through the business structure and the apartments themselves. VR technology allows for an augmented reality tool to allow overseas customers to experience the apartments in real time."

• BridgeStreet

"With a high level of technologically enhanced services at the disposal of its guests, BridgeStreet achieves a consistent guest experience, quality standards, security, and client retention rate of 92 per cent. While taking innovation seriously, the examples of Managed Housing Programs provide solutions for locations with rising rent and limited inventory. Sustainability measure such as energy saving, elimination of single use plastic, smart usage of water are impressive. It even supplies its properties with coffee beans from its own trees on two different farms."

• Cheval Collection

Cheval provides a top-notch suite of guest amenities, including family accommodations, pet welcoming packages, a private chef service, Waitrose rapid delivery service, 24hr room service and a wellbeing offer. Apartments are elegant, well considered and thoughtfully designed. The company's community initiatives include partnering with the organisations such as the British Heart Foundation to fund raise and promote awareness, while offering health checks by health professionals. Cheval has worked hard to increase occupancy and rate through automated systems and great communication."

• Oakwood

"Oakwood places importance in staying ahead of the technological curve (mobile app, expanded online booking offers, Global Distribution System). Its partnership with TravelClick allows seamless integration with mainstream travel and online booking platforms. The 'Boss Initiative' gives customers the idea of being in control of their travel accommodations in order to expand and establish a consistent reach, while combating seasonal fluctuation."

• Quest Apartment Hotels

"Australasia's leading operator is going from strength to strength, with its proven and popular franchise model allowing it to grow fast on home soil and to launch its first European property, in Liverpool. A clear focus on the corporate travel market ensures Quest delivers exactly what its customers need, as shown by an increase in overall review ratings, popularity index, directly submitted surveys and customer willingness to recommend Quest to others."

• Roomzzz

"Roomzzz achieves impressive guest satisfaction through its philosophy of treating guests for the individual they are, not necessarily only their booking value. It is constantly evolving and improving its apartment designs and fit-outs in order to stay consistent with its mission to provide a great guest experience. Much importance is placed on listening to guests' feedback. It also takes care of employees through numerous training programs and resources."

• Staycity Group

"Staycity's recent marketing push included a TV advert campaign, rare for the sector, along with social media channels. Impressive expansion has seen the role out of the core product, the Wilde brand, and the opening of a first resort-style property near Paris. Attention to every property style from the head office interior design, innovation and management teams acknowledges that certain locations require different approaches, not a uniform formula."

WINNER:

AKA

"AKA is all about service. Taking advantage of its boutique size in order to create an unmatched customer experience through the Resident Services Team, which includes grocery recommendations reflecting dietary needs, booking show tickets and even an en-suite grooming service. Usage of the ALICE app to allow residents the ability to request services. The "Own It!" initiative helps residents achieve goals within their stay while supporting them with consultants, classes, experts or coaches to do so. By providing a sensory environment and lifestyle experience, AKA attracts repeat residents, creating the opportunity to develop a relationship and provide a meaningful stay. It has announced a partnership with Clean the World and has a long-standing partnership with Habitats for Humanity, donating the furnishings from property renovations."

aka.

Best property 1 to 20 units

Sponsored by Blue Orchid Hotels



BLUE ORCHID
HOTELS

SHORTLISTED:

• **Amarant Aparthotel, Kiev**

"Amarant Apart Hotel gives a great guest experience with high-tech systems, stylish rooms and a knowledgeable team to assist guests throughout their stay. Smart air and water systems minimise energy usage and promote wellbeing. Corporate and individual loyalty programs offer significant incentives."

• **Dream Apartments St Thomas Hall, Belfast**

Convenience, value and a great guest experience are the traits of this property, resulting in an impressive 90 per cent repeat custom rate from corporate guests. A continually evolving guest offer, involving analysis of customer feedback, has led to highly satisfied leisure guests too."

• **Grafton Street Aparthotel by CityBreak, Dublin**

"Ideally located within the city centre, this property offers everything you would expect for a corporate traveller. They have taken a lot of thought to reduce their carbon footprint and demonstrate a great eye for design and an understanding of travellers' needs. Direct booking incentives offer significant benefits."

• **Hoge Duin Serviced Apartments, The Hague**

"Excellent guest experience, technological innovation and a focus on sustainability make this property stand out. The former Shell HQ has been transformed and meets high environmental standards both in terms of construction and operation. High levels of customer satisfaction is proof that the property is doing things the right way."

WINNER:

The Hamlet, Geneva

"The Hamlet gives the traveller a sense of relaxation and brings a calmness especially after a stressful day in the office. The architecture and interior design is superbly conceptualised and delivered, and brimming with character. Units are spacious, extremely comfortable and come with a range of personalisation options. They understand the traveller no matter what age group, and give options for tech-minded travellers to those who just requires the basics."



Best property 21 to 70 units

Sponsored by Criton



SHORTLISTED:

• Crawford Suites Serviced Apartments, London

"The property engages very well with its chosen market and the staff are keen to always try and go above and beyond - which is great to see. The policy of using knowledge gained from each reservation to improve policies for returning guests and new customers is laudable."

• Dream Apartments Obel Tower, Belfast

"Very engaged in terms of marketing and distribution. A nice package of extra services for guests includes transportation services, tours and tickets, daily cooked breakfast, all of which have proved popular with corporate and leisure guests alike. IT has an impressive social media reach leading to good engagement with new and existing customers."

• Hotel TWENTY EIGHT, Amsterdam

"Clearly this property offers great customer service to their guests, and understands how important this is. Great use of their location, surroundings and suppliers too. Also good to see they are working hard to be sustainable in many areas."

• Quest Portland, Victoria, Australia

"National brand recognition has been used well locally to promote the establishment and provide credentials. Sponsorship of the local team jerseys and associated paraphernalia also lends support to the effort and probably goes a long way to generating business from visiting teams and players. Good local networking in the business community too."

• Roomzzz Chester

"A high scoring entry with lots of positive areas to mention. Getting to "know our guests as real people" will win many guests over. It's also great to see the investment in the team development, as well as technology. The evidence of the apprentice and the team training shows a commitment to staff engagement and the increased customer activity levels with the website shows good engagement. The use of strong brand imagery on the various, extensive marketing campaigns has clearly paid off."

• 11th Principe by Splendom Suites, Madrid

"The product looks very interesting and it certainly seems to cater well for families. Good to hear that they work closely with the local community in Madrid. Lots of nice touches such as daily fresh flowers in each apartment, babysitting services, pillow menu and more. A comprehensive program for corporate travellers is bearing fruit too."

WINNER:

Yays Sagrera, Barcelona

"A great entry with many positive actions and ideas. Local food, beverages and furniture - all good to see. And the YAYS app which I believe people new to area will find extremely beneficial. Lots of people engagement via the concierge, newsletter and social hashtags too. The local knowledge guide provided on check in and the network notice board displayed both help to make this property 'Best-in-class'. Anti-allergic beds are a great USP"



Best property 71+ units

Sponsored by Avvio

AVVIO

SHORTLISTED:

• Aparthotel Adagio Casablanca

"A young and vibrant property with good innovation and well thought out initiatives to enhance the guest experience. They also have taken on board their environmental and sustainability responsibilities and demonstrated this through the Planet 21, showing that they view their services not only in monetary terms, but also giving back to the environment and wider community. They are extremely customer focused as well as dog friendly, enabling them to attract a wider audience."

• Oakwood Premier AMTD Singapore

"The property has really optimised its marketing and social media to enable it to do more than just offer a bed. It is rare that a serviced apartment space would be considered for weddings and parties, so they clearly have a good insight into what works in their environment. Love the roving cocktail bar, really innovative and nice concept and experience for the traveller."

• Roomzzz Manchester Corn Exchange

"Innovation, collaboration, and great marketing messages. The team here have a good grasp of networking and socialising their product to the audience they wish to address, utilising all facets of social media to their advantage. Staff training is focused, retention is positive and training needs are identified. A great location and good interaction with the surrounding community and businesses."

• Staybridge Suites Newcastle

"Very customer focused, with loyal and engaged guests. The property's high staff retention rate is the result of a proactive recruitment and retainment strategy. The entry included exceptional material to validate the statements contained in it, especially around community spirit and contribution to environmental and sustainability issues."

• Yays Entrepothaven, Amsterdam

"Great community spirit, excellent branding which they have linked to all facets of their services and the company story they wish to tell. Really good guest and staff engagement, which comes across as home from home, security and safety. Also engaging the guest in community initiatives and inviting them to give recommendation is innovative and makes the location and accommodation sound a very inviting and fun place to stay. I am sure all those who visit leave with great memorable moments."

WINNER:

Quest NewQuay, Melbourne

"The property shows real understanding of its business and the market. It shows clear objectives and the direction the property wants to grow and develop. Also great customer focus and investment in staff. The community spirit highlights that this is more than just a business. They want their establishment to be part of the overall community giving the guest a real home from home feel. The submission really shows passion, breadth and depth."



Best architecture/external design

Sponsored by Adina Apartment Hotels

Adina

SHORTLISTED:

• Aparthotel Adagio Paris Nation

“This project cleverly reinterprets the Haussmannian style while incorporating modern environmental friendly materials and design, blending the two to create an homogeneous and intriguing facade. With a brief to incorporate two distinct uses, the raising of the aparthotel’s reception and FOH spaces to the first floor was a well considered design move that not only helps define uses but enlivens the outlook form the communal spaces. The use of biodiversity and living walls and roofs, this building embodies a new shift in architectural design towards sustainability and nature.”

• Casagrand Luxury Suites, Barcelona

“With luxury at the core Casagrand Luxury Suites lives up to its name. Huge apartments and a sensational roof top terrace/pool area wrap up a fantastic package for the discerning guest in central Barcelona. A primary target of the conversation of this 1929 building was to breath new life in to a historical building and the result attains this. Sustainability is always difficult to achieve within an older property but where the fabric was existing the operations have taken up the mantle.”

• The Hamlet, Geneva

“A unique opportunity to breathe new life in to an old building in the centre of Geneva. Here the client and architectural team not only had to consider the luxurious end result but also the practicality of working with a historic building that can throw up the unexpected at every turn.

Although difficult to achieve in a period property, sustainability has been considered and successfully applied were possible to both benefit the occupant and the building as a whole. The end result a beautiful and restful project that has ensured the buildings purpose and security for the next generation.”

• Hotel BOAT&Co, Amsterdam

“BOAT&CO, the Anchor of the Houthaven district takes sustainability head on while creating a visually impressive solution to modern vernacular architecture in a traditionally industrial waterside setting. The guest experience and sense of place is emphasised through internal layouts to maximise outlook towards the river and beyond while offering privacy expected of an extended stay building.”

• Roomzzz York

With a clear eye on the objective of a building in such a historic city, Roomzzz York, responded to the site conditions and client brief with gusto. The materials and design of the exterior give a clear nod the local vernacular while not being a slave to heritage. The building offers a well considered and proportionate facade that addresses its riverside setting and environmental requirements. Its Outstanding BREEAM accreditation is extremely difficult to achieve.”

WINNER:

ALEX Lake Zurich

“This property’s location gives it an immediate impact but it is its careful and creative design that gives it the edge. Flexible accommodation throughout to offer individual guests the space they require, large or small. In addition the guest services which include the potential for room service is highly unusual within longer stay accommodation. Finally the extensive incorporation of environmental standards, through compliance with the Minergie standards, completes the package as an exemplary project. A slick, sensitive and well thought through design.”



Best interior design

Sponsored by AHV Associates

SHORTLISTED:

• Aparthotel Adagio Lille

"Flexibility is a buzz word that offers guests the ability to use spaces as they require, from informal relaxing FOH spaces to adaptable guest room design to suit the occupants. Natural light is another key element with the interiors palette reflecting this with a neutral back drop punctuated through furniture and fittings. This also adds to a flexibility in changing items and maintaining spaces."

• Casagrand Luxury Suites, Barcelona

"The luxurious interiors of this historic building in central Barcelona are a testament to high design and a focus on the end user. A clear vision for their target audience has led to a coherent and warm space where guests can escape the hectic city and relax. The tranquillity afforded by a lap pool and sun deck are a rare addition to this already surprising project."

• Cheval Gloucester Park, London

"This project delivers everything it set out to, improved servicing, exemplary interior design befitting its clientele, and the wow factor. The apartments all have fantastic vistas across the London skyline but it's the interiors that set this apart from its competitors. The apartments are practical yet beautifully designed with boldly coloured key elements set against a neutral and relaxing canvas."

• Fraser Suites Hamburg

"A rich and imposing canvas are the perfect backdrop to the impeccable interiors scheme achieved here by the design team. Colour is woven through the generally warm and neutral palette the harks back to the building origins in the roaring 20s with a significant nod to the Art Nouveau movement. The design of the interior manages to achieve the feeling of individuality while managing to balance this against the commercial reality of running a large building. The overall effect is one that exudes luxury and comfort in equal measure."

• The Hamlet, Geneva

"A clear understanding of the expense and risk associated with working with an existing building allowed this project to start on the right footing with a solid grip on the finances meant the end result was not compromised. Careful and considered internal planning has resulted in an increase in usable floor area, whilst an ongoing and flexible approach to the historic building has resulted in a design lead property enhancing and improving on the original. Finally, attention has been paid to every detail, from high end furniture to homely touches create a desirable destination for guests to enjoy."

• Hotel BOAT&CO, Amsterdam

"A keen eye has created a homogeneous and legible design that incorporates period detailing and modern design with a fantastic sense of place. The dramatic entry atrium is softened with the introduction of a central pergola which both brings the outside in and offers a sense of enclosure to occupants. A warm palette of colours enhances the use of tiles, planting and timber and offers guests a comfortable and vibrant interior that is neither overbearing or understated, a difficult tightrope to walk."

• Hotel Indigo and Staybridge Suites Dundee

"Paying homage to the city's heritage, this build exudes a sense of place and location, drawing upon a rich palette of industrial heritage and ornate ironwork to create a unique and enlightened interior. The dual branded nature of the site allows longer stay guests to benefit for additional onsite facilities such as a restaurant but each guest space retains the individuality required by extended stay guest. A strong sense of 'Scottishness' is prevalent through local artists and memorabilia displayed on the walls."

• Quest Liverpool City Centre

"A simple and restrained selection of materials and colours creates a relaxed and inviting interior to retire to after a day of work or play. Drawing on the city's heritage and the brands origins in Australia, the interior concept draws heavily on natural materials and sharp detailing. The end result is both enticing and understated, no mean feat when set against a minimal refurbishment budget with an eye on maintenance and longevity."

WINNER:

Ascott La Clef Champs Elysées, Paris

"A clear vision and understanding of their target audience has led to a successful and beautiful interior that meets the brief and exceeds client and guest aspirations. Luxurious gold meets with a deep colour palette that immerses the occupant in a bygone world of Parisian glamour and draws on the heritage of the site and the wealth of its former occupants. This coupled with the carefully restored historic features enhance the overall effect that is captivating. An exemplary project that makes you want to jump on the Eurostar immediately!"



Best marketing or branding campaign

Sponsored by The Apartment Service



SHORTLISTED:

• Aparthotels Adagio - Stay, Live, Enjoy

“The campaign produced by Aparthotels Adagio – Stay, Live, Enjoy, is very impressive, demonstrating the nuances of customer needs within the serviced apartment industry in a fun and accessible way. While the acquisition channels used for marketing were on the whole traditional (terrestrial television) this did not harm the tangible results driven as a result of the campaign (e.g. the over 50 million impressions generated during the campaign).”

• Cheval Three Quays five-year anniversary

“The ROI delivered by the Cheval Three Quays 5-year Anniversary marketing campaign is certainly impressive representing a return on investment ratio of almost £18.5 for every £1 spent. The use of the number 5 throughout the campaign, providing special room rates at £555 provides a memorable hook for the campaign. The clearly defined timetable of events over the course of the celebration ensured that the campaign was not short of content to utilise for promotion and that exposure and return were maximised.”

• Cuckooz - family friendly homes

“Cuckooz has created a well-rounded, memorable and unique marketing campaign. Taking an innovative idea; in this case, considering not just the physical, but also the emotional needs of children in family friendly properties and utilising a multi-pronged strategy to achieve impressive engagement results and ROI. By utilising a variety of marketing channels (e.g. Google Ads, influencers, social promos etc.) they have insured a broad audience is reached, which is reflected in the successful end results.”

• Staycity, Paris, Marne la Vallée

“This is Staycity’s first resort property and it pushed the boat out to provide the services and standards its regular clients expect, in an unexpected environment. The attendant publicity campaign was extraordinarily varied in types of media and format, ranging from competitions, to Tweets and press visits and reviews. The drone video is a tour de force; it gives an excellent idea of the scale of the property and lots of detail as well. Occupancy levels, guest satisfaction ratings and positive reviews are just reward for such an eclectic marketing campaign.”

• The opening of lyf Funan Singapore

“Clear campaign objectives and strong messaging typify the launch of lyf Funan Singapore. The strength in understanding of the millennial traveller is evident from the innovative execution methods of the campaign and from the evidential material provided. The value of the social media content generated through this campaign is also evidenced well by the ROI stats provided.”

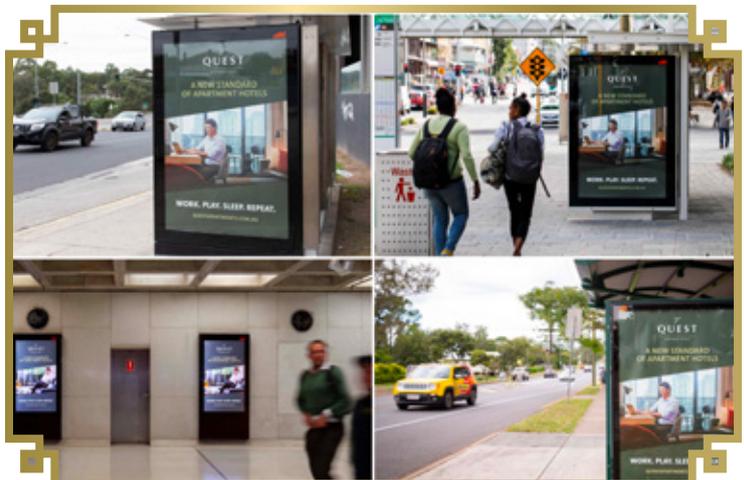
• Yays First Heartbeat

“Creating such an interactive event to launch the new property was an excellent idea. People are much more engaged if they can join in, whether that is cooking, taking and posting photographs or meeting local businesses - and Yays is particularly good at having a relationship with its locality, so having local entrepreneurs in the apartments was an excellent idea. And it clearly worked, with more Instagram followers and even people asking to be brand ambassadors. It was an apt occasion to launch the new Neighbourhood Guide as well.”

WINNER:

Quest Apartment Hotels - Work, Play, Sleep Repeat

“The successful multichannel campaign by Quest Apartment Hotels - Work. Play. Sleep. Repeat. has demonstrated a solid understanding of the marketplace, highlighted the strengths of the brand in a meaningful way and utilised a broad range of channels to deliver quantifiable results. The timings and focuses of the respective campaigns undertaken have clearly been thought through carefully, and this is reflected in the extremely positive end results of said campaigns. In addition, the 60 second video is lively and fun, has toe-tapping music and gets the message across clearly. It was also a clever idea to have a film that could be split out into shorter videos to prompt memory and keep the brand front of mind: a job well done.”



Best agent, RMC or TMC

Sponsored by Homelike

Homelike
Platform for Business-Apartments

SHORTLISTED:

The Apartment Service

"The company is working hard to provide a good service to clients - offering 37 languages is impressive and language skills are an important and these days, much overlooked service. The company's ability to service the disparate requirements of the oil and marine gas sector - very demanding, and banking suggests an admirable versatility."

HIGHLY COMMENDED: Check-in London

"Check-in London obviously listens to clients and responds positively to criticism; it is also proactive and creative in its desire to make its website user friendly and informative. The case studies show exactly how much effort this company puts into customer relations and ensuring clients enjoy their stay, regardless of the barriers - if sometimes self-inflicted (lost keys). Its attitude is positive and impressive."

WINNER:

SilverDoor Apartments

"SilverDoor's engagement with clients matches its communication with media and the wider industry. It has also grasped the nettle and addressed some thorny sector issues, including consistency of standards, duty of care, fragmented accreditation sources and communication between agents, owners and clients. This is no mean task and the company has clearly succeeded whether others have failed. It has invested in technology and updated it, and addressed the perennial complaint about the lack of good booking tools. SilverDoor measures its performance against its own and clients' standards to ensure a high standard of service; it is not afraid of criticism or self-criticism."



Best use of social media

Sponsored by Corporate Housing Factory

corporate
housing
factory

SHORTLISTED:

• Alpha Suites

"Great to see a company highlighting their charitable efforts. Also to see an enviously swift response rate to customers. These continue to be key factors when looking for users to generate the message that is to be shared, and also for building customer loyalty."

• Cuckooz

"A great example of a robust social media marketing strategy. Testing and then crucially, measuring and reacting to results is crucial to any marketing strategy. The results from Cuckooz' activity speaks to this and is a stand-out demonstration of having a clear, uncomplicated message that is being broadcast to their target audience."

• Dream Apartments

"A good decision to partner with a relevant online company as a short-cut to expand reach and network. I particularly like the regularity of their 'giveaways' which instils in participants the idea of repeated returns to the company's social media presence offering a repeated chance of a win."

• Furnished Quarters

"Impressively fast response to customers via social platforms - a great way to deliver strong customer service. A well-planned social media strategy."

• Roomzzz

"An example of a great, solid strategy that utilises all the opportunities of interaction with customers that social media can bring, from sharing inspiration to dealing with queries. Strongly evidenced ROI from a campaign strong in user-generated content."

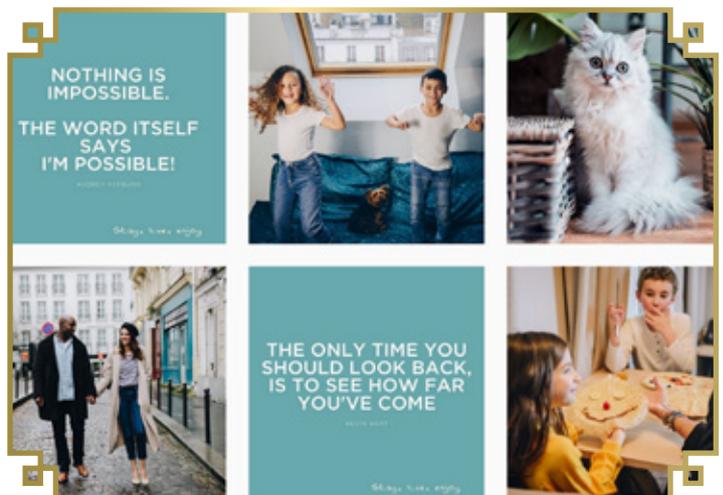
• UnderTheDoormat

"A great start to their social media journey. Realising the importance of using the right channel to target the right audience with the right message appears to have informed their decision. Using the right social channel for the correct type of message & media is crucial and has UnderTheDoormat going in the right direction."

WINNER:

Aparthotels Adagio

"A Gold Standard in Social Media usage. A comprehensive approach, delivering excellent return on investment. Not relying on simply paying for activity but creating content that is tailored to the relevant Social Media channel has delivered amazing results. The plan looks to have been systematically planned out in advance with a clear plan of action that has all been measured."



Best short-term rental platform/operator

Sponsored by Short Term Rentalz

SHORT TERM RENTALZ

SHORTLISTED:

• City Relay

“City Relay has clearly evidenced a well-received and innovative service that is trusted by B2B clients. The optimisation of pricing through Outswitch (an impressive marketing innovation) has had a tangible impact on the occupancy rates of users’ properties. The introduction of the out-of-hours demonstrates a concerted effort to meet the needs of B2B clients working in a 24-hour industry.”

• Guesty

“Guesty’s commitment to forging solid relationships with the likes of Airbnb, Booking.com, TripAdvisor Rentals and HomeAway/Vrbo has undoubtedly contributed to their success and positioned them as a go-to for those looking to manage serviced apartment bookings with ease. This is further supported by the broad range of positive feedback provided in their case studies, and the rapid growth the company has seen over the last three years.”

• ReloQuest

“ReloQuest is a demonstrably successful and innovative player in the short term rental platform/operator sector. Offering truly unique features including the “Service Tracker” which provides travellers the ability to create a Service Resolution Request that goes directly to the supplier reporting concerns they may be having with their accommodation and expedites a rapid resolution.”

• UnderTheDoormat

“The service provided is evidently strong and has been well received by both clients and customers as can be seen from the case studies provided. UnderTheDoormat has identified a niche market for its services and will undoubtedly continue to grow from strength to strength.”

WINNER:

Lavanda

“Lavanda has demonstrated an extremely strong understanding of the homestay market and innovated accordingly. Most impressive perhaps is the understanding of customers’ needs, showing not only value creation for customers through a multi-pronged approach, but also through paying special attention to their Corporate Social Responsibility, beyond that typically undertaken.”



Best use of technology

Sponsored by STAY Serviced Apartments

S T A Y

SHORTLISTED:

• AltoVita

"By identifying that wellbeing and lifestyle are key to guest satisfaction, AltoVita has ensured that they are on the front foot and able to offer best in class solutions for a guest type that is on the increase. A very interesting approach to a modern-day business travel requirement."

• Cheval Collection and Criton

"A comprehensive offering from the higher end of the sector. Ensuring Cheval is in tune with its guests needs is crucial in order to retain guests and also ensure first-time guests are able to discover what is on offer from this brand. A very appropriate and guest focused 'thinking' application for technology in the serviced apartment industry."

• Maxxton

"A good corporate approach to making hospitality operations that much more efficient, simplifying a serious of complicated operations for the user, and ensuring continuous updates, functionality additions and improvements."

• ReloQuest

"A major system that addresses the need and simplification of an ever more global business need of travel and relocation for larger international companies. A great application of technology to the issue. A fully comprehensive solution for business partners, taking the complexity off their hands and delivering viable and automated tools allowing businesses to focus on other areas."

• room2 Hometels

"This is a great example of focusing on the service required by providing the appropriate technologies - front and back of house. Great integration planning with real thought towards what the guest wants. A fully comprehensive adoption of 'future-proofing' technology, presenting options that guests may have yet to come across let alone contemplated in the hospitality experience."

• SABA Hospitality

"Putting the needs of the guest first is crucial for the sector. Having a poor experience with a single serviced apartment provider does not only damage the provider but potentially results in the loss of the guest to the hotel sector. SABA has identified that central to the stay is the guest experience where there is not always a concierge at hand, and provides an efficient and intuitive solution."

• SilverDoor Apartments

"An interesting approach by Silver Door and Orbi to what is seen as an ever-increasing and complex set of issues in the serviced apartment world. There has been a large amount of investment in time and resources to create this solution, which is at the cutting edge of what is achievable."

WINNER:

Mews Systems

"A very innovative and flexible system for a multitude of varied hospitality and serviced apartment businesses - disrupting the traditional PMS market forcing it to become more of a 'GMS' market. The fact that the multi-faceted offer has been designed by people with a background in hospitality and an understanding of what modern tech needs to deliver really comes across."

 **MEWS**

Travel buyer of the year

Sponsored by AltoVita



HIGHLY COMMENDED: Ryan Coles, Aviva

“Ryan has enhanced the use of Serviced solutions for secondees and project teams, providing greater choice – globally. His work has increased serviced accommodation provider choices through Aviva’s TMC and Serviced Accommodation partners, developing direct relationships in key locations to drive value and quality. He has also enabled bookings through Aviva’s TMC and Serviced Accommodation partners for transient travel, with no maximum night requirements. His programme allows more than single room bookings so travellers can share if required whilst a change in subsistence policy allows Aviva travellers to reclaim the cost of food bought from supermarkets instead restaurants.”

HIGHLY COMMENDED: Mark Cuschieri, UBS

“As chairman of the Institute of Travel Management, Mark initiated board representation of serviced apartments to bolster reputation and opportunity within the business travel sector. He has become an active ambassador for serviced apartments, speaking at industry events to champion the merits and evolution of the sector. In 2020, UBS (Travel) was one amongst the first corporations to identify serviced apartments as a hotel alternative for extended stays. Back then, serviced apartments were only acknowledged within HR for secondees and expats. Now the re-branded UBS Global Accommodation programme is geared to a single, clear strategy – to provide a world of choice. This has seen a significant uptick in stays and compliance levels of +90%.”

HIGHLY COMMENDED: Jan Jacobsen, AIG

“Jan Jacobsen is one of the true pioneers and early adopters of serviced apartments in the buying community. Jan has expertly designed, created and evolved a state-of-the-art, global extended stay programme for AIG. His focus is always on ensuring a priority is given to comfort, safety, security and well-being of the AIG extended stay travelers along with a continuous eye on the company’s bottom line. His eye for detail and his understanding of the current marketplace, and remarkably, his fearlessness to debate current hot topics, new issues and subjects that some would like to brush under the carpet, keeps the industry and all those within it, on their toes.”

WINNER:

Lee Whiteing, HSBC

“Lee Whiteing has positively impacted the continued development of the extended stay sector for more than 13 years. Always ahead of the game, his global serviced apartment programme, strategically directed by Lee and managed by his experienced HSBC travel team, is complex, but with his clear goals, and open and professional management style, the HSBC multi-million pound extended stay programme is highly successful and built to ride the ebb and flow and natural challenges that occur in a global environment. 10 years ago, he successfully moved his programme to the first competitive agency model, managed by his TMC. With his global travellers always at the centre of his programme, his travel teams personally selected the right products and operators for his travellers in every city - he now has a personalised HSBC global supply chain with an absolute focus on the health, safety and the security of HSBC’s workforce.”



Best service provider

Sponsored by Nomad Aparthotels



SHORTLISTED:

• GuestReady

"GuestReady has grown incredibly fast since 2016 reaching what others have taken some five-10 years to achieve. The number of units managed has been achieved through acquisition of competitors but also scaling up their own staffing structure now employing 170 people. It has a very experienced and driven leadership team and the focus on prop tech is not unsurprising considering who is involved."

• Housekeep

"Housekeep has grown exponentially since inception in 2014. It benefits from a strong leadership team and is achieving very strong results. Great service in a complex but never-ending area of the industry. Good support for the working teams and staff that make it all tick."

• KeyNest

"KeyNest provides a very useful service to aparthotel/ apartment providers and operators. Its number of clients has constantly grown since inception whilst keeping strong levels of service. They have scaled up the number of stores to meet their growing client base and increasing number of locations. Improving guest satisfaction through cleverly thought-out services and delivery."

• MRP Group

"Max and his team have advised numerous companies in all aspects of selling, leasing and sourcing operators in the aparthotel sector. Max is a leader and very respected contributor to the industry, in the UK in particular, and this enables the company to use his 30 years of experience in order to help clients make the right decisions."

• NestAngel

"NestAngel provides a very innovative service which fills a gap in the aparthotel / serviced apartment sector. It is aimed at private Airbnb hosts but also benefits larger providers. The growth rates are impressive and the quality and reliability of the service scores very highly. It disrupts the 'norm' and improves service for guests."

WINNER:

ReloQuest

"This powerful and user friendly platform continues to benefit owners and end users alike. With a reputation for creating custom solutions that solve client challenges, ReloQuest's B2E self-service solution Direct Connect creates accountability and inclusion – travellers can book, modify, track or cancel reservations based on role permissions. Its supplier program covers 92+ countries representing millions of accommodation units. Real-time reporting to providers and corporates, and constant upgrades and evolution of the product are evidence of a service provider at the top of its game and not content to rest on its laurels."



Profit with Purpose

Sponsored by AKA

aka.

SHORTLISTED:

• City Relay

“Shows a real sense of purpose and direction while providing an authentic modern approach to creating a brand with clear social purpose. The company is looking for partnerships with charities and participated in cleaning up projects in the streets of London. It has a gender balanced and nationally-diverse workforce.”

• City Terraces Holiday Apartments

“This is a small operation but has set out some high standards with regard to the sustainability agenda. These include helping to fight against the challenges of the external environment such as droughts and fires by establishing collaboration and sustainable initiatives such as solar power, LED lights, offering guests free bicycles, and efficient air conditioning systems. It has also developed partnerships with and made donations to local suppliers, charities such as the Coalition for Rainforest Nations and the Australian Marine Conservation Society.”

• Flying Butler Apartments

“An example of good sustainable initiatives: Eco tags, working with UK award-winning provider of energy (A+ appliances, LED lighting), first electric car acquired, and only partnering up with like minded conscious companies. Social values are promoted through a partnership with Centrepont by giving staff free accommodation, also promotion of local services on their website. Different training offered to employees, with examples of COSSH training for housekeeping staff and use of brand ambassadors. Quite diverse with more than 15 different nationalities and a transparent hiring process.”

• The Collective

“The Collective has a very clear brand and purpose. The brand has become one of the most dominant brands in the sector and this is in part because the direction is very clear and well defined. The strong desire to create real communities and set up successful platforms for people to work from and engage in a real community has been well received and is creating successful new models for urban living. Excellent social values with a Community Investment Programme (CIP), which supports local community with free stays, workshops. The Foundation is its charitable arm, which for example launched the Accelerator program (to mentor six social enterprises). Plus, it shows the involvement with local partnerships and their community-building program helps combat isolation.”

• Yays Concierged Boutique Apartments

“The Yays brand is very strong and becoming stronger with the measures adopted above. I believe it is becoming a very trusted brand and seen to encourage social inclusion and social purpose. A toolkit is designed to embrace the core values amongst its employees (caring, curious, empathic, proactive, responsible). Through brand ambassadors and fun games and exercises (toolkit sessions), each module is promoted. YAYS is integrated in the neighbourhood and establishes a dialogue between the tourism industry and its surroundings (use of local partners, less touristic areas)”

WINNER:

ILUNION Hotels

“This group truly achieves profit with purpose and the purpose is very clear within the material submitted and their website and online information. The aims and objectives are commendable and are making a big difference to people whose lives are affected through disability. The aims are integrated within the well designed buildings and it is made clear that the properties are all accessible but this doesn't appear to diminish the style and quality of the properties. A brave new world where a hospitality company embraces people with disabilities, rather than incorporating them behind the scenes outside of the guest contact areas. Ilunion has shown that our diverse and rich society should be embraced and that it can lead to a whole new experience towards each other and our meaning of hospitality.”



Best co-living or co-working development

Sponsored by RES Harmonics



SHORTLISTED:

• Gravity Coliving, London

“An early stage co-living provider which is having success in community engagement and customer involvement in the programme of events. The design of the communal areas looks very homely and inviting. This very young brand already has a good reputation due to positive reviews. It is trying to have external impact by partnering up with other players to set up a co-living community criteria and framework.”

• Haven Coliving, Venice, California

“This provider sets itself apart by setting up a membership model which seems to be very successfully thought through. All levels of the offer are well integrated and the engagement and inclusion appears to be very strong. The relationship between the provider and the is dynamic and comes together through a real common purpose. Good sales and marketing results: word of mouth and social media engagement are the two primary marketing channels used and resulted in 6000 applications for the first 100 spots.”

• LifeX, Copenhagen

“LifeX concentrates on the curation of individual apartments wrapping its brand around this and managing the residents stay. Guest experience is enhanced by community managers, events around wellbeing, and a score of 4.8 (out of 5) on Trustpilot. Good use of brand due to its personal Nordic design, external partnerships. Moreover, the brand has been featured in Vogue magazine for being ‘one of the most instagrammable co-living properties.’”

• lyf Funan Singapore

“The spaces are very attractive and the overall drive to provide a beneficial programme of events and collaborations aids the sense of community. The high quality accommodation is vibrant and allows guests to interact and is a genuine platform for social exchange. The rooftop garden should be highly commended and this will allow guests to escape the city. The sales and marketing initiatives are well thought through and should provide a true value-add to guests.”

• Noli Studios, Helsinki

This development has excellent guest reviews (9+ in Booking.com and Hotels.com) and a combination of top-down and bottom-up community engagement - apart from organising welcome dinners, guest also take the initiative to organise activities. It is innovative for being the first co-living brand in the Nordics. Strengths include a flexible model; Nordic design, concept tested with the locals; good use of brand with an emphasis on the tradition and origin of the brand. High customer demand and a focus on offering the guest a true local experience is to be commended. Lots of sustainable initiatives such as using 100% renewable energy and recycling facilities.”

• STAY, The LABS Collective, London

“The LABS brand certainly adds value to the development and the offer is attractive. The online LABS material is very good indeed. The brand intends to create a diverse ecosystem with STAY (apartments), LABS (co-working) and HOST (events). Mixed-use development projects differentiates them from other brands. It has good reviews from customers and sustainable initiatives such as using locally-sourced materials for the apartment design or supporting heart disease charities through an event are laudable.”

WINNER:

The Collective Canary Wharf, London

“A clear winner. It is overall, the most well thought through concept in terms of services, professionalism, brand, marketing, facilities and engagement for it’s residents as well as attempting to integrate with the local community for social impact, by means of its Community Impact Program. The communal spaces rival most private-members clubs and provide an amazing environment for anyone to flourish, whether staying for long or short periods.”

