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# *Judges Report*

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# Welcome

## A warm welcome to the 2022 Serviced Apartment Awards.

We were delighted to see so many of you at the awards, held on Tuesday 10 May in London, whether it was your first time or you've been with us for all seven years the awards have been staged.

The awards are a great opportunity to celebrate the very best in the industry amongst our peers, and to celebrate the continuing resilience and strength of our industry since we last gathered in September 2021.

This year, 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.

Once again, the response to the Readers Choice categories was outstanding, with Serviced Apartment News readers voting for their favourite candidate in the Rising Star, Industry Inspiration and - for the first time this year - the Travel Buyer of the Year categories.

In this report you can see what the judges thought of not just the winners, but all the shortlisted entries, which collectively represent the best people, buildings and companies the sector has to offer.



George Sell, editor, Serviced Apartment News



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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.



**Bernadette Basterfield**

GE, Global operations, consultant

Bernadette brings over 30 years of corporate travel experience gained with global travel management companies and in the financial services sector. She has held senior roles in sales, operations and procurement in travel and expense management companies, such as Carlson Wagonlit and American Express. Bernadette was Global Head of Travel & Expenses for Credit Suisse, and prior to that, Executive Director – Global Travel & Services for J.P. Morgan. Currently, she is Executive Global Sourcing Leader for General Electric and responsible for leading the travel and fleet commodity. Bernadette has received industry recognition for her expertise and contributions, including winning several travel industry awards (2013 and 2017). She is often invited to speak and moderate at global travel summits including GBTA and ACTE, to share her insights and knowledge with her peers.



**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.



**Felicity Cousins**

Assistant Editor Service Apartment News

Felicity Cousins joined IHM in April 2022 as assistant editor for Serviced Apartment News. She has worked as a business travel journalist for more than 15 years and was features editor for Business Traveller Magazine and editor of Buying Business Travel Magazine before she went freelance in 2011. Felicity enjoys taking photographs and writing children's fiction. She likes playing tennis and loves getting lost on her bike in the woods.



**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 commentating 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.



**Markus Feller**

SV Group Head Innovation & Transformation

Markus heads up Innovation & Transformation at SV Group & also leads an exciting digital hospitality tech venture. This comprehensive, award winning digital hospitality solution was developed for Stay KooooK & is now available to other hotels as a white label solution.

He has a solid track record of 20+ years in innovation, transformation as well as leadership in various industries.



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**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 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.



**Natalia Kolotneva**  
Head of European Living and Hospitality

Natalia is an experienced real estate professional with 15+ years of track record within the sector, previously working in leadership positions across public and private sectors. She is currently driving performance of a specialist asset management team at LaSalle Investment Management within operational sectors, focusing on European living and hospitality strategies. Starting her career in hotel operations at IHG and consultancy side at TRI and JLL Hotels, she then moved into the asset management for two open-ended funds at Legal & General, followed by lead surveying role at London Borough of Lewisham and later becoming the head of commercial property for Asia Pacific Investment Partners, running multiple teams across various property disciplines and geographies.

An active volunteer within not-for-profits, Natalia serves as a Non-Executive Director of Transform Housing & Support (RP), a Trustee of the International Students House Charity and a Board Advisor to Hammersley Homes. She is a member of the newly formed BPF's Affordable Housing Committee and a Cohort Mentor for REACH UK, Second Century Ventures. Natalia is also a member of the Royal Institute of Chartered Surveyors.



**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.



**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.



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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.



**George Sell**  
Serviced Apartment News

George is the editor of Serviced Apartment News, the only dedicated online news and information resource for the serviced apartment, aparthotel and extended stay sector. He also edits sister website Boutique Hotel News, and has worked for International Hospitality Media since the company's inception. With a background in both b2c and b2b journalism, George specialises in property, travel and hospitality. He has edited and written for a wide range of websites, magazines and newspapers.



**Mark Skinner**  
Highland Group

Mark Skinner has more than 30 years experience in the hotel-real estate industries. The Highland Group provides consulting services on all types of hotels but is perhaps best known for their work in the extended-stay sector. A noted expert on extended-stay lodging and serviced apartments, Mark's research in this sector includes all primary and most secondary markets in the US, Canada and three European countries. As a partner with the Highland Group, Mark produces comprehensive annual and quarterly reports on the US extended-stay hotel industry. He was one of the founders of the Extended Stay Lodging Report and the Corporate Housing Report which are now in their 15th year of publication. Highland Group research has been featured in several publications including the Wall Street Journal, New York Times, San Francisco Chronicle, Barron's, Forbes, USA Today, Hotel Motel Management, Multi-Family Executive and Business Travel News.



**Paul 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.



**Céline Vadam**  
We (I)  
Founder and CEO

Celine founded consultancy WE(i) Think in 2020 aiming to bring wellness and sustainability to the hospitality and tourism industry, bridging the gap between innovative solutions and business development & management.

In December of 2020, Celine Co-Founded the Hospitality of the Future Think Tank as a way to further expand the concept of sustainability in hospitality - through brainstorming with industry experts on what hotels should strive towards in sustainability, wellness and innovation at their core. Prior to entrepreneurship, she worked on a wide range of projects across the globe for international hotels and consulting companies, including Horwath HTL and most recently Four Seasons Hotels & Resorts, where she was part of the development team, as well as supporting the Corporate Global Operations team on strategic initiatives, including global wellness, nutrition, and F&B.

Celine is involved in various innovative wellness and sustainability related initiatives, including the Global Wellness Institute Tourism Destination Initiative, Leading Hoteliers and the Academy of Hospitality Arts Wellness focus group, Global Wellness Day and HospitalityNet World Panel on Sustainability.



**Paul Wells**  
Dexter Moren Associates

As partner at Dexter Moren Associates Paul leads on a variety of hospitality projects from feasibilities through to construction and delivery, and supports the development of the practice's serviced apartment and retirement living portfolios. Paul brings a wide range of sector expertise covering residential, healthcare and education, and has previously worked in the conservation sector.

He is currently leading the delivery of Black Lion House in Whitechapel alongside planning stages on a boutique hotel in Cambridge and feasibility stages on schemes in Reading, Edinburgh and central London.



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**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 Residence have gone to great lengths to try and change. He retired in March last 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

## Best Property 1 to 20 Units

### Shortlisted

The Apartments by The Sloane Club, London  
Charles Hope Canary Wharf, London  
D&D Luxury Apartment, London  
The Residence Apartments at Kensington, London  
Ulsterville, Belfast

### Winner

The Apartments by The Sloane Club, London

## Best Property 21 to 70 Units

### Shortlisted

Roomzzz Aparthotels Manchester City  
YAYS The Hague Willemspark

### Winner

YAYS The Hague Willemspark

## Best Property 71+ units

### Shortlisted

Beckett Locke, Dublin  
Fellows House Cambridge – Curio Collection by Hilton  
Staybridge Suites Dundee  
STAY Camden  
Quest Liverpool City Centre  
Roomzzz Aparthotel Newcastle City  
Wilde Aparthotels by Staycity London Paddington  
YAYS Amsterdam Docklands

### Winner

Wilde Aparthotels by Staycity London Paddington

## Best Operator 1 to 50 Units

### Shortlisted

Absoluxe Suites, Kirkby Lonsdale  
Beyond Apartments  
Central Belfast Apartments  
Cloud Apartments  
Princes Street Suites

### Winner

Central Belfast Apartments

## Best Operator 51 to 200 units

### Shortlisted

Charles Hope  
Citystay  
Corporate Housing Factory  
Mansley Serviced Apartments  
My Getaways  
The Residence Apartments  
Your Apartment

### Winner

Corporate Housing Factory & Mansley Serviced Apartments

## Best Operator 200+ Units

### Shortlisted

AKA  
Executive Roomspace  
Fraser's Hospitality  
Roomzzz Aparthotels  
Staycity Group  
Supercity Aparthotels  
YAYS Aparthotels & Serviced Apartments

### Winner

Roomzzz Aparthotels



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## Best Architecture

### Shortlisted

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Adina Apartment Hotel Munich  
Turing Locke, Cambridge

### Winner

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Turing Locke

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## Best Interior Design

### Shortlisted

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Ayala 63 by the Arc Collection, Madrid  
Buckle Street Studios by Locke, London  
Cloud No 7 Lofts, Stuttgart  
Coliving by Adagio, Paris  
Palacio Tirso by the Arc Collection, Madrid  
room2 Chiswick, London  
Staybridge Suites Dubai Internet City

### Winner

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room2 Chiswick, London

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## Best Marketing or Branding Campaign

### Shortlisted

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Cheval Collection Pet Friendly  
Maison Privée  
Oakwood – launch of the Unlimited Collection  
Roomzzz  
SilverDoor  
Situ

### Winner

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Situ

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## Best Use of Social Media

### Shortlisted

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Furnished Quarters  
Maison Privée  
Check-in London  
Cheval Collection Christmas Advent Calendar Campaign 2021  
Corporate Housing Factory  
Staycity Group  
VISIONAPARTMENTS

### Winner

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Furnished Quarters

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## Best Apartment Agent/RMC/TMC

### Shortlisted

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Altovita  
SilverDoor Apartments  
Situ  
Synergy  
The Apartment Network

### Winner

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Altovita

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## Best Service Provider

### Shortlisted

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Housekeep  
International Serviced Accommodation Accreditation Process (ISAAP)  
OWL  
ReloQuest  
Reside  
RMS Cloud

### Winner

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Housekeep

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## Best Use of Technology

### Shortlisted

Absoluxe Suites, Kirkby Lonsdale  
AltoVita  
Housekeep  
OWL  
Reloquest  
SUPERHOG

### Winner

Reloquest

## Best Short-Term Rental Platform/Operator

### Shortlisted

Altovita  
Maison Privee  
Reside  
Urban Rest Apartments

### Winner

Altovita

## Sustainability Award

### Shortlisted

Beyond Apartments  
Emerald Stay  
Kaldewei  
Lamington Group  
SilverDoor Apartments  
Situ

### Winner

Lamington Group

## Travel Buyer of the Year

### Shortlisted

Bernadette Bastafeld, GE  
Carol Fergus, Fidelity

### Winner

Carol Fergus

## Rising Star

### Shortlisted

Valeria Basso, Flying Butler Apartments  
Katie Garrahy, Roomzzz Aparthotels  
Ee Jin Lim, Oakwood  
Kasia Michalik, Supercity Aparthotels  
Jake Seage, STAY  
Angelch Shtrbevski, Cycas Hospitality  
Justin Webster, OWL

### Winner

Angelch Shtrbevski

## Industry Inspiration

### Shortlisted

Guus Bakker, Frasers Hospitality  
Robert Godwin, Lamington Group, room2  
Asli Kutlucan, Cycas Hospitality  
Steve Lowy, The Residence Apartments

### Winner

Asli Kutlucan



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## Best Property 1 to 20 Units

### Shortlisted

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- **Charles Hope Canary Wharf, London**

*"A property with a well-trained team and the necessary technology to move up through the gears quickly when post-Covid demand returned. Creative marketing produced strong yield management as travel restrictions were lifted."*

- **D&D Luxury Apartment, London**

*"Good marketing, particularly the photography. Good guest satisfaction scores and creative social media marketing."*

- **The Residence Apartments at Kensington, London**

*"A relative newcomer to the Residence portfolio which has hit the ground running with impressive occupancy and a seamless guest experience. A well located luxury property with plenty of amenities."*

- **Ulsterville, Belfast**

*"The Ulsterville demonstrated a very effective marketing strategy through the pandemic. High local guest review scores and creative staycation packages were implemented to encourage domestic tourism."*

### Winner

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- **The Apartments by The Sloane Club, London**

*"A very accomplished entry from a property which has refined its offer to meet its target market head on. Impressive ADR growth is testament to the quality of the offer. Luxurious apartments with top notch added services."*

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## Best Property 21 to 70 Units

### Shortlisted

---

- **Roomzzz Aparthotels Manchester City**

*"An innovative loyalty programme and smart guest gift ideas have helped this site build a loyal following of delighted guests. It seems that this well-located site in central Manchester is rightly valued as a great place to stay."*

### Winner

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- **YAYS The Hague Willemspark**

*"A great commitment to really being part of the neighbourhood. Not only does this support local businesses at a time when many need support, it also provides valuable insight for visitors. The property opened during the pandemic and therefore had to adapt and be nimble in securing business outside of the normal target market, including day use of apartments by companies to facilitate meetings in a socially distanced manner, and delivering food locally."*

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## Best Property 71+ units

### Shortlisted

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- **Beckett Locke, Dublin**

*"Great property, showcasing the lightness and space of the Docklands location with clever design. Very in tune with their guests and their local surroundings."*



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- **Fellows House Cambridge – Curio Collection by Hilton**

*"This entry demonstrates style, calmness, attention to detail and a welcoming and customer-focused environment. They have created surroundings that are not just pleasing to the eye, but also take into account all that a guest might need."*

- **Staybridge Suites Dundee**

*"They have made the grade II Listed converted building inviting, steeped in old traditions, but functional and clean with a modern twist. I particularly like the focus on bringing the community into their world, and all the activities and amenities available to their guests, especially having access to real herbs for their personal dining experience."*

- **Quest Liverpool City Centre**

*"A customer focused property which also sees the benefits of investment in staff, especially their well being. Good use of technology and an emphasis on sustainability and reducing carbon use."*

- **Roomzzz Aparthotel Newcastle City**

*"Real attention to detail not only in the physical product, but ensuring a welcoming, safe, secure and homely feel for guests. This has been particularly been demonstrated during the pandemic, with exceptional use of technology to keep their clients feeling safe, secure and well informed."*

- **STAY Camden**

*"A very impressive canalside property in London with unusually spacious units, clean and sleek design and some stunning views across the capital."*

- **YAYS Amsterdam Docklands**

*"They have a good story to tell, with their functional accommodation, technology, emphasis on sustainability and a caring attitude towards the guest."*

## Winner

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- **Wilde Aparthotels by Staycity London Paddington**

*"This submission shows forward thinking, innovation and a need-to-succeed attitude. It is testimony to good management skills and team spirit. This property has demonstrated the ability to wow guests, meeting their needs and providing a home from home as well as a sense of community and a welcoming environment."*

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## Best Operator 1 to 50 Units

### Shortlisted

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- **Absoluxe Suites, Kirkby Lonsdale**

*"Great to see a local family-run business mixing it with the larger brands, and performing strongly. Despite the small scale, the commitment to installing sector-leading environmental and energy management systems is impressive. The culture allows guests to feel like they are part of an extended family."*

- **Beyond Apartments**

*"Offering a calm place in the heart of a vibrant city. The team has made great efforts to minimise exposure to toxic cleaning chemicals, something that guests are bound to benefit from. A high level of technological convenience for guests, ranging from mobile key cards to streaming services offered. Engaged on a number of platforms to spread the word about the Beyond brand to potential customers."*

- **Cloud Apartments**

*"Positive customer reviews and quick customer response time through the utilisation of WhatsApp to respond to issues. A variety of unique services offered such as providing international SIM cards to guests, airport pick up, COVID test and grocery delivery etc, all upon request. Environmentally friendly in their energy consumption and operations."*



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- **Princes Street Suites**

*"Spacious apartments and implementation of technology was impressive. Strikes the right balance of touches technology, contact with the customer and offering advice and recommendations about the local area."*

## Winner

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- **Central Belfast Apartments**

*"Here is a team that sparkles with innovative ideas, from their own podcast and knowledge-sharing videos, to deploying Tiktok effectively. A truly impressive effort that has delivered a great return in terms of direct and repeat business, and a strong online reputation. Forward-facing interactions that ensures the customer feels welcome, ready for their stay, and have any issues addressed based on feedback. These interactions will likely lead to customers staying again in the future."*

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## Best Operator 51 to 200 units

### Shortlisted

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- **Charles Hope**

*"Being highly rated by guests following their stay is an indication of an enjoyable experience. Virtual tours, mobile entry to rooms, appliance manuals available on the app, and furniture added to rooms with balconies have all been added to the apartments. Many of these were a result of customer feedback. Despite the pandemic, there was still growth throughout 2020 and 2021."*

- **Citystay**

*"Strong community engagement and giving back programs. A three-layered quality check for housekeeping ensures the rooms are clean and ready in an organised fashion each time the apartments are cleaned. Staff are well versed in the current market and community, and can give recommendations on the best places to go, while also accommodating special requests ranging from furniture or dietary restrictions in the welcome pack. Also offers a broad range of unit types."*

- **My Getaways**

*"This company used the pandemic as a time to develop their app which would expedite the customer check-in process, as well as provide additional resources regarding any information the guest may need. The team has grown in recent years and they are compensated well. Charitable donations have helped the community, and the business is environmentally friendly."*

- **The Residence Apartments**

*"Offering excellent London locations, multiple extras are available to guests, particularly returning guests and guests who stay for 60+ days. Special requests are accepted and gifts are tailored over the holidays depending on what the customer celebrates. Offering personal trainers to do sessions either over zoom or in person is a nice touch."*

- **Your Apartment**

*"This company maintains constant engagement with customers to make them feel at ease and prepared for their upcoming stay. It has seen a substantial increase in its social media following and email subscriptions, and a high level of direct bookings due to the corporate database it has built. A new online booking engine and online payment ability was added which allowed for less in-person contact."*



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## Winners

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- **Corporate Housing Factory**

*"The company offers numerous extra services and amenities included in the rate. It adapted very well to the pandemic. Each guest receives a personalised experience and are offered an array of services to make their stay seamless and enjoyable, with staff/live chat available for instant feedback. An impressive entry from an accomplished operator."*

- **Mansley Serviced Apartments**

*"This company offers bright, airy units and implemented a strong risk assessment program and hygiene protocols during the pandemic. Free wifi, appliance manuals on the mobile app, and keyless entry are all innovative additions that have been made to streamline the customer's stay. Flexibility in terms of working home during the pandemic was offered to employees, as well as a WhatsApp group chat, and weekly zoom meetings for tea breaks/quiz night to keep employee morale high."*

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## Best Operator 200+ Units

### Shortlisted

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- **AKA**

*"AKA showcases freshness and a modern home-from-home feel. I love their community and bringing all that they do into their neighbourhood. I also liked the unique way they have promoted their brand. They ooze class and professionalism."*

- **Executive Roomspace**

*"This organisation demonstrates in this submission that they have a good product that they really care about and are proud to showcase. A family team which showed flexibility and adaptability during the pandemic."*

- **Frasers Hospitality**

*"Innovative, forward thinking, guest friendly and caring employer. Also really good use of social media, used to showcase their services and properties. Staff training, development, motivation and retention are particularly impressive."*

- **Staycity Group**

*"Staycity epitomises the word dynamic. Its values are clearly outlined through the submission. Operating across different geographies required the company to stay on top of innovation, and to listen to its guests and its teams. It has shown real honesty and authenticity in this submission."*

- **Supercity Aparthotels**

*"I particularly liked the integration of their internal CRM system with their external HotelKit app, that has enabled them to enhance their operations providing a seamless and efficient service, which is engaging and empowering for both the guests and their staff."*

- **YAYS Aparthotels & Serviced Apartments**

*"Staff are called YAYS Insiders, which sounds like a secret society that everyone want to be a part of. The 'Unlocking the neighbourhood' theme is great. The company invested time and energy during the pandemic by updating their systems, showing a focus on efficiency, for both their guests and employees."*

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### Winner

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- **Roomzzz Aparthotels**

*"The entry highlights the company's attention to detail, how they want to delight and give their guests a real, but individual experience. They care about the little things, even when no one is looking. It comes across as a young, innovative and forward thinking brand, attractive both to guests or potential employees."*

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## Best Architecture

### Shortlisted

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- **Adina Apartment Hotel Munich**

*"An interesting and dynamic addition to the Munich skyline. Taking inspiration from both the heritage of the immediate site and from the Bauhaus aesthetic this building brings together both architectural expression and guest comfort achieving a well considered scheme."*

### Winner

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- **Turing Locke, Cambridge**

*"Perfectly executed. A good example of what can be achieved when good design is coupled with a sustainable agenda. The building benefits from both outdoor terraces and a central courtyard, maximising the occupants' ability to use space beyond that of their apartments. The cladding choice is also of interest with a lighter courtyard cladding reflecting light around while the outer facades offer pink hues to sit more comfortably in the urban streetscape."*

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## Best Interior Design

### Shortlisted

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- **Ayala 63 by the Arc Collection, Madrid**

*"A beautiful and exemplary conversion of a heritage asset. Luxury finishes add to the quality of the accommodation offering, allowing the end result to shine and creating a tranquil and relaxing guest experience, a sanctuary from the city."*

- **Buckle Street Studios by Locke, London**

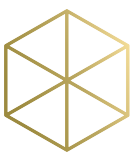
*"Superb. Like a more sophisticated older sister of its neighbouring property, this project successfully marries brand identity with an independent aesthetic. The use of neutral tones and soft fabrics add to the practical luxury."*

- **Cloud No 7 Lofts, Stuttgart**

*"A bold industrial design that draw on the locations heritage and reinterprets it to create warm and relaxing spaces for guest use. I love the use of fabrics and leather to soften the hard industrial lines."*

- **Coliving by Adagio, Paris**

*"A new concept that offers guest flexibility of how they use public spaces and how much they choose to interact with other building occupants. The interiors design's complexity is expressed by how simple the ideas appear, but these looks don't just happen. A wonderful new concept and I look forward to hearing more about it."*



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- **Palacio Tirso de Molina by the Arc Collection, Madrid**

*"A beautiful conversion of a period property, creating a light and airy contemporary interior, reflective of the building's heritage and location. An exemplary conversion and serviced apartment building that expresses all the original grandeur of the building with modern living requirements."*

- **Staybridge Suites Dubai Internet City**

*"A clever refurbishment which enhances the guest experience and creates more functional spaces. The design evokes a sense of calm with natural, clean and muted hues. A pared-back base palette features throughout the property and is carefully curated to create a warm, inviting residential feel."*

## Winner

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- **room2 Chiswick, London**

*"A contemporary interpretation of the serviced apartment building with bold prints, warm colours and comfortable, flexible public space. Balanced against genuine sustainability features, the project has it all. I particularly like the front of house areas with flexible use for both day and night time activities."*

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## Best Marketing or Branding Campaign

### Shortlisted

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- **Cheval Collection Pet Friendly**

*"Cheval's campaign lent itself to lively humour and the brand took full advantage of that, cleverly choosing a spaniel – not renowned for obedience – to chew the slippers, enjoy the luxury, and so on. Dexter was very well cast: young, well trained, charming and energetic; and I loved the upbeat music, too. I can quite see why this campaign worked – it was different, got the message across and raised a smile."*

- **Maison Privée**

*"Maison Privée took the broadest possible approach to reach a wide audience that embraced potential owners, clients and operators, raising the profile of the company across the board. A defined strategy provided a strong launch pad for the campaign. A recent campaign to drive higher demand for short-term rentals and to increase its property portfolio resulted measurable success in both areas. The results are incontrovertible evidence of the success of the campaign."*

- **Oakwood – launch of the Unlimited Collection**

*"Three core objectives identified and the success of the campaign (brand recognition and reach) is evident in number of media brands engaged. An opportunity was spotted to target and onboard independent owners and high marks were awarded for innovation and uniqueness. Execution of the campaign, particularly activating local partnerships, plays well into the brand's ethos."*

- **Roomzzz Aparthotels**

*"Several campaign objectives highlighted and by employing an external research company to understand and segment customer base, marketing and promotion has been tailored accordingly. Other external partnerships have also enabled Roomzzz to personalise its Perkzzz offers, and the uptake in membership and revenue is a strong indication of a well executed campaign."*

- **SilverDoor**

*"SilverDoor took a well thought-out strategic approach to achieving its improved search ratings but also took a broader view, championing the industry as well as its own services – and to considerable effect. Taking an all-inclusive tactic also helped its cause; involving employees of all ages and experience ensured a more creative and compelling outcome."*



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*In addition, the company viewed lockdowns and a generally cautious view of travel as a positive challenge, rather than a hurdle, which must have been reassuring to clients and potential clients.”*

## Winner

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- **Situ**

*“Situ has gone out of its way to convey important information in a light-hearted but convincing fashion. Situ-self down and real service not lip service are good examples of this. The company’s three core capabilities are also very well expressed, using the heart and soul metaphor, and attention to detail is good, down to the typeface. Letter to the world is a creative and unusual way of addressing people; the background images complement the words well and are well executed, and the people who star throughout are an eclectic mix of individuals who seem to illustrate the messages the company is putting across. In all, a lively, warm, creative and unusual campaign.”*

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## Best Use of Social Media

### Shortlisted

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- **Check-in London**

*“Check-In London’s social media activity has produced outstanding results and is particularly laudable, given that it is handled by just one person. The brand uses hashtags and tags to further engagement and cleverly tags competitors and property partners who have attended an industry event. It responds quickly to all customer enquiries and posts, providing further contact details. Content is eclectic, ensuring it appeals to a broad audience, and where possible, material is repurposed to save money; this has brought rewards.”*

- **Cheval Collection Christmas Advent Calendar Campaign 2021**

*“Cheval is active on many different social channels including those specific to certain target markets. Its content targets both leisure and corporate audiences. The Christmas Advent Calendar campaign is unique to the brand and was a great way to engage new and existing customers. The success of the Christmas campaign has resulted in healthy growth in social media followers and the company’s marketing database.”*

- **Corporate Housing Factory**

*“Unusually, CHF has added Pinterest to the anthology of social media channels it deploys, with an emphasis on look and feel. A particularly successful Facebook post inspired CHF to continue to achieve these results. Video content is lively and engaging, especially the Rotterdam one, which covers every element of city life concisely. The brand’s CSR is also good, supporting local charities and a dedicated post on Ukraine, giving support there too.”*

- **Maison Privée**

*“Maison Privée uses social media wisely, posting about its properties and their locations, and using polls and questionnaires to engage with customers and to elicit feedback. Using videos to showcase properties to leisure and corporate guests makes a convenient and modern alternative to brochures in a digital world. Videos have also been used well to promote underperforming properties both to employees and customers through WhatsApp; new properties get similar treatment, with guests receiving daily updates from reservations and guest relations. The company also uses LinkedIn to raise its profile with potential investors, to implement the company’s growth strategy.”*



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- **Staycity Group**

*“Staycity has a comprehensive presence on social media and makes it work hard, including good use of influencers, games and special offers; working with influencers who have a minimum of 20,000 followers is a clever plan, and competitions elicit a favourable response. The vimeo for the Dublin Tivoli property is very compelling, bringing in the local area, and you can almost smell the coffee; other campaigns are also very engaging. The company also makes it easy for customers to contact them direct from Facebook, Instagram and Twitter, and aims to answer within two hours, which is a high standard to achieve and maintain.”*

- **VISIONAPARTMENTS**

*“VISIONAPARTMENTS’ well thought-out approach to social media has produced measurable and impressive results. Particularly impressive is the courting of bloggers, offering them accommodation, which paid off in spades. Interactive actions such as a game also raised the company’s profile and brought more followers, as did tuning into the Zeitgeist with same sex marriage material. Highlighting the activity of CEO Anja Graf was also a good idea, as customers always like to know who is in charge and what they are doing. The company is taking a creative approach to social media and this is bringing its rewards.”*

## Winner

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- **Furnished Quarters**

*“Furnished Quarters set itself a goal and wrote a cogent, cohesive plan to support that. This included influencers, polls to engage customers and looking at what competitors were doing – very strategic. The company has also designed its content specifically for its intended audience, using influencers and a digital marketing firm to ensure a new look and best fit for a B2B audience. It also carefully tailored content to the site, ensuring relevance; for example, content on LinkedIn is radically different from that on Instagram and as a result, organic impressions on its Instagram site have increased by nearly 55 per cent. Furnished Quarters also used influencers adeptly in the US and with positive results. This company’s use of social media is testimony to exactly how powerful and effective it can be.”*

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## Best Apartment Agent/RMC/TMC

### Shortlisted

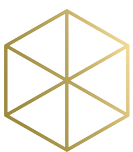
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- **SilverDoor Apartments**

*“An excellent submission which identified the dynamic pace that Silverdoor had to evolve due to the pandemic. Putting the client at the heart of what Silverdoor has to offer is very well presented in this submission. Adapting the booking process for key worker clients during the pandemic stood out as well as the sustainability efforts with achieving ISO14001 and being able to search on sustainability rating. The case study examples were detailed and added a lot of depth to the entry.”*

- **Situ**

*“Situ’s growth across key market verticals is impressive and indicates the success of their model in providing specialist teams to meet individual sector requirements. In light of the pandemic, Situ has effectively adapted its operational approach to managing suppliers and delivering accommodation solutions to clients without compromising on standards and quality.”*



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- **Synergy**

*"Synergy provides a personal service to the array of clients it services, from providing baby soundproofing to taxi service to clients when normal transport options were unavailable - all in the spirit of exceeding customer expectations. The pandemic measures taken by Synergy reflect the business' understanding of the need to maintain safety and also the ability of clients to work in a suitable environment. Synergy's dedication and hard work in 2021 have clearly paid off with the number of awards and positive client feedback achieved not to mention the positive growth in the team and the number of clients retained, a strong performance in what was a challenging year for the market."*

- **The Apartment Network**

*"A strong entry and some great examples of how procedures were adapted during the pandemic. Excellent client feedback shows the team have successfully delivered on their mission statement. The company also showed the ability to deliver solutions promptly in unexpected circumstances."*

## Winner

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- **Altovita**

*"A strong submission with lots of positives, including the adaptations during the pandemic with enhanced duty of care and contactless concierge and live inventory. AltoVita is innovative and creative in raising awareness and championing the sector with webinars and the Corporate Housing Innovation Summit. AltoVita's technology is an enabler allowing corporate clients to access a consolidation of the distribution of its hospitality partners' properties worldwide, which delivers efficiency, including the elimination of repetitive data entry. A focus on process duty of care and technology infrastructure - all well explained, supported and thoughtfully put."*

## Best Service Provider

### Shortlisted

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- **International Serviced Accommodation Accreditation Process (ISAAP)**

*"ISAAP had so many barriers to success when it was founded and it is credit to the team that they scaled. The space certainly required an independent body to validate the product to drive trust in the marketplace. Trust is a currency and ISAAP certainly assisted in bring trust to serviced apartments and alternative accommodations. This required a lot of hard work, conviction, validated processes and support from the sector. With the recent addition of ISO 31030 this is the gold standard for the accommodation sector."*

- **OWL**

*"An impressive platform with a different innovative and commercial model that clearly appeals to a growing number of worldwide members. Simplicity and transparency are evident, as is the depth of knowledge and experience within the team. The cost savings for those seeking accommodation are evident for longer stays of more than 14 nights when compared to traditional platforms."*

- **ReloQuest**

*"I was very impressed with ReloQuest's disruptive technology which is powerful, flexible, well thought through and provides effective solutions to travellers and clients alike. ReloQuest's human-centric innovation empowers travel managers, travelling employees, suppliers, and clients, allowing them to evaluate market trends easily, track spending, analyse overall program performance, and support travellers' safety by knowing where they are. Everyone can directly communicate via Direct Connect. The technology improves the continuity of communication and workflow and helps companies scale."*



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- **Reside**

*“Reside drives innovation by leveraging technology in a traditionally people-driven industry. They help people feel at home by strictly vetting the safety, security, financial health, and business practices of each and every one of their housing options. During 2021 they grew their existing client revenue by 43 per cent, which shows that they are getting it right. Their engagement and participation in the sectors global professional organisations and events is admirable.”*

- **RMS Cloud**

*“RMS Cloud has a solid reputation and progressive clients. Accessibility through an open API to the core functions is a welcomed and valuable offering. Out-of-the-box functionality, and a strong client base supports RMS’s claim that it is paving the way in showing serviced apartments providers the future of hospitality technology. Focusing on development, enhancements and keeping ahead of the curve is a strong contribution to the sector.”*

## Winner

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- **Housekeep**

*“A very impressive company with a great concept which has continued to innovate throughout its journey to date. It is already the market leader in the domestic cleaning market. Alongside a strong focus on technology, Housekeep is obsessed with delivering top-notch services. It has received almost 350,000 five-star consumer reviews, and has a near-perfect average clean rating of 4.9 out of 5. The involvement and engagement of their colleagues at all levels is something to be admired. Always looking to improve, they hold cross departmental quarterly reviews to drive those short term and long term improvements. Their strategy and culture is driven from the top, with involvement at all levels led by a passionate CEO who is prepared to get his hands dirty to understand the needs of the business and the pain points.”*

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## Best Use of Technology

### Shortlisted

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- **Absoluxe Suites, Kirkby Lonsdale**

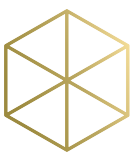
*“A great combination of user experience, sustainability as well as tangible benefits for the operators. Furthermore the personalisation aspect is addressed in a smart way, as well as the monitoring aspect to keep the solution up and running. Love to see the focus on SMART room tech including predictive maintenance.”*

- **AltoVita**

*“A comprehensive submission. Pain points are well elaborated and their human-centric collaborative innovation approach is smart. The tech features as well as the further development is well articulated. They have also included compelling facts and figures to underpin their value proposition.”*

- **Housekeep**

*“An innovative approach with real tangible value for operators. Their approach as well as the features are well described. Good outlook on the roadmap as well. I value a single minded approach to solving a problem and this tool appears focused, including solving for Key Transfer.”*



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- **OWL**

*“Great submission. Addresses a key pain point in the industry and delivers very tangible value. Concrete facts and figures as well as customer statements were strong. A fact driven and contextual submission including a user and product demo. Although the idea of an aggregated bid model is not new, it enters the marketplace with a fresh perspective and transparent tool.”*

- **SUPERHOG**

*“Very relevant topic addressed via a state-of-the art solution and architecture. SUPERHOG has a single focus and is executing against it. A super interesting product that has APIs with more than 27 platforms.”*

## Winner

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- **Reloquest**

*“A very comprehensive submission. It is a good mixture between functionality as well as concrete benefits both for guests and clients. Furthermore it provides evidence of solution acceptance. Despite being around for a number of years, the ReloQuest team has been thoughtful about their approach to telling a fact-based story. The user journey and attributes continue to evolve year over year. They demonstrated scalability of product and tech evolution to support a demanding market.”*

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## Best Short-Term Rental Platform/Operator

### Shortlisted

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- **Maison Privee**

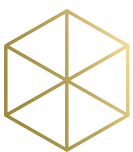
*“An operator with a deeply granular understanding of its geographical market and various customer bases. A highly respected vacation rental operator in Dubai and the Middle East hospitality market, Maison Privee is a company that has adapted admirably during the pandemic and innovated to be able to capitalise on the pent-up demand for travel. Its commitment to upgrading its booking engine, self check-ins and online booking experience will no doubt have helped to drive further direct bookings and grow the Maison Privee brand in the region.”*

- **Reside**

*“An accomplished entry from a professional all-round outfit. The case study was particularly in-depth and impressive. The unprecedented events of the last couple of years have enabled Reside to drive innovation in its offering, leveraging technology in a traditionally people-driven industry. Its Reside 3Sixty marketplace prioritises what clients need most: choice, compliance, and savings. It offers a choice of more than a million housing options (serviced and furnished apartments) in over 60 countries globally. “*

- **Urban Rest Apartments**

*“An operator with a clearly defined and executed strategy in terms of guest demographic and property type. This is a superb entry in which the company clearly demonstrates how it has identified a gap in the market for its business that hotels in Australia are currently unable to meet to cater to domestic business travellers. As well as adopting a sustainable approach, the company’s ethos revolves around quality control and consistent innovation, which has seen Urban Rest Apartments diversifying into the BTR space.”*



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## Winner

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- **Reloquest**

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### Winner

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- **Altovita**

*"An impressive all-round entry from one of the most progressive and visible players in the space. This company has continued to set the benchmark in innovation across the short-term rental/flexible rental/serviced apartment industry. The entry clearly demonstrates how it is driving awareness for the respective sectors, whether it is launching surveys for flexible rental operators, creating awards, or organising summits aimed at corporate housing providers or sustainable businesses. It is also evident that everyone in the team has a defined role to play in driving customer satisfaction and uniting fragmented markets. Finally, the company has been quick and agile to onboard complex supply chains to support mobile employees in their time of need for accommodation."*



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## Sustainability Award

### Shortlisted

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- **Beyond Apartments**

*"The hardware of this product is clearly a new benchmark in sustainable hospitality. The founder is a tireless proponent of doing things better and has a track record of creating sustainable brands. I would really like to see this brand grow and be the established industry leader it should be. The focus on housekeeping staff health is interesting and should be used as a good practice example for others, and a way to encourage the use of chemical free cleaning products which are better for employees, guests and the environment."*

- **Emerald Stay**

*"An interesting approach to sustainability that has an extra focus on staff wellbeing, which is the way sustainability is going, expanding from the planet and people approach. A proactive organisation with some great initiatives, including working towards B-Corp status."*

- **Kaldewei**

*"Kaldewei was the first sanitaryware company to sign up to Science Based Target initiatives (SBTi) and has undertaken to be carbon neutral by the end of 2022. This will include planting 54,000 trees to help offset the company's carbon footprint. In 2021, Kaldewei was the world's first customer of bluemint® Steel that has 70 per cent less carbon than standard steel. Its factory in Germany has its own sewage plant and generates electricity from photovoltaic panels. There is a constant recycling and reuse of steel, enamel and paint in the manufacturing process."*

- **SilverDoor Apartments**

*"Considerable efforts to improve sustainability track record and set targets, which is admirable. SilverDoor is putting measures in place for environmental sustainability, including actions, certifications and education."*

- **Situ**

*"As a supplier to the serviced apartment industry, Situ is in a position to influence the impact of multiple stakeholders. Based on the evidence provided Situ is proactively trying to improve their impact on society. Situ is showing a lot of engagement in the overall sustainability spectrum: planet and people. They are taking a wide range of initiatives and seem to be continuously seeking to improve their relationship with the environment, employees, guest and local communities."*

### Winner

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- **Lamington Group**

*"This is a company that is leading, not following, the industry into a new era of sustainable development and operations. Using gamification to motivate teams, adopting a long-term (sustainable) view on investment and taking the climate challenge seriously with a Net Zero by 2030 strategy, I applaud their boldness. No one is perfect, but climate progress relies on action with an eye firmly on delivering demonstrable results. Lamington has a clear head start on its competitors in this respect."*



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*Oakwood*

