



SERVICED APARTMENT AWARDS 2023

Judges Report

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Welcome

A warm welcome to the 2023 Serviced Apartment Awards.

We were delighted to see so many of you at the awards, held on Thursday 18th May in London, whether it was your first time or you've been with us for all eight 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 success of our sector since we last gathered 12 months ago.

This year, we have seen another bumper crop of entries from companies from 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 and Industry Inspiration.

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

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 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.



Catherine Chetwynd
Freelance Journalist

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.



Neil Davies
Neil Davies Architects

Creatively rethinking and repurposing existing buildings for over 20 years, Neil set up his practice in 2012, inspired by the need to see beyond the medium of architecture itself.

With various factors combining to shape the built environment and the way we live and work in constant flux, Neil believes that we need buildings to fluidly respond to our changing lives.

In his view, all buildings must face up to the challenges we face, whilst at the same time creating new opportunities for spaces that offer a sense of wellbeing and feed the soul.

A fastidious sketcher, Neil always looks for ways to rework the local vernacular he observes, learning from the craftsmanship and building methods that have stood the test of time.

He advises policymakers in several London boroughs, helping to ensure the built environment is able to adapt and reinvent itself in these changing times.



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

Eloise joined IHM in September 2019 as reporter for Boutique Hotel News and was promoted to editor in January 2022. As a multimedia journalist covering the global boutique, lifestyle and luxury hotel industry, Eloise spearheads BHN's webinar and podcast series and contributes to daily news articles, a weekly e-newsletter and monthly features.



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.



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.



Matt Lesniak

Conscious Coliving

Matt is responsible for designing community experience and impact strategies and measuring the social value of coliving communities. Co-author of The Community Facilitation Handbook v1.0 and the Coliving Apps & Tech Guide. Matt is also a founding member and current Head of Community of Co-Liv and has worked for The Collective on their Impact Team. Editor in Chief and Head of Content & Research for Coliving Insights publications. Co-host at the Co-Liv 2021 Summit and the 2021 Coliving Awards ceremony.



Caterina Maiolini

Judge.Me

For those familiar with coliving or coworking, this name might ring a bell, as Caterina (also known as Cate) is a pivotal force in both. Her speciality is none other than bringing people together as a formula for innovation, and she has showcased her talents in fostering communities on several occasions throughout her career. Former head of ambassador for Co-Liv and former Community and Partnership Manager for SALTO Systems alongside her coliving and HMO management career, Cate extensive knowledge of the coliving and community sector is a great asset to the industry.





Alex Robinson
STR

Alex Robinson is director, industry partners at STR. STR delivers data that is confidential, accurate and actionable, and their comprehensive solutions empowers clients to strategize and compete within their markets. Founded in 1985, STR provides premium data benchmarking, analytics and marketplace insights for global hospitality sectors. STR was acquired in October 2019 as a division of CoStar Group, Inc. (NASDAQ: CSGP), the leading provider of commercial real estate information, analytics and online marketplaces.



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 joined IHM in September 2018 and was promoted to editor of ShortTermRentalz.com in August 2020. As a multimedia journalist, Paul provides all of the latest news, opinion and intelligence from across the global short-term / vacation rental industry, including news stories, features, video interviews, podcasts and webinars, and has been integral in the continued growth of the platform. Paul played a key role in establishing The Shortyz Awards in March 2020, the leading awards ceremony for the short-term rental industry.



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
Studio Moren

As partner at Studio Moren, Paul leads on a variety of hospitality projects from feasibility 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, health-care 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.



Seán Worker
The Adapters

Seán Worker is the founder of The Adapters. As a Leader and CEO, he developed an expertise in service-oriented Technology Platforms, Branding, Franchising, Hotels, CoLiving, CoWorking, Vacation Rentals, Serviced Apartments and Real Estate while inspiring Teams to deliver an authentic Customer Experience "Cx".



**SERVICED
APARTMENT
AWARDS 2023**

Best Operator 1 to 50 Units

Shortlisted

- **Address Apartments**

“The history and background of Address Apartments is impactful, and fun to see the learning of the fundamentals of revenue management. The coded entry is also impressive for a smaller scale operator, many brands do not yet have this as standard. From reading you get a nice sense of independent ownership and a business that is growing sustainability.”

- **The Arc Collection**

“The One Room at a Time policy is an interesting initiative, and while other properties likely focus on cleanliness and personal space, they do not appear to market it to the same effect. The property exteriors and rooms are fantastic and I imagine resonate well on social media.”

- **Cloud Apartments**

“The guest scores are impressive and it is not an easy accomplishment in today’s age with so many guests and different expectations. You can also see from the selected reviews a wide array of guest origin, from Greece, Malaysia, Nigeria, and the UK, demonstrating that they are able to provide a high level of service to a range of stays.”

- **home.ly**

“Insight into the profitability of the business shows confident operation and a strong bounce back after the pandemic.. The testimonial from the NHS and donation of excess food to food banks shows a community awareness and ESG focus.”

- **Week2Week Serviced Apartments**

“The guest scores are strong across all platforms are strong. Brilliant to see an all female family run business, remaining open and profitable during COVID and looking after their staff during COVID with a personal connection. Hiring of Head of Strategic Partnerships shows further desire for growth.”

Winner

- **Donnini Apartments**

“The company has a very strong focus on local community, and has strived to implement an NPS and see improvement year on year. Reviews from staff are also strong, and the entry contained a great description of a post-pandemic business strategy.”

Best Operator 51 to 200 Units

Shortlisted

- **Mansley Serviced Apartments**

“Strong submission in all categories. Highlights include the innovative practice of offering the by Mansley app, to provide guests with easily accessible information, in-person explanations of room functions, and strong ESG practices during and beyond the pandemic.”

- **Urban Chic**

“Strong, concise submission that details Urban Chic’s product and strategy well. Points of improvement would be elaborating a bit more on the guest experience/innovation as well as providing concrete examples of growth created by the sales, marketing & distribution strategy.”

Winners



- **The Residence**

“An excellent all round operator with a particularly strong focus on guest experience and wellbeing, corporate relationships. It has properties in great locations, an enthusiastic team and satisfied customers.”

- **The Gresham Aparthotel**

“An extremely strong submission. Guest experience is strong with clear amenities and guest reception, detailed post-pandemic business strategy plan, and incredible engagement and CSR initiatives. It’s clear this winner takes pride in its business and has invested deeply into it.”

Best Operator 201+ Units

Shortlisted

- **The Ascott Ltd**

“A strong submission. All of the answers are well considered. It was very interesting to learn how things are done and systems adopted. This company really shows that they cares.”

- **City Pop AG**

“High quality submission giving great detail regarding the guest experience, customer satisfaction, covid precautions and business adjustments, and marketing strategies. The only point of improvement would be to show how these efforts have translated into increased profitability and concrete YoY growth by providing financial figures.”

- **edyn**

“Very strong submission that would benefit from just adding in more financial figures in the final category to give a better idea about the growth and trajectory of the company. One of the key advantages of edyn is in scale. They can embrace each location, culture and local environment. Some other nominees cant do that. Brand standards are clearly identified, great number of examples to highlight each thematic section.”

- **Flying Butler Apartments**

“Strong points include 24-hr service, smart technology, renovated units, multi-dimensional pandemic response, and strong marketing & distribution. A point of improvement would be to provide specific sales figures to demonstrate growth.”

- **Urban Rest**

“It will be interesting to see how the brand will develop in Europe. A great submission with interesting examples. Some answers have not addressed the questions but definitely highlighted that the organisations is sticking to its ethos and values.”

- **YAYS Group**

“Always great to see actual data and statistics to support any statement. A very good submission which gives the impression of an organisation ready to begin the next stage of its journey.”

- **Your Apartment**

“A very good submission including highly detailed and specific responses to each category. Demonstrated a strong commitment to the comfort and safety of guests throughout the entire process, from booking to post-departure.”

Winner

- **Staycity Group**

“A stellar submission with facts and figures to showcase each topic. Good explanation of all guest services, innovative data collection and analytical strategies, and detailed figures provided for very effective sales, marketing and distribution strategies.”

Best Property 1 to 20 Units

Shortlisted

- **Beyond Apartments, Great Portland Street, London**

“A well located property run using sustainable principles. It has clearly struck a chord with corporate customers and repeat business volume and review scores are a testament to high levels of guest satisfaction.”

- **Chilworth Court, London**

“A well run property with good reviews and strong corporate relationships. Accomplished all round entry, the presentation is particularly effective.”

- **Flying Butler Apartments, Hemel Hempstead**

“An accomplished all round offer which is part of a successful office building conversion. The serviced apartment customers benefit from some of the BTR services which enhances an already strong offer.”

- **The Residence @ Kensington, London**

“A very strong all round entry from a property - and an operator - that has thought of pretty much everything a customer could require. Good design and a great location tops off the offer.”

- **StowAway Waterloo, London**

“Well located, well operated and built using an innovative reuse of shipping containers, StowAway is an unusual structure with a great guest feedback and strong ties with its local community.”

- **The Westin Residences, London**

“A spectacular new addition to London’s luxury offering, the Westin’s low-key but highly targeted marketing campaign was a bold way to launch the property.”

- **Your Apartment, Arabica House, Bristol**

“Attractive apartments, good customer service and some interesting employee and guest engagement strategies from a dynamic young operator which is going places.”

Winner

- **The Crane by YAYS**

“A really unusual property which combines originality, a great location and excellent service. The ties with the local neighbourhood are great, and the numerous repeat guests a testament to the unique experience this property offers.”

Best Property 21 to 70 Units

Shortlisted

- **Stay Kooook Bern Wankdorf**

“Smart apartment design, with the moving wall. Very welcoming and inclusive, they show immediately that they understand the true meaning of innovation. Like Magic - their app - is really cool.”

- **Wilde Aparthotels, Berlin**

“A strong entry supported with plenty of evidence. Off to a great start with customer satisfaction levels so high; and the property is clearly now building its profitability, while delivering great guest experience.”

- **Your Apartment Milton Keynes**

“An impressive performance - to seek out and retain a broad base of customers has been rewarded with strong revenue growth. A small company going places. All aspects of their offering clearly shows that they look under the covers to see what lies beneath and then they do something about it. Good branding and marketing showing that they listen to their guest and act upon what they see and learn.”

Winner

- **YAYS Paris Issy**

“Definitely a think-out-of-the-box organisation. Service is at the forefront of what is on offer here. The judges particularly liked the idea of offering not just neighbourhood guides and walking tours, but safe running routes too.”

Best Property 71+ Units

Shortlisted

- **City Pop Bern**

“The design is well-designed, distinctive and will suit the younger digital nomad market well. Sustainable features could go further but are well thought out for the community they cater for. I particularly like the effective deployment of the brand app, to deliver experiences and support as well as managing bookings.”

- **Dao by Dorsett AMTD Singapore**

“An impressive all-round performance, with great guest events and personalisation. To achieve such a high Tripadvisor score in the highly competitive Singapore market demonstrates consistent, effective team effort.”

- **Residence Inn Slough**

“Having opened during the pandemic, this entrant has shown an impressive ability to adapt their guest offering, delivering great customer service scores as a result. As ever, operator Cycas demonstrates its ability to manage properties with great competence. As a dog owner, it's nigh on impossible to stay at a design hotel, so good on Residence Inn for recognising a significant market that is shut out (literally).”

- **room2 Chiswick, London**

“This project came to the awards with an already high profile, thanks to its operator's dedication to a zero carbon journey, leading by example. Good to see the operating team is putting the same amount of effort into delivering a great guest experience.”

- **Roomzzz Aparthotels Newcastle City**

“Roomzzz understand their target market well and deliver a great product. A really strong performance on guest scores, and a great achievement to be number one in Newcastle on Tripadvisor. The entry clearly demonstrated the effort the team makes, to ensure guests get a truly personalised stay.”

- **Staycity Aparthotels, Dublin City Centre**

“Despite the large scale of this development, the entry evidenced the fact that it is still possible to deliver great, customer-focused individual service, that is really appreciated by guests.”

- **YAYS Antwerp Opera**

“Two strong points from this entry. First, the smart use of app technology to really help link guests with the locality. Second, the breadth of marketing and promotional avenues pursued, to successfully deliver new business. Fresh interiors give the building a light and airy feel.”

Winner

- **STAY Camden**

“A well evidenced entry, demonstrating plenty of innovation and fresh thinking at every stage. The Green board and the accessibility of it is genius: customer engagement in a lo-fi way at its finest. Lovely controlled and calming design. Excellent.”

Best Coliving Development

Shortlisted

- **Coliving by Adagio**

“It’s great to see wider industry players getting into the coliving sector. These hospitality brands come with track records, brand standards and SOPs, often ensuring quality experiences and designs. This project seems no different, with a clean, slick and minimalist design, and an attention to detail when it comes to innovation and guest experience.”

- **Feel Porto**

“We choose coliving for the community and Feel Porto seems to have fully understood that, from the design to smooth check-ins/out and the very crucial 24/7 support. It seems like this is one of the most interesting products evolving from the serviced apartment sector with a coliving ethos and solid investments into customer experience, marketing, sales and staff wellbeing and training.”

- **Gravity Coliving**

“Gravity has always been a community-focused coliving brand, emphasising this with its ‘4 pillars of community’ approach. Extremely tech savvy also and forward thinking Gravity is one of the first coliving companies to partner with local businesses to offer more value to resident and engage them with the local community.”

- **Habyt – The Waterfront**

“Habyt’s strength comes with its scale and streamlined operations. As one of the biggest players in the global coliving market, their scale allows them to refine and strengthen their sales, marketing and distribution processes. It’s clear that they understand today’s market but they also predicted it before pandemic.”

- **Niche Living Dun Laoghaire**

“Great to see a built-for-purpose shared living development open in Dublin, where there has been historically a lot of backlash against coliving. The design is very clean and the bedrooms, amenity spaces and common areas are well thought out.”



Winner

- **Iyf One North Singapore**

“This is a great example of a dynamic mixed-use shared living community. With a unique and exciting brutalist exterior and playful interior design, it has a strategic approach to the user experience, from design, operations, marketing stages and beyond. It has nailed community (internal and external) in a great way and I love the attention to Net Zero and all the other “sustainable” ways.”

Best Architecture/Exterior Design

Shortlisted

- **The Arc Collection, Ayala 63, Madrid**

“A wonderful conversion of an art deco heritage building to create an individual apartment building that adds to both its guest experience and enhances its urban setting through its restoration. The execution of this project has been finely detailed and with good use of juxtaposition of contemporary elements against the heritage backdrop.”

- **Strozzi Palace by Mansley, Cheltenham**

“An interesting small project with wonderful heritage credentials and thoroughly fascinating back story. The addition of a glazed entrance and the conversion of this former utilitarian building has breathed fresh life back into this building and secured its long-term use, exactly what the conversion of a listed building should strive to achieve.”

Winner

- **The Arc Collection, Palacio Tirso de Molina, Madrid**

“A breathtaking refurbishment of a faded beauty. Incorporating all of the modern technology as seamlessly as their designers have is a fantastic achievement. A beautiful and well executed conversion delivering a high standard and quality of accommodation.”

Best Interior Design

Shortlisted

- **Casagrand Luxury Suites**

“A wonderful conversion of a heritage building to provide a range of apartments that can be adapted to suite guest needs. These are complimented but communal areas and roof top terrace/pool. The interior design is restrained and simple with bold colours introduced in furnishing or artwork creating a relaxed and inviting interior.”

- **Chilworth Court**

“An elegant and well considered adaptation of a historic building in to a contemporary retreat from the city. The interiors feel light and airy while retaining a comfortable home feel. Again a limited palette of colour alongside the subtle use of prints on cushions and wallpapers add to the feeling of calm.”

- **Flying Butler Apartment & H+G, Hamilton Apartments**

“An interesting merger of serviced apartments and BTR to create a short stay model within a longer stay operation. This an exciting innovation that enables an added benefit to the serviced apartments with work and break out spaces. The interior design is restrained, drawing on Japanese and Scandinavian design which harmonises in a simple elegant palette or materials.”

- **LivingTown Zurich**

“With clever use of space saving and MOVEment furniture this serviced apartment development has been designed to best serve both the occupants and the operators. I also really like the incorporation of BBQs and practical shared facilities. The reuse of the top floor of an office building also is great to see with the site immediately being incorporated as part of a larger site with child care and work place together.”

- **Your Apartment Milton Keynes**

“A super example of what can be achieved with the correct interior design team working closely with a client to deliver a comfortable and ‘home like’ guest experience. The scheme has the usual expected touch points but adds to these with the Honestly Pantree, a wonderful idea, and high-end quirks in the finishes and kitchen quality.”

- **YAYS Design Lab**

“I love this concept and the flexibility of use that it proposes. The interesting part for me is that this isn’t an interconnecting door but an entire sliding wall connection that really opens up the living space to create not just an additional bedroom but larger shared space too. I look forward to seeing this in action.”

Winner

- **Iyf One North Singapore**

An exciting and fresh take on coliving with an abundance of curated internal and external spaces. The scheme doesn’t shy away from bold colours and murals adding a youthful dimension to the vibrant shared spaces.

Best Apartment Agent/RMC/TMC

Shortlisted

- **AltoVita**

“Displaying an entrepreneurial attitude, this organisation demonstrates that it goes over and above for clients and the a wide portfolio of properties that it proactively offers for their clients The supporting documentation and video was very helpful and well done.”

- **Situ**

“This is a comprehensive submission that offered insight into the company culture and the grass roots understanding of each market. Adding case studies and “sav-ings” data in a fun form certainly grabs attention. This is one of the first to focus and integrate an ESG message that is relatable. Additionally, they highlighted business product diversification on how they worked through the pandemic.”

- **Synergy Global Housing**

“Synergy’s submission presents itself as highly competent and with super practical approaches to common issues in the category. It is the only entry in the category that covers DEI and proactively has a strategy and programme to recruit and entice new talent into the industry which is to be commended. I also liked the SynergyCar-es and the way that they have been inclusive with their clients, carrying out surveys and market intelligence to provide a service that is informed and what the client wants.”

Winner

- **SilverDoor Apartments**

"The submission has many of the traits of a performance-oriented company that thinks deeply about its stakeholders. This company clearly shines when it comes to collaborating with their clients, offering a high level of service, taking on board the changes in home living and providing home-from-home housing."

Best Marketing or Branding Campaign

Shortlisted

- **Lamington Group**

"A good entry - higher marks would've been awarded in two categories for these reasons: 1) Innovation and Uniqueness - if it was explained why the marketing campaign would benefit the company; 2) Smart execution - more details on pre and post-launch of the campaign."

- **Quest Apartments**

"Some great results - it's worth mentioning specific metrics in the 'clear objectives' criterion. For example, increase revenue by X amount/increase occupancy by X per cent; or for increasing brand awareness, reach X video views."

- **Roomzzz**

"Considering this campaign is two-thirds of the way complete, the results thus far are very impressive. Congratulations. Higher marks could be awarded in the 'innovation and uniqueness' criterion. Marketing the location, property (views), and loyalty program are often the go to... is there another angle to take? 3D billboard and cartoon is on the right tracks!"

- **Situ**

"Great entry, well done. High marks were awarded for the innovation, uniqueness, and smart execution of this campaign - it certainly captured attention. If "realistic and measurable goals" were set, it'd be helpful to understand exactly what these were, especially with ESG being such a difficult path to navigate."

- **Staycity Group**

"A strong entry, well done. High marks were awarded for smart execution, success and ROI. Whilst generic statements were made in the 'objective' criterion e.g. increase direct bookings, these need expanding for more marks to be granted."

Winner

- **SilverDoor Apartments, Creating Christmas Magic Campaign**

"A brilliant campaign! This entry combines humour and skill to demonstrate brand values and highlight the company's global presence. It also shows how much effort goes in to supporting one very special client in particular!"

Best Service Provider

Shortlisted

- **ISAAP**

"As a leading specialist provider of accreditation and certification schemes, ISAAP is having a significant impact in the serviced accommodation sector and raising standards in compliance, building accreditation, quality, comfort and agent approval. It also takes its responsibility to sustainability very seriously, as shown by its adding of the SP Sustain Accreditation."

- **Opago**

“Opago’s expansion from London-only operations into the Barcelona and Paris markets is all the more impressive considering the company has also undergone a significant rebranding. The marked improvement in user numbers and sustained commercial growth are testament to the efforts and talents of the Opago team. The company has coined its own “Buy to Flex” concept in the flexible rental space but it feels like this could have been more of a centrepiece of the entry, perhaps in the form of links to the Opago website and thought leadership articles in industry publications.”

- **Owl**

“OWL Technology has clearly invested a lot of time and effort into producing a superb entry that demonstrates its relevance and contribution to the serviced apartment industry. The company sets itself apart from other providers by doing something truly unique - enabling suppliers to be sourced and source both long- and short-term housing solutions through a centralised marketplace. This product solves a range of pain points, eliminating unnecessary costs or fees and increasing profitability.”

- **ReloQuest**

“There is always superb depth in ReloQuest’s entries and this submission is no different. ReloQuest has not only contributed but accelerated the growth of the corporate housing industry as it sources, compares and books global business travel accommodations. Direct communication and customer service through a diverse range of resources are clearly at the forefront of ReloQuest’s thinking as it supports travel managers, business travellers and suppliers. It will be exciting to see how the “Ultimate Traveler Experience” develops and impacts the rest of the industry, while integrating corporate travel policies and cost compliance features.”

Winner

- **AltoVita**

“This company’s progression continues at pace with a unique approach to delivering accommodation for corporate travellers and those in need of relocation. Problem-solving, going above and beyond, and duty of care form part of its human-centric approach. It is also laser-focused on identifying new opportunities for growth.”

Best Short-Term Rental Platform/Operator

Shortlisted

- **Altido**

“ALTIDO is an exciting business and deserving contender for the best short-term rental platform / operator shortlist. In a short space of time since ALTIDO was formed from the merger of four property management companies in 2019 and the acquisition of the company by DoveVivo early last year, the company is set for a rapid growth trajectory and building its supply in the right way, while still improving guest reviews and diversifying its inventory.”

- **Landing**

“Landing is already proving it can disrupt the flexible living market. Many companies may say that they are pioneers but Landing can accurately lay claim to this with its subscription-based model and new Standby membership tier which is an exciting product that others may well look to replicate. The company is recording explosive growth, particularly in the expansion of its network of fully furnished apartments. Its commitment to accommodating travel nurses, empty nesters, snowbirds and explorers, as well as digital nomads and remote workers, should also be applauded as the future of work and living become increasingly intertwined.”

- **ReloQuest**

“ReloQuest puts direct communication and customer service at the forefront of its thinking to meet customers’ evolving and unique needs, including streamlined communication processes and added visibility. Its additional integrated policy and compliance capabilities mean that it is no surprise that it is driving up employee adoption rates of more than 90 per cent through competitive rates.”

- **ServicedApartments.nl**

“ServicedApartments.nl has produced a compelling entry that details how the company is attracting a multitude of guest demographics, from those looking for short- to longer-term flexible stays, corporate employees and clients, partner providers and individual business travellers. Given that serviced apartments have perhaps not yet reached the popularity in the Netherlands that the segment currently experiences in the USA and Asia, ServicedApartments.nl has done great things to establish itself in its own country in a growing number of Dutch cities and still see incremental growth in partnerships with suppliers.”

Winner

- **AltoVita**

“This company is intent on disrupting a traditionally fragmented industry and it is expanding its vision around the world, leading to a reduction in the legacy booking process from 72 hours to minutes, and increasing its supply in the process. Its growing portfolio of one million-plus properties reflects its guest/client relationships and the company’s burgeoning reputation.”

Best Use of Social Media

Shortlisted

- **Cheval Collection – 40th Anniversary Campaign**

“Frequency of posting is dependent on the channel used, with LinkedIn updates posted several times a week. Cheval complements social media activity with ads for offers, gift vouchers, etc. to drive traffic to the website. The company also creates partnerships with organisations that reflect its standards and this cannily extends its reach. Content covers relevant topics and promotes charities such as Hospitality Action, reflecting a social conscience.”

- **Corporate Housing Factory**

“CHF runs a social media campaign to appeal to customers, potential customers, recruits and to keep readers informed. It uses Facebook particularly broadly, to promote, allow guests to review and to use the messenger facility for more personal communication. Neighbourhood guides will enhance its visual presence and community standing on Instagram, a good place for local imagery. YouTube and Vimeo used selectively boost CHF’s static entries. Content is eclectic and ranges from events attended to insider tips, running the gamut of appeal.”

- **Maison Privee**

“Appropriate regular postings ensure customers, property owners and business contacts keep watching for social media posts, and choosing platforms for these audiences is cleverly done, but with the recognition that there is crossover. The video walk-around work well, too, and Maison Privee’s teams use WhatsApp to worthwhile effect. Having a live chat is an excellent idea, particularly when run by real people. This broad-based campaign has clearly been well planned and executed.”

- **The Residence**

"This is a successful campaign that has looked at all angles and married them up carefully with different social media channels. I was particularly impressed with the 'Home away from Home' Instagram campaign because the phrase is way over-used in the serviced apartment industry but the campaign was lively, interesting and used the word creatively in the different environments - gym, kitchen, etc. Well done!"

- **SilverDoor Apartments**

"SilverDoor's four pillars are well defined, well thought out and well executed, which is reflected in the carefully planned and successful campaign, which remains relevant and topical. The Relocating to element is well targeted with blogs, city guides and other information useful to people moving to a new location. Similarly, a quarterly market update hits the mark for guests and property owners alike, and items on subjects such as sustainability show an awareness of the market and trends."

- **Stacycity Group**

"Sharing employee milestones on LinkedIn is an excellent idea; it is affirmative and a good way of making teams feel good about themselves. Running competitions in connection with property birthdays, etc. is also a creative way to get customers and property owners to engage with the brand. Stacycity has invested a lot in video content and to good effect, and its choice of influencers has clearly been highly adept, particularly Emma Cooke, given the massive response she inspired."

Winner

- **Flying Butler Apartments**

"This company has chosen its social media channels with care and clearly covers every corner, such as an interview with the head of real estate to draw in a B2B audience and the company's CEO posting about signing a new property, suggesting engagement at all levels. In addition, posts cleverly direct users back to the company's website, where there are blogs, thought leadership articles and other communications. The campaign is carefully constructed to ensure maximum engagement with users - and it clearly works!"

Best Use of Technology

Shortlisted

- **AltoVita**

"the Company has been single minded about its target market and has developed features that drive competitive edge with Supplier Validation, Virtual Apartment tours, live comparison pricing models, white labeling and leading the way in ESG compliant buildings to serve up to their largely TMC/RMC clients."

- **City Pop**

"A very comprehensive entry, featuring intuitive user-friendly tech for both guest-facing and operational functions. The focus on simplicity of use and the roll out of the portfolio are impressive."

- **EcoGrade by TheSqua.re**

"A very impressive initiative which is addressing a big and growing gap in the market - as corporate travel buyers' ESG demands become more significant, being able to address them in a seamless and simplified way is hugely important."

- **eviivo**

"An impressive entry. The attached videos are beautifully produced and offered insight to support the claims. It would have been helpful to add a detailed "user journey" video."



- **OWL**

"A strong entry, demonstrating good money savings for users. Multi-connectivity that feeds a two sided marketplace is an edge in today's confused temporary living marketplace. This approach removes friction between buyers and sellers, whilst offering 'point in time' best prices."

Winner

- **ReloQuest**

"A very strong entry backed up with good information. The submission is laced with case studies, embedded support data and content to support its claims. Additionally, applying AI and Machine Learning to a cumbersome and often opaque product class makes this company stand out."

Sustainability Award

Shortlisted

- **Corporate Housing Factory**

"It is motivating to hear about a hospitality business actively tackling emissions and environmental impact in both the asset and the operations - and using engaging methods too, such as the four-minute song to help reduce water consumption in the shower. Social impact is also valued by this organisation."

- **The Residence Apartments**

"Encouraging to see investment in operational energy efficiency to reduce CO2 emissions, as well as actions to increase social impact and educate guests. Whilst offsetting schemes have a place, it would be great to see more detailed target-setting across the portfolio, as part of a Net Zero strategy or similar - it will enable The Residence to structure sustainability activity, measure performance and demonstrate progress."

- **Situ**

"As an asset-light hospitality services business, Situ has actively engaged on reducing its Scope 1&2 emissions, utilising independent tools to measure its progress. Through training and leadership, it has created a culture that values sustainability. It is also tackling Scope 3 emissions - a much trickier problem to fix. Keep inspiring your stakeholders!"

- **STAY Camden**

"A business that has considered sustainability in both the asset and the operations. Thoughtful details and systems in place to encourage employees and guests to reduce their impact. Keep it going! Had you thought about developing a Net Zero strategy? What is measured is improved."

- **Oakwood Hotel & Residence Sri Racha**

"A variety of environmental and social impact measures/activities have been undertaken at the property, dating back to 2020. What more recent examples or metrics can you provide that provide insight into year-on-year performance. What environmental/social activity do you measure? We look forward to hearing more next year!"

Winner

- **Lamington Group**

"This company's progress is underpinned by a structured approach to asset development and operations; the careful selection of tools to measure progress; and a company culture that rewards progress and reinforces on their Net Zero strategy. The messaging is clear, simple, relevant and efficient. The company is also very active in its local community, not forgetting the S part of ESG."



Rising Star

Shortlisted

- *Toby & Charlie Guest, Your Apartment*
- *Eszter Gal, AltoVita*
- *Victoria Curley, Roomzzz*
- *Chris Meehan, Dao by Dorsett*
- *Amy Cadle, Synergy*
- *Alessandra Citterio, City Pop*
- *Anand Rajpuhorit, Cloud Apartments*
- *Snizhana Yesaulenko, The Gresham Aparthotel*
- *David Wright, Mansley Serviced Apartments*

Winner

- **Andrew Ozigi, home.ly**

Industry Inspiration

Shortlisted

- *Robert Godwin, Lamington Group*
- *Steve Lowy, The Residence Apartments*
- *Manuel Sassella, City Pop*

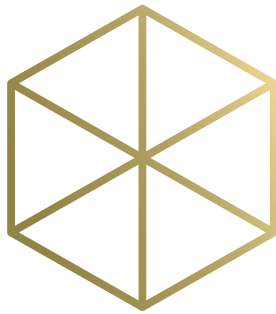
Winner

- **Amber Smith, National Corporate Housing**

Outstanding Achievement Award

Winner

- **Lamington Group/room2 hometels**
"This company is a clear leader in its specialist field, not just in the serviced apartment sector but in the broader hospitality market too. It's pioneering work in the field of net zero carbon has garnered national press attention which has not only reflected well on the company itself, but also on the entire serviced apartment industry."



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