



**SERVICED  
APARTMENT  
AWARDS 2021**

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# *Judges Report*

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# Welcome

**A warm welcome to the 2021 Serviced Apartment Awards.**

What a remarkable 18 months it has been since the 2020 ceremony, which was the last time we gathered in any sizeable number with our sector friends and colleagues!

That was a great night, and we are delighted to see so many of you here tonight to renew those friendships and business relationships, and to celebrate the resilience and strength of our industry, which has massively outperformed the wider hospitality market thanks to its great product and wonderful people.

Despite the pandemic we have seen another bumper crop of entries from companies around the world. As ever, the standard is high and there are some absolutely superb winners here tonight.

This year, to honour the amazing qualities shown by many of you in attendance, we have a new category - the Industry Hero award - to recognise those who have not only performed with grace under pressure throughout the pandemic, but have taken the time to help others too. There is also a new Outstanding Achievement award which will recognise an individual or organisation that has excelled and represented the wider industry in a positive manner over the past 12 months.

Once again, the response to the Readers Choice awards has been fantastic, with thousands of votes cast for the Rising Star and Industry Inspiration categories.



**George Sell, Editor and Head Judge,  
International Hospitality Media**



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# Judges

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



**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 bimonthly 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**  
Institute of Hospitality

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.



**Carol Fergus**  
Fidelity International

Carol Fergus 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.



**Eloise Hanson**  
Boutique Hotel News

With an MA, BA, and NCTJ qualification, Eloise also has experience working in the hospitality industry. Keen to put her knowledge into practice, Eloise writes the news and feature articles for the Boutique Hotel News website and has recently been promoted to News Editor. She has been pivotal in launching the Boutique Hotel News podcast during lockdown period and is set to conquer her own webinar series too.



**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 from the RFP process through to implementation, working very closely with preferred suppliers.



**Satyan Joshi**  
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.



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**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.



**Paul Stevens**  
Short Term Rentalz

Paul played a key role in establishing The ShortyZ in March 2020, an awards ceremony for the short term rental industry. He is an NCTJ qualified journalist and a graduate in French and Spanish from the University of Southampton.



**Katherine Le Quesne**  
HoCoSo

Katharine leads HoCoSo's collaboratively created solutions for next generation hospitality with a focus on markets undergoing explosive growth, regeneration or disruption. As a successful hands-on advisor, she has helped owners, operators, governments and funds to evolve and create value in the hospitality industry.

Her career path combines experiences at Deloitte, Arthur Andersen, and JLL across Europe, the Middle East and North Africa and Asia Pacific. With a particular expertise in strategic reviews, due diligence, development strategy, destination resort development, and financial feasibility, Katharine has worked extensively on luxury and lifestyle assets, new concepts and asset repositioning.

She also undertakes litigation-related work, including acting as an Expert Witness. She is a committed educator and heads the first Resort Development programme at Glion Institute of Higher Education. She is also a regular speaker and moderator at industry events and an active writer on industry issues. She is devoted to using her talents well to make the world a little better. She also thrives on having an open house and spontaneous visitors.

Katharine has lived in many different communities and cultures so she values diversity and speaks English, Mandarin Chinese and French.



**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.



**Na'im Anís Paymán**  
Zeevou

Na'im Anís Paymán is a Bahá'í of German and Iranian descent who grew up in Albania and later moved to the UK to pursue his studies. Paymán is a serial entrepreneur seeking to bring meaningful innovation to the world. While taking Natural Sciences at Gonville & Caius College at the University of Cambridge, he set up Peymans, a provider of short-term accommodation in Cambridge and Oxford. After graduating, he oversaw the growth of the company to a number of cities across the UK.

To support the ongoing growth while retaining a high standard of service, he felt it necessary to adopt state-of-the-art software. After extensive research, Peymans were unable to find a software provider that met their real-world needs as multi-location serviced apartment providers, so Na'im decided to start developing software by serviced apartment providers, for serviced apartment providers.

Besides wanting to have a powerful Property Management System and Channel Manager, he also felt it important to create a piece of kit that enabled everyone to grow their direct bookings. Hence, Zeevou was born. Zeevou has won the Most Innovative New Hospitality Technology award at the Innovation & Excellence Awards 2020 and has been short-listed for the Best Channel Manager award at Shortyz 2020.



**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.



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### **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.



### **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.



### **George Westwell**

Cheval Residences

George joined Cheval Residences in 2004 as group general manager and became director in 2005. With over 35 years of experience in the hospitality industry, previous roles have included 12 years as the general manager of the London Metropole Hotel (then part of the LonRho group), which was at the time the biggest conference facility in the UK. When the hotel was sold to Hilton Hotels & Resorts and became the Hilton London Metropole Hotel in the late 90s, as the general manager, George overviewed a second phase of expansion which transformed the hotel into one of Europe's largest conference hotels with a capacity of up to 3,000 people.

Upon joining Cheval Residences, and the serviced apartment industry, in 2004 George helped grow the portfolio from six to eight properties, including the launch of the multi-million pound development Cheval Three Quays in March 2014. Whilst serviced apartments have long been popular in countries such as Australia and the US, the concept of booking a serviced apartment as opposed to a hotel is still relatively uncommon in the UK, something Cheval Residences have gone to great lengths to try and change.

He retired in March this year.



### **Seán Worker**

T5 Strategies

Seán Worker is the managing director and principal of T5 Strategies, a business process architectural advisory firm. A native of Galway, Ireland, Sean has over 20+ years experience across the hospitality, franchising and technology sectors with such brands as BridgeStreet, Wyndham and Marriott. He sits on and advises a number of boards and splits his time between the US, UK and Spain

T5 helps businesses build user-centric product experiences that inspire them to unleash their brand's promise through replicable processes by aligning strategy with execution

T5 Strategies takes a messy silo-led business world and design blueprints to make it easier to connect the dots to wow your client.



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# Judges' Comments

## Industry Hero

### Shortlisted

- Kim Ashmore, ASAP
- Keith Freeman, Staycity Group
- Richard Majewski, SABA
- Tony Mathuru, Blue Orchid Hotels
- John Png, Modena by Fraser Zhuankou Wuhan

### Winner

All

## Outstanding Achievement

### Winner

Roomzzz Aparthotels

## Rising Star

### Shortlisted

- Christine Anderson, Urban Creation
- Sarah Buck, Week2Week Serviced Apartments
- Nayton Craig, ServicedApartments.nl
- Robert Godwin, Lamington Group, room2
- Niko Karstikko, Bob W
- Aaron Lee, Dash Living
- Karen Mills, AKA
- Kishen Patel, The Residence Apartments
- Karolina Saviova, AltoVita
- Katie Sharples, edyn

### Winner

Aaron Lee, Dash Living

## Industry Inspiration

### Shortlisted

- Robert Alley, Roomzzz Aparthotels
- Vivi Cahyadi Himmel, AltoVita
- Lee Curtis, RESIDE Worldwide
- Kevin Goh, Ascott
- Stephen Hanton, Synergy Global Housing
- Giles Horwitch-Smith, res:harmonics
- Eric Jafari, edyn
- Asli Kutlucan, Cycas Hospitality
- Steve Lowy, Lowy Group and The Residence Apartments
- Claire Parry, Week2Week Serviced Apartments
- Dean Schreiber, Oakwood

### Winner

Dean Schreiber, Oakwood



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# Best Apartment Agent, RMC or TMC

## Shortlisted

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- **CAP Worldwide Serviced Apartments**

*"CAP Worldwide has gone over and above in delivering one of the best corporate accommodation programmes. Their work with high-level, blue chip companies and the feedback from these customers – whether directly or indirectly via their travel manager – is outstanding. Working both in the UK and globally with various suppliers could obviously be challenging but this team appear to have risen to the challenge and take it in their stride."*

- **Check-in London**

*"Check-in London demonstrates good customer service with lots of positive feedback and example scenarios. They also made good use of their time over the last year by upgrading the payment system to comply with PSD2 which will certainly be welcomed in the corporate world. In terms of innovation they display many good features, ie virtual viewings, 3D tours and integration of multiple availability channels to show exclusive rates on and offline."*

- **Short Stay Citizens**

*"The team developed a 3-in-1 booking platform offering co-living homes, work and experience. This is a great initiative in the b2c space, along with their b2b offering under Short Stay Citizens. Their use of social media and exploring the world of video and phone call helps to keep them close to the guests, which is very important to the team."*

- **SilverDoor**

*"A fantastic retention rate, great client feedback and their focus on data is very impressive. The constant monitoring and comparing of rates to ensure their clients receive the best in class is very important to their corporates, who really appreciate it. The significant increase in new business for 2020 really highlights the team's hard work."*

- **SITU**

*"I was very impressed with all that they are doing, and in particular their engagement, and support and development of their team. There are many good quality initiatives that other companies could learn from. We have yet to see the best from this company."*

- **The Apartment Service**

*"Customer satisfaction and a good guest experience are clearly very important to TAS. The team constantly check in with their guests to ensure they are meeting all their needs, hence the consistent guest experience. Innovation is key and the delivery of real time reporting for their clients is definitely a positive. Being able to analysis this data is always helpful in the corporate world."*

## Winner

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- **AltoVita**

*"A rapidly growing global company, which has engaged with stakeholders on a global platform, changing and adapting its offering as they go forward. Their success is clearly shown in their platform growth and availability of assets online. The company's vision and values are shown in their level of engagement, and ability to recognise trends and respond to them."*



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## Best Operator 1 to 50 units

### Shortlisted

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- **Barcelona Apartments YouStylish**

*"An energetic and impressive company, which clearly thinks on its feet. It offers well furnished apartments in the city centre of Barcelona with excellent amenities. Very well located for tourists wanting to explore the city. Reviews praise the location and great apartments."*

- **Cloud Apartments Ltd**

*"A relative newcomer to the sector, the company has impressed with its all-round approach and particularly the way it has dealt with impact of the pandemic. Its sales, marketing and distribution strategy is particularly impressive. They aim to compete with more established players by focusing on the details that allow them to exceed customer expectations, such as specific preferences like providing SIM cards to international clients."*

- **Emerald Stay**

*"A fast-growing property management company which has developed an offer that owners and guests alike love, as evidenced via good guest feedback and 100 per cent owner retention rate. The units are very high quality, comfortable and spacious. They have used technology successfully to enhance customer experiences without comprising personal customer service."*

- **Globe Apartments**

*"A strong entry from a company which has had to reinvent large parts of its business, both in reaction to the pandemic but also to develop future revenue streams. Customer satisfaction levels are excellent. Globe did well to cope with many guests who were stranded in London at the start of the outbreak of the pandemic in the UK. They also managed to become more efficient, by using much less paper for example."*

- **Princes Street Suites**

*"Some interesting elements, and I like the message about reflecting the company's pride in its home city. Excellent location and staff."*

- **Vantage Apartments**

*"A professional operator which has managed an impressive occupancy through the pandemic while ensuring high levels of guest satisfaction. The apartments have great locations and designs. Customer reviews are all very flattering of the service they received. Vantage Apartments kept high occupancy rates of 85 per cent and an average stay of 43 days throughout the pandemic."*

- **Week2Week Serviced Apartments**

*"An impressive entry from a strong regional operator with a truly international outlook. The company offers great locations and good value for money. The business adapted well to the pandemic, focusing on local travel."*

### Winner

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- **The Hamlet**

*"Lots to like here! From the great design, attention to guests' wellbeing and engaging marketing techniques, The Hamlet's all round, well thought through offer has been rewarded with a high direct booking rate. Service provided to customers is of the highest standard and often personalised to individual guests, the business has a real focus on understanding customers. Apartments were very well adapted during the pandemic."*



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## Best Operator 51 to 200 units

### Shortlisted

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- **Charles Hope**

*"A solid all-round performer with high levels of guest satisfaction. The product offering which is beautifully designed and centrally located properties make this entrant a strong candidate. Their use of technology appears to be best in class and they have adapted well during the pandemic."*

- **City Relay**

*"City Relay provides a cost effective one-stop solution for hosts. The tech-savvy business offers DRIVE, an in-house built software system targeted at meeting the challenges of managing a serviced accommodation portfolio and driving better productivity, reduced administration per property, greater flexibility and ultimately, higher margins for our clients."*

- **Corporate Housing Factory**

*"A good solid all-round operator which has done very well to maintain occupancy through the pandemic despite being predominantly focused on the corporate travel market. The team exhibit strong levels of service and work hard to deliver the best possible customer experience. Sustainability and charity matter to the founders who are seeking to encourage their guests and peers to embrace those values, one step at the time."*

- **Maison Privée**

*"A smart operator which has refined and evolved its offer, and also neatly pivoted to take advantage of corporate and leisure demand for self-contained luxury accommodation which has grown through the pandemic. It provides a tailored offering, bespoke to each market. The website is user friendly."*

- **The Residence Apartments**

*"Very strong all round entry from a company that is growing impressively but maintaining high service standards throughout. Its flexible approach to dealing with the pandemic while maintaining its positive momentum is particularly impressive. The company's ongoing and new partnerships seem to benefit the customer experience and in turn, enhance bookings. They have developed solid relationships with corporate bookers."*

- **TheSqua.re**

*"A solid all-round entry. They have shown innovation by introducing their Work from your Home Away from Home scheme - capitalising on markets they hadn't targeted previously. Throughout the pandemic, they have also accentuated their commitment to ecology and assisted in providing accommodation to key workers."*

### Winner

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- **City Pop**

*"Forward-thinking, community-minded and ambitious, this operator is one to watch across Europe over the next few years. The flexible offering caters to a very broad market, and hotel-style booking and cancellation flexibility makes City Pop a very credible entrant. The units are well space-planned and nicely designed. The sense of community they have created has enabled them to achieve a good customer retention and gain new ones."*



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## Best Operator 201+ units

### Shortlisted

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- **Flying Butler**

*"There is a clear emphasis on flexibility that caters to the individual needs of the occupant. The service provided by staff is very high quality and they always have customers in mind. Great locations with plenty of amenities and services."*

- **Frasers Hospitality**

*"Very good coordinated response to pandemic across multi-national inventory. Very effective brand initiatives to combat the pandemic and promote sustainable practices. Frasers has done a great job focusing on corporate relocations, and works to understand customers as much as possible to make the transition as smooth as possible."*

- **Oakwood**

*"A very accomplished all round operator, with international reach and a broad range of product offer. A strong commitment to community engagement and charities. The business also has an admirable global outreach program."*

- **Payman Club**

*"Luxury serviced apartments throughout the UK and Europe. Customers praise the apartments for great facilities, locations and being good value for money. A very innovative response to the pandemic, putting guests' health and safety at the forefront."*

- **Roomzzz Aparthotels**

*"Properties consistently rank among the best in class ratings. Very strong performance during pandemic while maintaining commitment to guest safety and local community involvement. Guest satisfaction is extremely high and the chain has adapted well to the pandemic over the last year. They also offer complimentary rooms to NHS staff and the charity Candlelighters."*

- **Staycity Group**

*"Staycity does well across the board, from satisfied customers to adapting well to the pandemic and staff engagement. Notably, the CEO had weekly zoom meetings with all employees to keep everyone informed. Customer service is good and check in/out is very efficient. It has a creative guest loyalty program."*

- **Supercity Aparthotels**

*"High guest satisfaction ratings over the past 12 months. Really great locations and all the amenities one might need. The apartments are very commonly cited as clean and Covid secure. Admirable discounted rate program for essential worker guests during pandemic."*

- **Synergy Global Housing**

*"Clever use of technology to adapt service to new standards mandated by the pandemic. Exceptionally high guest scores and an inclusive work culture. The service provided is excellent, with staff being praised as friendly and warm."*

### Winner

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- **AKA**

*"AKA offers great locations and a wide range of services day or night to attend to customer needs. The residences are spacious and stylish. They have modern and creative approaches to marketing which seem to be working successfully. Their staff provide excellent customer service. Outstanding adaptation of product and services with strong commitment to guests and community during pandemic. Excellent locations for luxury extended stays and short breaks."*



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## Best Property 1 to 20 units

### Shortlisted

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- **Beech House Bristol**

*"A good entry where the providers have demonstrated how they have worked with local suppliers to introduce long stay benefits which helps to personalise the service for each guest. The way they have introduced new Covid policies clearly shows they are wanting to make the stay as safe as possible. It is good to see that even in these challenging times the providers have continued to invest in their products whilst continuing to grow online via third party suppliers."*

- **The Ulsterville**

*"Considering this team only opened their apartment doors at the end of 2019, it has obviously been a very challenging time for them. They have had to adapt very quickly and managed to do successfully, running at 90%+ occupancy. Very good reviews from guests and constant communication too, ensuring everything was in place and deal with any adhoc requests. Strict Covid policies are in place ensuring guest and staff safety was a priority."*

### Winner

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- **The Residence Apartments at Tower Hill**

*"A very upmarket product offering with many additional offerings over and above their competitors such as private balconies, leisure centre, swimming pool and a cinema room. The virtual showrounds they offer are a huge benefit at this time and the inclusion of a PPE pack demonstrates the desire to ensure they are doing all they can at this stage. Coupled with their supplier partnerships for mental health (personal trainer via Zoom) and One Tree (supporting reforestation), this team are focusing the whole picture, which is great to see."*

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## Best Property 21 to 70 units

### Shortlisted

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- **Flying Butler Reading Central**

*"Nice property, good clean lines and space. Home from home feel. Staff very engaging, staff live in the building which must make their clients feel safe and looked after. Branding and marketing are also very good and they have demonstrated that they were able to deliver and manage and work well during the pandemic."*

- **Roomzzz Aparthotels Chester City**

*"A consistently strong guest satisfaction score, meeting the challenge of staying on top, not just getting to the top. Love the idea of providing guests with telescopes. The thoughtfulness of the team and added touches like the quarantine packages provided for the guests, the toys provided to one guest is very thoughtful and to be admired."*

- **Wilde Aparthotels by Staycity, Berlin, Checkpoint Charlie**

*"As with the other Staycity accommodation, good clean and modern accommodation. High hygiene and safety standards especially whilst working through the pandemic. It is particularly impressive that whilst being affected by COVID19, they still managed to maintain their reputation and branding during this period. They are very engaging both with their clients and staff."*

- **YAYS Issy**

*"Good initiatives to pivot the business during the pandemic, which paid off. And good to see the successful Dutch format being replicated in a new country market. Very welcoming attitude and customer focused. They seem to engage and empower their staff to give and add value to their clients, especially the concierge service. Very community spirited and knowledgeable with regard to their surroundings, not only supporting their own business, but also those in the community."*



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- **1840 Apartments by Caterina**

*"Smart looking development, and a good start for a new business. She nice touches to make guests feel like they are at home, from fast wifi to welcome kits, sports kit, office kit, free yoga classes and brunches on the rooftop."*

## Winner

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- **Q Square by Supercity Aparthotels**

*"A bold decision to open the development on the original schedule, during the pandemic, really paid off. Congratulations to the team for being so focused and creative during a tough time. Very environmentally friendly and focussed in everything they do from the build of their properties through to training, use of technology and hygiene and safety standards. I loved the combination of guest stay safe and sales marketing. Shows how customer focused they are and that it is not just about revenue."*

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## Best Property 71+ units

### Shortlisted

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- **Oakwood Premier AMTD Singapore - Best property 71+ units**

*"Very well executed service quality with giving extra attention to details. I particularly loved the roving mobile bar and Stay and Play packages. This is really great for those long stay travellers who have been quarantined, really forward thinking and customer focused."*

- **STAY Camden**

*"Tech savvy and spacious accommodation with the long stay traveller in mind. Good location and surroundings with plenty of restaurants, bars, markets and local history in Camden, which they have brought out in the submission. Strong branding is reflected and with all the other submission, they are very community spirited and welcoming. The sales and marketing efforts also demonstrate a powerful and cohesive strategy in serving the market clientele."*

- **VISIONAPARTMENTS Vevey**

*"Use of technology seems to be a key focus for this organisation, allowing them to entice their clients, demonstrating that they have created an environment that is safe and risk free. The staff strive to provide a welcoming service. The sales and marketing efforts are also very well aligned with the overarching goals of the company and demonstrate a strong messaging and brand positioning."*

- **Wilde Aparthotels by Staycity, Edinburgh, Grassmarket**

*"The property draws deeply on the history and the architecture of its local area, and is sympathetic in its design. It effectively targets leisure and business travellers. The safety measures taken by the company and its quick response to the pandemic were incredible and seems to have been very effective. Staff engagement is extremely good and they show good leadership and involvement from the top."*

- **YAYS Entrepot haven**

*"The level of creativity in service delivery in terms of adding personality and offering additional add-ons was truly beyond expectation. I particularly like their community spirit and support of local business, helping both themselves and others. Good use of technology and social media engaging their clients and enticing them to explore the city. The safety measures are also sound with clear communication."*

## Winner

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- **Citadines Islington London**

*"The staff and customer engagement strategies are incredible and the innovation in the set-up of the service is wonderful. For a newly established business, the sales and marketing plan was very smartly designed and executed, and the overall performance is a just indication of the level of effort and dedication that is put in place. I was particularly impressed with both the internal and external well being of both staff and clients, with yoga, bike hire and 'Space as a service' that can also be used for fitness and EAP and mental health support for their staff."*

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## Best Architecture

### Shortlisted

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- **Roomzzz Aparthotels York City**

*"A well designed building responsive to its location both from a functional and aesthetic perspective. Thoughtful additions of F&B, coworking space, large apartments and art-work all add to the building's success. A keen eye on building quality and guest experience, coupled with an apartment community have led to a highly successful building."*

- **The Hamlet**

*"A complex and difficult conversation and refurbishment project that drew on the the heritage of the site and upgrade of the existing fabric. Careful internal planning was used to maximise internal layouts and create beautiful apartments nestled in the roofs. A very impressive transformation."*

### Winner

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- **AKA University City**

*"Outstanding inside and out. A vertical city with incredible guest amenities and external terraces to embed guests in a luxurious and quality environment. Close attention to sustainability adds to the overall quality. Externally the tower is sleek and contemporary."*

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## Best Interior Design

### Shortlisted

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- **CATERINA corporate house**

*"A simple and beautiful product reflective of the location and historical building quality. I love how they have utilised roof terraces as communal amenity spaces, benefitting from city panoramas and views of the harbour, while apartments feel cool, relaxed and personal. A simple colour palette emphasises key historical features set against sleek modern kitchens and useful home work spaces."*

- **Citadines Islington London**

*"I love the comfortable and welcoming communal spaces, with a mixture of furniture to enable lounge and work spaces to combine. The guest apartments are again designed with practicality in mind while delivering a comfortable environment to relax. The contemporary artwork that references the building former use as a royal mail sorting office is nice touch."*

- **Roomzzz Aparthotels Newcastle City**

*"The interior design is both contemporary and practical making the most of the available space and city views. I particularly like the blend of historic elements and contemporary design."*

- **Stay Kooook Bern**

*"An innovative and clever design that enables more flexibility of space than usually expected within a serviced apartment, making rooms appear bigger when required. The design style is relaxed and informal which I think offers a welcoming space for families."*

- **The Apartments at 11 Cadogan Gardens**

*"The neutral colour palette reflects the historical nature of the building but introduces a modern luxurious quality. This is also reflective of its location in the heart of one of London's most fashionable neighbourhoods. The time and consideration spent on selecting individual elements into the design is clear from the carefully curated interior design."*

- **The Hamlet**

*"A beautiful and carefully considered conversion of a heritage asset, breathing new life into an otherwise at risk structure. With an evolving brief as the site team uncovered unknown elements, the design team had to be on top of changes. The end result is a well crafted and curated design that offers guests a home from home feel with autonomy of a personal space with all required amenities."*

- **Zoku Copenhagen**

*"A repeat of the well known brand prototype, this building achieves a well recognised excellence in design and style. Integrating aspects of its immediate context and location to deliver a fantastic guest experience and lifestyle."*

## Winner

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- **STAY Camden**

*"A beautifully executed interior design to create a luxurious and stunning environment for guests to relax on the hub of one of London's busiest quarters. The mixture of private and quality communal spaces exemplifies what good design can achieve. Good sustainability credentials including heat pumps, use of IRecycle and relationships with local providers of permanent fittings all make this a wonderful achievement."*

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## Best Coliving Development

### Shortlisted

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- **City Pop**

*"The efficiently and beautifully designed units are ideal for short and long term stays alike and cater for a wide ranging group of residents. The fast growing and successful concept has ambitious growth plans though it remains eco-friendly. The 'direct booking' focused sales and marketing strategy combined with friendly staff has proved itself so far."*

- **Common Elmwood**

*"Common Elmwood has achieved full letting within 9 months during a pandemic - an incredible result and proof that the right concept will fill regardless of restrictions. Their use of media, marketing, sales was spot on. The product is suited to the target market and 80 per cent of residents have created a profile on Common's app, allowing them to join events and create interest tags that can be seen by other members."*

- **Outpost**

*"An interesting concept, playing on the benefits of a nomadic lifestyle - bringing together like-minded people and offering accommodation and coworking options. Very much anchored on the idea of membership and community - the accommodation is secondary to the experience. Great imagery - really selling the dream."*

## Winner

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- **Episode**

*"The 23 to 33 square metre room concept's success demonstrates how small a unit can be, if designed well. Episode takes it a step further by customising the units to the resident's needs combined with its 12 types of amenity on each site ranging from lounges and cafes, shared kitchens, rooftops to fitness centres. The successful concept has shown an incredible growth over the past few years whilst adapting to the new 'rules' and setting high standards of hygiene."*

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## Best Service Provider

### Shortlisted

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- **AltoVita**

*"A well constructed entry, specific and to the point, referencing achievements in the past and future goals. A company on a determined, focused journey which is panning out to be a global platform across many asset types."*

- **KeyNest**

*"Impressive market testing in a single market. This addresses a key need to professionalise key management much the same as Deliveroo did for Food Delivery. This is a major point of dissatisfaction for guests when it all goes wrong. It will be interesting to see how the business scales."*



- **Housekeep**

*"This company has already achieved some great milestones, and is now preparing itself to scale up. The customer scores are impressive and a real metric of the Service. This is a good example of using technology as a high impact enabler to deal with logistical and labor problem with many points of potential failure."*

- **RESIDE Worldwide**

*"This is a prominent and professional corporate housing provider. Reside has demonstrated partnerships as well as its close engagement with the industry through attendance and representation of many organisations."*

## Winner

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- **ReloQuest**

*"A very powerful entry, which goes to show a company that not only knows where it is going, but how to get there. The technology innovations are phenomenal, providing not only data and analytics to generate business today, but the use of AI to predict future outcomes."*

## Best Short-Term Rental Platform/Operator

### Shortlisted

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- **Emerald Stay**

*"This company has clearly identified corporate social responsibility at the heart of its blueprint moving forward and adopted sustainable initiatives, that reflect its goals to serve a broad range of traveller and make the booking process as seamless as possible by streamlining processes efficiently. It caters not only to business and corporate travellers but also to leisure guests and families, and it is able to effectively meet their needs by providing the option for guest feedback throughout their stay. Equally, it is set up to meet the work from anywhere [WFA] trend by providing office space where necessary."*

- **Guesty**

*"This company has been one of the visible standard bearers for the short-term rental industry during the pandemic, by being at the forefront of producing industry leading reports, creating virtual events, and pushing its Covid info centre to showcase its relevance for its clients. Throughout this challenging period, this company has expanded its platform to support extended stays of more than 28+ days, including aparthotel and boutique hotel management, and adding multi-unit capabilities."*

- **Maison Privée**

*"This company is a well respected player in the UAE market that has been proactive in creating different products and packages for various guest demographics. Through surveys, the firm has been able to gain valuable insights into the guest sentiment, including implementing seamless self-check-in and finding select properties that suit the traveller demographic. It is well funded and has used the capital wisely to secure prestigious third party partnerships in order to enhance the guest experience and deliver the standards in authenticity and luxury hospitality that it claims to work by."*

- **ReloQuest**

*"This is a pioneering company that offers a functional platform designed to simplify business operations, save money, and open up supply networks and visibility for clients. Everything that the company does places the traveller experience as its focal point, including an advanced customer service portal for the corporate housing sector. Its RQ Pro solution is further evidence of being able to scale clients' programs quickly and ensure success, leading it to be called a 'game changer' for the sector."*

- **Res:harmonics**

*"With a motivated team that has a background in serviced apartments and short stay residential tech, this company has demonstrated its agility to help short-term rental companies offer a range of flexible duration stays, and its platform is accessible for clients all over the world in different time zones, all of different size and scope."*

## Winner

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- **AltoVita**

*"An outstanding entry by a company that is intently committed on solving operational challenges in the global corporate housing landscape. It is consistent in its mission to consolidate the fragmented short-term rental space by being cost effective and resource efficient through its robust GDS. Not just during but pre-pandemic, this company has onboarded a number of well-established serviced apartment chains to its platform and increasing accessibility for corporate clients, while broadening out its already extensive global footprint."*

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## Profit with Purpose

### Shortlisted

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- **Oakwood Hotel & Residence Sri Racha**

*"The Sri Racha team's approach to reducing and dealing with waste is impressive, and a model that others would do well to follow. Strong evidence of environmental/sustainability initiatives and social values being implemented."*

- **Quest Apartment Hotels**

*"Quest has been involved in some outstanding social initiatives making a positive impact to peoples' lives in the communities Quest operates in. They are also acting to improve their sustainability credentials at a corporate level. According to the award submission, the company is also on an exciting journey to develop a wide range of ESG initiatives."*

- **Response Accommodation**

*"A commendable concept and service. Impressive response to the demands of the pandemic - and a highly sustainable business model built on social enterprise."*

## Winner

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- **Supercity Aparthotels**

*"It was exciting to read the extensive measures being implemented by the owner-operated team to create a next-generation sustainable extended stay product. They are targeting sustainable improvements in both the physical asset and the operation. These encouraging initiatives are a great story to share with guests on the web-site/through social media."*

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## Best Use of Technology

### Shortlisted

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- **AltoVita**

*"The innovative use of algorithms to identify and calculate the best returns for clients prove the forward thinking of the company. Using tech to assist and automate has been lacking in the industry for a number of years, AltoVita are proving to be a standard bearer."*

- **Charles Hope**

*"A conglomerate of tech to enhance the guest experience is an amazing model to ensure that the requirements of a tech savvy and questioning generation are always met. Enhancing the stay and elevating the experience can only be of benefit in the long term and will drive the repeat guest!"*

- **City Pop**

*"The age old need to 'try before I buy' has been difficult to translate into our digital world. City Pop have been able to provide the inventory and importantly the access which is certainly on the wishlist of many guests. Having the single app to provide for all the guests needs is fast becoming key to any forward thinking business."*

- **Housekeep**

*"A long needed solution to arrange services of multi-level complexity, The time and ultimately cost and resource saving benefits of Housekeep should make it a must-have in the sector. Great identification of an issue that innovation is able to solve."*

- **ReloQuest**

*"Providing a solution that solves complexity at scale makes this a very strong contender for using innovation to enhance the lives of both guests and partners. Being able to customise and deliver a bespoke experience allows the product to stand apart."*

- **res:harmonics**

*"An in-house PMS that is able to converse across multiple platforms that easy also easy to use is a key for success. The ability to have the one tool that is able to work for a diversity of needs can only make res:harmonics a strong consideration."*

- **Roomzzz Aparthotels - Perkzzz Technology Integration**

*"Competing for guest loyalty is a thankless task particularly when setting your stall against the OTAs. To deliver a solution that delights and also attracts the guest by way of ease of use, visually appealing and relevant to brand makes this a great proposition."*

- **RMS Cloud**

*"As big as RMS is, they do a great job of feeling like a start-up. I dug into each of their features and although not the sexiest platform, it has a user centric attitude. This attitude connects across each the platform's features allowing the user to jump from one tool to another."*

- **SABA Host**

*"Providing an always available assistant, that is AI and also using NLP will continue to push the envelope for guest satisfaction. The idea of being able to have assistance that is 'on-call' and as human-like as possible is increasingly becoming a must-have and will help to continue to elevate Saba Host's usage in the industry."*

## Winner

- **Stay Kooook**

*"Offering a seamless booking and stay experience, catering to the guests needs by putting mobile device and guest preference at the heart of their offering, Stay Kooook look to entice and delight their guests by innovative use of technology."*

## Best Marketing or Branding Campaign

### Shortlisted

- **Cheval Collection - Friends & Family Reunited**

*"Cheval's volte-face from international to national business was undertaken with characteristic attention to detail and care. Even with a 20% reduction on the usual rate, the company achieved an ROI of 98.5 to 1, which is outstanding proof of the pudding. In addition, top-notch service levels were not compromised - quite an achievement during pandemic times, with requisite social distancing; altogether an admirable campaign and result."*

- **Quest Apartment Hotels - On the Road Again**

*"This campaign was well thought-out, strategically planned and well executed, with excellent attention to details. In addition, the video is outstanding - short, catchy tune and great words ending with 'so won't you run away with me', just the right tone to encourage people to get back on the road with a hint of naughtiness."*

- **Roomzzz Aparthotels - Perkzzz Launch**

*"Roomzzz analysed its customer base from all angles and succeeded in designing a loyalty programme that appealed to many demographics; definitely a success. Perkzzz is on-point with the Roomzzz branding and identity, and the tiers are well-named. Clear campaign objectives and strong execution with recovery plan in place."*



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- **SilverDoor**

*"SilverDoor went out of its way to find the positives and humour in experiences shared with clients in 2020, whether balancing working life with home schooling or staying active and looking after physical and mental wellbeing - its blogs and social media tips dealt with many of these things, ensuring engagement with customers. Once again, use of well-designed video had an impact and the company reined in every conceivable channel to communicate as broadly as possible to considerable effect, and daily monitoring of performance clearly paid off."*

- **Synergy Global Housing**

*"Ambitious and clear campaign objectives. Safety protocols were adopted by every business as a result of C19 so not necessarily unique, however SynergyCares has been developed further to include wider company policies. Internal training programme looks strong, evidenced in staff engagement and the impressions from their personal posts. Brilliant results from the campaign, surpassing initial objectives."*

- **The Yays Neighbourhood Experiences**

*"YAYS has always had neighbourhood in its DNA, so this campaign exploited what the brand had already created to even greater effect, particularly involving concierges. The four objectives were carefully targeted and measured, using clever constructs such as having the Experiences available only via online booking, direct relationships with local suppliers and businesses, and having a short booking window to create a sense of urgency. In short, this was a campaign well planned and well executed, and the rewards well deserved."*

## Winner

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- **Zoku - Better Together**

*"Simple and concise vision of the campaign. Transforming under-utilised space into micro events is innovative and unique to Zoku. Evidently very well received given the occupancy rates achieved compared to the city's average. Collaboration with local suppliers is of benefit to all parties involved - will likely be remembered. Brand awareness grew as a result, especially given that organic impressions/visitors increased from even the year before."*

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## Best Use of Social Media

### Shortlisted

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- **Cheval Collection**

*"Cheval is an old hand at promoting itself and its experience is apparent from its approach to social media: targeted, lively and strategic - and not limited to Europe. Competitions are creative, engaging and timely. Cheval also understands the value of a prompt and practical response, whether to media or customers, shoring up the benefit of human contact. The conversion rate is proof of the pudding."*

- **Flying Butler Apartments**

*"Content is diverse and social media strategy is concise, with targeted marketing across different channels. The campaigns mentioned are broad with the London Trivia campaign engaging customers, driving traffic and also improving SEO. Very clever, with processes in place to improve conversion."*

- **Maison Privée**

*"Maison Privée took a focused and strategic approach to its increased social media presence, and the company took care not just to promote the properties but also neighbourhoods, and engaged with guests about their preferences; and targeted the business community too. Videos to replace collateral were not only a good idea but essential once Covid hit. Installing a live chat also reaped rewards but none of this technology was allowed to replace human interaction."*

- **Oakwood Premier AMTD Singapore**

*"Good growth in followers on social media, with explanation as to why LinkedIn has been leveraged as a B2B channel. Despite this, examples of content are mainly customer-oriented and methods to target new guests are focused on hosting social influencers. The company also promoted employees' successes, ensuring that staff felt remembered as well."*

• **SITU**

"Social media became main channels of communications during lockdown to be in touch with customers existing and prospective, suppliers and partners, SITU employees and the industry. Growth in followers reflected success of campaign, not least 690.49% increase in likes, shares and comments. Content is well constructed, empathetic and perfectly targeted; others could learn."

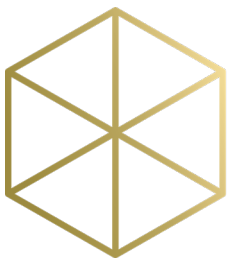
• **Staycity Group**

"Staycity Group puts its experience in social media to good use and runs energetic, lively campaigns that are carefully targeted at their audience; and promoting the various property neighbourhoods shows local knowledge and promotes the brand. Using social media to communicate broadly and effectively about the case of Covid-19 was also a good move - many would have pulled up the drawbridge. Occupancy levels are testimony to success."

**Winner**

• **SilverDoor**

"SilverDoor has a good grasp of how to engage a variety of audiences in interesting and lively ways, using the right tone and content. Like many in the industry, it managed to increase its following by an impressive amount (26%) over a series of lockdowns, mainly thanks to a versatile and speedy response to the change in climate in an appropriately reassuring way. And inventing a game that allowed people to travel in their head, if not actually, was excellent. A very good - and successful - all-embracing campaign."



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