

SERVICED APARTMENT AWARDS 2025

CELEBRATING 10 YEARS

Judges Report

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Welcome

The 2025 Serviced Apartment Awards mark a significant milestone - our 10th edition celebrating excellence across the serviced apartment, aparthotel, and extended stay industry. Over the past decade, the awards have grown in scope and stature, continuing to reflect the innovation and dynamism of our ever-evolving industry.

This year saw an exceptional number of entries across all categories, with an impressive standard that made judging both a rewarding and challenging process. The breadth of submissions, from both established brands and emerging players, demonstrated the sector's resilience, creativity, and commitment to delivering outstanding guest experiences.

In line with the industry's evolution, a new category was introduced for Best Hotel with Serviced Apartments or Branded Residences, attracting a strong and diverse set of contenders. The calibre of entries across all categories was truly outstanding, showcasing forward-thinking approaches to design, technology, guest service, and sustainability.

Of the 20 awards presented in 2025, 16 were independently judged by our expert panel, drawn from across the global hospitality and real estate sectors. Three categories were voted for by readers of Serviced Apartment News, and one special accolade - the Outstanding Achievement Award - was selected by our editorial team.

Our heartfelt thanks go to everyone who took the time to enter. This year's shortlist reflects the very best in the business, and the winners represent a benchmark of excellence for the years to come.



Eloise Hanson, 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.



Ryan Bains
STR

Ryan leads STR's Business Development work in the UK & Ireland and is focused on scaling the product across STR's global supply and pipeline databases. He began his career working in Source-to-Pay analysis where he gained experience working with some of the largest retailers in the world such as Walmart, John Lewis & Amazon. He has been with STR (Part of the CoStar Group) for 2 years.



Scott Davies
ITM

Drawing on over 30 years' experience in business travel, Scott has held senior positions in the TMC, airline and travel technology sector. He is passionate about what he does, speaking at many industry events and is instrumental in various industry judging panels. Scott writes a bi-monthly column for Buying Business Travel, the Business Travel Magazine and Business Travel campaign sharing his insights and experience.



Catherine Chetwynd
Freelance Journalist

Catherine Chetwynd has written about serviced apartments for more than a decade. She takes great pride in being closely involved with such a dynamic sector and has lost count of the number of words she has written on the subject.



Nicole Hammond
WATG

Nicole is an accomplished senior architect, recognised for her ability to realise projects from the earliest stages of concept design. Nicole joined global architecture and design firm, WATG, in 1996 and has worked in the UK, Europe & the Middle East on many high-profile hospitality projects – more recently this includes a multi-disciplinary, full-service signature hotel and spa destination in the Middle East and an exciting hotel development in the north of the UK. Nicole's global hospitality experience extends beyond hotels and resort developments to encompass theatre and entertainment destinations. The depth of her knowledge of the hospitality and leisure industry and her skills as an architect have led to her to become a leader in both design and management.



Richard Dawes
Savills

Richard Dawes is a seasoned hospitality real estate expert with over 15 years of experience advising investors, banks, operators, and developers across the UK and Continental Europe. His expertise spans the hotel, extended stay, and hostel sectors, specializing in strategic platform growth, disposals, occupational transactions, and development projects.

Before joining Savills in 2015, Richard worked at DTZ Hospitality for six years and spent two years in Malta, where he played a key role in developing a luxury five-star hotel for a private family office. He is a Member of the Royal Institution of Chartered Surveyors (RICS) and holds an MSc in Estate Management, along with a Certificate in Hotel Real Estate Investments & Asset Management from Cornell University.



Eloise Hanson
Editor - Hospitality

Eloise joined IHM in September 2019 as reporter for Boutique Hotel News and was promoted to editor - hospitality in July 2023, overseeing BHN and its sister website Serviced Apartment News. She broadly covers the global boutique, lifestyle and luxury hotel industry, as well as serviced apartments, aparthotels, extended stay and corporate travel. As a multimedia journalist, Eloise contributes to daily news articles, a weekly e-newsletter and monthly features, in addition to each brand's podcast and webinar series.



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**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.

**Debbie Hindle**

International Center for Responsible Tourism Global

Debbie Hindle is Chair of the International Centre for Responsible Tourism global, a non-profit focused on education, training and exchanging knowledge which launched in 2024. She has thirty years of marketing experience in the tourism and hospitality sector and during that time she acted as a both a Trustee and Vice Chair of the sustainable charity The Travel Foundation and as a regular judge of the Responsible Tourism Awards. Debbie is also a Non-Executive Director of Responsible Travel, a Special Advisor to the Inclusive Travel Forum and an Ambassador for the social enterprise Working With Cancer. She is the recipient of the Travmedia Outstanding Contribution award to the travel industry.

**Helen Jefferys**

PWC

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

**Katharine 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.

**David Peller**

If not you

David Peller is a global leader in travel, hospitality, and technology, celebrated for driving digital transformation and innovation across the industry. He currently serves on several corporate and venture capital boards, leveraging over 30 years of experience, including leadership roles as Global Managing Director of Amazon Web Services Travel & Hospitality, and with Booking.com and Google/ITA Software.

**Ali Powell**

Commercial Acceleration

Multi-award-winning commercial expert Ali Powell, has 25 years working in world leading hospitality, leisure and later living brands including Hilton, InterContinental Hotels Group, Fitness First, PegasusLife and Premier Inn. She is highly skilled and passionate about identifying and implementing on opportunities to deliver quick wins and sustainable long-term success across a broad range of metrics including profit growth, customer service and employee engagement. Ali has held C-suite positions leading customer the growth agenda across sales, customer experience, marketing and strategic partnerships for Plc and private equity. She is a tutor in the hospitality industry of marketing, asset management and customer service with associations including HOSPA and Master Innholders.



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**George Sell**

Editor-in-chief - Living

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.

**Keith Somers**

Lioncor

Keith spent his early years focused on delivering best in class workplace fitouts for a wide array of multinational clients and has over 16 years' experience in commercial & residential interior fitout, design strategy/management, and (hospitality) lifestyle brand creation. He is currently acting as design and product lead for Lioncor, an Irish residential developer delivering homes of the highest standard to the Irish market.

**Rekha Toora**

JLL

Rekha is part of the JLL European hotels and capital markets team focussing on advising investors on hospitality transactions Europe-wide with a focus on the U.K. She is passionate about sustainability, particularly with a focus on the built environment and green finance. Rekha regular panellist and speaker on sustainability in real estate and hotel capital markets at conferences and member of the global sustainability committee at JLL. She is also the chair of the capital markets committee of the Energy and Environment Alliance, a hospitality focussed not-for-profit organisation.

**Paul Wells**

Studio Moren

As partner at Studio Moren, 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, 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.

**Dan Williams**

Virgin Money

Dan Williams is the Head of Hotel & Real Estate Finance at Virgin Money, having previously held senior positions at Clydesdale Bank and National Australia Group. With a BA (Hons) in Geography from the University of Birmingham and an MSc in Real Estate from the University College of Estate Management, Dan has a strong educational background to support their career in finance and real estate.

**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".



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Best Operator 1 to 50 Units

Shortlisted

- **Gotels Serviced Accommodation**

"Business appears well managed with expected environmental initiatives, and the addition of solar energy generation in future would be a good USP if it is implemented. OTA reviews and Google are excellent and underpinned by reported repeat corporate business. Pipeline for growing the business looks strong."

- **Week2Week Serviced Apartments**

"Week2Week demonstrates a robust approach to their operational business and responsibilities in the local community. It was great to see the passion for the business come through in the submissions. Staff testimonials highlight it's a great place to work and community and charity affiliations demonstrate strong social engagement and ethos."

Winner

- **Sercasa**

"Good business, demonstrating strong growth from 2023 to 2024 largely through increase in size of the portfolio. Attractively presented properties driving good customer feedback and positive guest engagement. Well developed client base with a strong mix of leisure and corporate, including a high quality list of corporate names. The business appears to have great momentum, both operationally and pipeline across multiple jurisdictions."

Best Operator 51 to 200 Units

Shortlisted

- **Donnini Apartments**

"The company's 2024 performance reflects its growth trajectory, operational excellence, and commitment to sustainability and social responsibility. Business performance, future pipeline opportunities and the level of direct bookings are the key strengths of the application."

- **Prague Days**

"Prague Days has demonstrated solid growth and operational efficiency. Differentiated approach to financial management which appears to have delivered good results and growth. New asset in the pipeline due for delivery soon, managed rather than accelerated growth. Active within the local market and driving some good environmental initiatives."

- **Living Rooms**

"A promising entry - I like the partnership with private healthcare and reference to the coliving sector as a driver of growth. Strong demand with high occupancy rate, and guest reviews showcase different aspects of the guest experience."

- **Maison Privee**

"Maison Privee shows strong performance across key metrics. Financial performance appears strong with a good occupancy level achieved in 2024. Their dynamic pricing strategy and focus on personalised guest experiences have clearly paid off, contributing to steady revenue growth, and its targeted marketing approach ensures high visibility and competitive positioning."



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- **Mansley Serviced Apartments**

"Mansley Serviced Apartments recorded high growth in revenue in 2023. The company scores very high on guest satisfaction. The Company scores above average in KPIs compared to its peers as they have achieved significant growth in occupancy rates and ADR. Unique partnership from the ESG perspective with Just One Tree and nice initiative with donation of £1 per room night to an environmental fund."

- **The Residence**

"The Residence has shown stable performance. Growth appears to present a positive picture, and a clear investment is being made across social media channels with a reasonable engagement rate. ESG is a strength of the submission across all elements."

Winner

- **Urban Chic**

"Financial performance vs compset looks strong at both occupancy and REVPAR level. The company's Duve integration is a positive feature and 3D room plans are also an attractive feature for guests. Direct booking numbers and low reliance on OTAs is excellent and testament to brand awareness and customer satisfaction. Their continued expansion, with a focus on high-demand locations like the London Borough Market and a commitment to sustainability through energy-efficient practices, positions Urban Chic for strong future growth."

Best Operator 201+ Units

Shortlisted

- **Adina Apartment Hotels**

"It's good to see continued growth in KPIs and focus on local community and ESG principles. The brand is committed to sustainability and social responsibility, focusing on reducing its carbon footprint, waste, and supporting diversity and inclusion. The company excelled in guest satisfaction. I'm looking forward to seeing the referenced pipeline delivered over the coming months/years."

- **Charles Hope**

"Multi-regional growth, strong ESG ethos running through the business and fantastic client feedback - what a great year! Charles Hope expanded its UK portfolio and internationally, also launched its first property in Cape Town. New offerings like gym facilities, coworking spaces, and pet-friendly apartments enhanced the guest experience. High employee satisfaction with retention rates exceeding industry norms."

- **City Pop**

"City Pop is a true force of nature, excelling in client care, advancing technology investments, strengthening its ties within its neighbourhoods, and achieving remarkable growth metrics. Innovation included enhancing community engagement through a mobile app, expanding coworking spaces, and establishing partnerships with wellness and e-mobility providers."

- **edyn**

"An exciting period for the business, demonstrated by the new openings and robust marketing efforts. Its focus on innovation, including coworking spaces and local partnerships, has boosted guest experiences and brand visibility, while sustainability efforts aim to reduce energy consumption and improve recycling rates. With continued investment in employees, customer service, and expansion, edyn is on track for long-term success and profitability."



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- **The Ascott Limited**

"The Ascott Limited continues to showcase impressive growth, achieving significant milestones in FY 2024 with exciting new brand partnerships, client offerings, and robust ESG strategies alongside further multi-brand growth. With its diverse portfolio, strategic partnerships, and strong focus on guest satisfaction, Ascott is poised for continued success in the global hospitality landscape."

- **Urban Rest**

"A very positive submission with a busy year ahead no doubt! Urban Rest has shown impressive growth. The company's commitment to guest satisfaction is evident, continuing to invest in new technology while protecting the guest experience. Looking ahead, Urban Rest's growth trajectory remains strong."

Winner

- **Staycity Group**

"Staycity Group continues to go from strength to strength, with its physical expansion matched by further robust operational performance and positive customer metrics. Its Global Review Index and service scores are impressive, and the company also made significant progress in reducing reliance on OTAs."

Best Property 1 to 20 Units

Shortlisted

- **Olive Service Apartments - Olive @ DLF Galleria**

"Olive Serviced Apartments, managed by Blue Leaf, presents a compelling entry with strong performance metrics and a clear focus on guest satisfaction. The entry demonstrates commendable occupancy rates and guest satisfaction scores. The implementation of a rewards programme is interesting as such initiatives are typically associated with hotel settings, making its presence in the apartment sector quite innovative."

- **Sercasa – Regent's Park**

"Sercasa's Regent's Park property has significantly boosted the brand's market presence with impressive financial and operational metrics. They've used social media effectively to raise brand awareness and worked with suppliers and top-tier clients to strengthen their position. Sercasa's strong marketing strategy and commitment to ESG principles position it as a leader in the serviced apartment sector."

- **The Denizen Taipei**

"This entry spotlights a dynamic company, only three years in operation, that has admirably navigated initial challenges to achieve commendable year-over-year occupancy rates. They take pride in the positive guest reviews and the steady stream of returning customers; guest satisfaction is exceptionally high, with perfect scores for service excellence. The Denizen's commitment to sustainability and local sourcing further strengthens its brand."

- **Verso, The Apartment Collection**

"Verso excels in guest satisfaction, with high ratings for cleanliness, accuracy, and location. Their apartments are spacious and bright, offering plenty of natural light which adds to guest comfort. They've worked hard on boosting brand awareness, and their focused approach to sustainability shows a commitment to responsible practices and positive environmental impact."



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- **Vertical Firmeza Coworking & Flats**

"Vertical Firmeza combines serviced apartments with coworking spaces, maintaining high demand and efficiency. They effectively balance modern digital conveniences such as digital check-ins with fostering a strong sense of community and guest interaction. Overall, Vertical Firmeza stands out for its innovative approach, guest-centric services, and strong market presence."

Winner

- **The Residence @ Kensington**

"The Residence @ Kensington is performing well, with effective cost management keeping them competitive in a bustling market. They've got some creative ideas for improving guest experience, and their pet-friendly policy is a big plus, especially for business travellers. The property's commitment to sustainability, community engagement, and ethical operations further enhances its reputation. Overall, The Residence @ Kensington excels in providing a personalised, luxurious, and sustainable living experience."

Best Property 21 to 70 Units

Shortlisted

- **Charles Hope Southampton City**

"Exceptional occupancy and revenue growth are the hallmarks of an established and well-run property in a strong location. I loved seeing the focus on guest experience at the forefront of all Charles Hope does - so much so, the company even changed the name of the team delivering it!"

- **Monarch House**

"A well located property which is reaping the rewards of investing in a refurbishment. Guest satisfaction levels and reviews are particularly impressive. Excellent marketing strategy delivering strong direct bookings to what is clearly a well received product."

- **The Marlo, The Apartment Collection**

"A well-appointed, well-located property which has demonstrated impressive performance in terms of occupancy and ADR. Contemporary design and a private courtyard are part of a broad range of outstanding features. Strategy, product, and service are all exemplary but it's the community and amenity programming that sets this entry apart."

Winner

- **Urban Rest Battersea**

"An impressive offering forming part of a much larger scheme which is a stand-out in the local area. Excellent design and amenities and an engaged team are leading to outstanding guest satisfaction scores. It's an exemplary entry, and the first asset for the brand in the UK market, clearly demonstrated by the strong room nights sold and exceptional NPS scores - great product, great location, with excellent service - what more could you ask for!"



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Best Property 71+ Units

Shortlisted

- **Citadines Holborn – Covent Garden**

“Citadines Holborn - Covent Garden has undergone extensive refurbishment, leading to significant improvements in guest satisfaction and performance metrics. Guest reviews highlight the stylish and comfortable new design, and the property employs a comprehensive marketing strategy to raise awareness and extend reach.”

- **Native Bankside**

“The entrant scored highly on offerings and partnerships with a schedule of cultural activities supported by its off-site Neighbourhood Heroes initiatives. The growth in direct bookings is also impressive. The property demonstrates effective revenue management and guest loyalty, and its outstanding customer service contributes to high guest satisfaction.”

- **Native King’s Wardrobe, St Paul’s**

“Fantastic growth in KPIs, and really strong direct booking performance. The entry showcases impressive performance metrics with a notable increase in occupancy and RevPAR. Guest satisfaction is high, with reviews praising the quality of accommodations, exceptional service, and prime location. It stands out for its strong financial performance, guest-centric approach, and market leadership.”

- **Pan Pacific Serviced Suites Orchard Singapore**

“The team clearly takes great pride in looking after its guests/residents - guest satisfaction is high, with top ratings on TripAdvisor and Google Reviews. The property features exclusive, high-end facilities, and Pan Pacific’s commitment to sustainability is evident through various initiatives.”

- **PREMIER SUITES Edinburgh Fountain Court**

“Every claim this entrant has made is supported with evidence - not an easy task, very well done. I particularly like the investment in Obvlo as an added extra for guests. The property emphasises personalised guest communications, high guest satisfaction, and innovative offerings such as family-friendly initiatives and pet-friendly apartments. The blend of traditional architecture with contemporary interiors and sustainable design elements also enhances the guest experience.”

- **Wilde Aparthotels, London, Liverpool Street**

“This entrant scored highly in the branded awareness criteria - well done! Some brilliant examples of the marketing initiatives launched. The property’s commitment to ESG principles, including health and well-being, sustainable building practices, and science-based targets, further enhances its appeal.”

Winner

- **City Pop Milano Nolo**

“The entrant clearly paid attention to the criteria for this category, scoring highly across all six. The property features modern design, advanced technology, and extensive communal spaces. Strategic partnerships with local businesses and educational institutions further enhance guest experiences. Of all the entrants in this category, City Pop was also the only one to mention directly targeting student housing. It’s this level of detail and innovation I commend.”

Best Architecture/Exterior Design

Shortlisted

- **home.ly Finchley**

"The entry showcases an unpretentious serviced apartment offering with a guest-centric ethos. It is a carefully considered and well arranged building, enhancing the guest experience through a mixture of communal areas, both internal and external."

- **Lacadiere Lake Mansion**

"A focus on luxury, community and connection to the natural environment are the hallmarks of this prestigious project. The project offers extensive external spaces with water and soft and hard landscaping, expertly designed to sit against the contemporary towers. The design offers beautiful lake-side living within generously sized apartments featuring great views."

- **SeaSpace**

"Working with an existing building the architects have carefully manipulated the structure to create an invoking and contemporary building. The orientation of the building and its internal spaces respond to the surrounding areas and landscape, allowing this building to have an immersive quality that guests can enjoy. It is a refreshing change to find a hospitality brand such as SeaSpace that aims for inclusivity instead of exclusivity."

- **S&S Nexus Center: DKG Development**

"This project is apparently set for completion at the end of 2026, where the detailed written report helps give an indication of the final product, setting out ambitious and worthwhile targets for the regeneration of a high-profile area of the city. It's an exciting and hugely well considered sensitive response to both its heritage location and environmental impact."

Winner

- **Three Point Apartments: Cityus**

"This entry ticks all the boxes, addressing design innovation, guest experience, a wide range of amenities, sustainability and operational efficiency. I love how the facades appear pleasantly wonky from some angles, and rigorously geometric from others! The three towers create a unique and impactful skyline for this location. The layouts are compact and well considered. Overall an exciting scheme."

Best Interior Design

Shortlisted

- **Home.ly Finchley**

"A well-crafted and considered interior design that is neutral and calming but also warm and inviting through the use of accent soft furnishings and art work. The property responds to its market, offering clean and practical design which is clearly appreciated by its guests."

- **Maison Privee Yas Island apartments**

"A combination of classic and contemporary style responds well to the local market. It appears beautifully detailed and clearly popular with its guests. Sustainability measures are woven through the design and ongoing strategies.. These elements, alongside positive guest experiences and high occupancy rates, exemplifies a wonderful scheme."



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- **Monarch House**

“Clearly a lot of work has gone into elevating the existing property, operational considerations have been addressed and some of the improvements go beyond what can be captured in photos. The neutral and restrained interior design allows guests to inhabit the space like a home, encouraging relaxation within a calming environment.”

- **SeaSpace**

“I love the unashamed practicality of this entry and how it sets out to turn a lot of stereotypical hospitality ambitions on their heads - it cheerfully sidesteps the concept of luxury, and invites the local community in. This project is an exemplary retrofit that draws heavily on its location and the ‘bones’ of the original property. They have created a fun, creative and contemporary interior fit out.”

Winner

- **edyn – Locke de Santa Joana**

“A spectacular transformation that recognises and delivers on the potential of this historic building. The designers set out to provide modern amenities while maintaining architectural heritage, they have certainly succeeded. Unique interior design elements make this a beautifully crafted and memorable destination, with the guest experience at its heart. I particularly like the use of colour, materials and biophilia to enhance guest experience. Sustainability runs through the building DNA. An exemplary project.”

Best Marketing/Branding Campaign

Shortlisted

- **Cityus – Rebranding campaign**

“The rebrand introduced a modern visual identity and the name ‘Cityus’—a blend of ‘city’ and ‘us’—emphasising both urban reach and human connection. It targeted guests, owners and employees, to ensure all parties were confident of the organisation’s intentions and their outcome; the campaign was comprehensive and ran the gamut of activity from face to face to digital, including immersive events in iconic venues.”

- **Checkin Apartments – New website**

“The strategic enhancements in user experience, search functionality, and responsive design effectively cater to both audiences. The company went all-out to ensure not only an impressive result but something tailor-made that fulfilled the brief in every way. This is a massively well planned, defined and executed campaign. It sets a high standard for digital transformation in the serviced accommodation sector.”

- **Corporate Housing Factory – Holiday campaign**

“The humorous yet heartfelt storytelling effectively captures the expat experience, making it both relatable and engaging. The video CHF created was warm and entertaining; it hit the mark in its ability to show what an expat might have been telling him or herself – or other people – and what he or she was actually experiencing. It was seen by more than a quarter of a million people and went viral – testimony to an excellent idea well executed.”

- **Roomzzz Charity week**

“Roomzzz’s 2024 Charity Week campaign demonstrated a clear and thoughtful budget strategy. The team effectively maximised guest participation and fundraising outcomes. The whole campaign was carefully planned, combining a holistic approach with a thorough analysis of responses and comments in 2023, to make 2024 more accessible. This was a highly successful endeavour and the charities were the biggest winners.”

- **room2: The Hometel Club launch campaign**

“The Hometel Club by room2 is a standout loyalty initiative that reflects a deep understanding of modern traveler preferences. By offering immediate, personalised perks the programme moves beyond traditional points systems to deliver meaningful value. Execution was comprehensive, from colours that made the brand stand out and was coordinated across all media and platforms, to engaging tone. The campaign was a notable success.”

- **SilverDoor – World of choice, handpicked with care**

“By humanising the brand through authentic storytelling and highlighting the diverse yet unified culture across offices, SilverDoor has set a commendable standard for festive corporate campaigns. The campaign raised SilverDoor’s profile, showed its warm, efficient approach and competition prizes reflected its global presence to the competition entrants.”

- **The Ascott Limited – Celebrating 40 years**

“The Ascott Unlimited campaign is an excellent name for a year long campaign intended to reflect its desire to push out boundaries, its ambitions and the brand’s distinctiveness. The company enhanced brand visibility, strengthened stakeholder engagement, and celebrated its 40th anniversary. Results were notable and included new loyalty scheme members and growth in membership revenue YOY.”

Winner

- **The Residence Christmas campaign**

“Congratulations on a well-executed campaign that authentically celebrates staff’s contributions. By providing a genuine behind-the-scenes look at operations, The Residence has effectively highlighted the dedication and teamwork that drives its organisation. All this feeds into the company’s overall goals to celebrate its people, communicate its values and strengthen its brand identity. . The Residence is to be praised on finding a way to make employees feel valued and showing that to guests.”

Best use of Social Media

Shortlisted

- **Cheval Collection**

“Cheval Collection has embraced social media and is the only entrant to include Chinese social media channels. The team clearly has storytelling down to a fine art and has cleverly conjured up a verbal and pictorial story for each residence. Cheval’s commitment to personalised customer interactions, timely responses, and culturally tailored content is commendable.”

- **DH Aparthotels**

“PDH Aparthotels demonstrates a commendable grasp of its target audience, effectively leveraging social media platforms to engage both B2C and B2B markets. Their content strategy, emphasising seasonal campaigns and showcasing apartment features, resonates well with contractors and tourists alike. I particularly liked the catch line ‘How far is too far’ to promote the geographical convenience of their locations.”



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- **Maison Privee**

"Maison Privee's campaigns are well-executed, reflecting a deep understanding of their target audience and a commitment to excellence in digital marketing. Their consistent engagement across platforms like Instagram, Facebook, YouTube, LinkedIn, and Google demonstrates a comprehensive approach to both B2C and B2B audiences."

- **Synergy**

"Synergy's social media strategy has been carefully devised to cover its diverse global market, from Gen Z to Boomers via a comprehensive array of platforms. Their ability to engage, produce relevant content, and drive business results positions them as a leader. A team of just five people with a limited budget applied a creative, energetic, well targeted approach to reach a diverse audience with outstanding success."

- **The Residence**

"The Residence has written a warm, convincing submission. Its comprehensive and innovative social media strategy effectively engages both B2C and B2B audiences, reflecting The Residence's commitment to connecting with customers in meaningful ways."

Winner

- **Viridian Apartments**

"This is an excellent example of reading the brief and responding relevantly and in detail. And its strategy has measurable results, stats supplied. Organic growth and new followers demonstrate effective audience engagement. Commitment to community, through promoting local businesses and charitable initiatives, adds depth to the brand too. Overall, a commendable effort that effectively combines creativity with measurable success."

Best Intermediary

Shortlisted

- **AltoVita**

"This entry demonstrates a robust strategic partnership, underscoring a suite of exceptional internal products that have proven instrumental in enhancing client satisfaction. Authentic feedback from their clientele is a testament to the tangible improvements made in facilitating seamless travel experiences for all."

- **Livinc**

"An excellent submission and authentic values. Their platform facilitates direct communication, allowing guests to connect with property operators and significantly enhance efficiency. Offering live availability and an instant booking function, the system meets critical needs for many corporate clients."

- **SilverDoor**

"The development of a proprietary CRM along with enhancements to the online booking tool has markedly streamlined administrative processes. Impressive scale and ESG progress; the integration of a Carbon Calculator within the online booking tool is a noteworthy advancement, allowing guests to easily view and assess their carbon footprint."

- **YOSAA**

"A good submission, offering an array of channels for request submissions, striking a balance between automation and a crucial human-centric approach. Their collaboration with Global Mobility teams is noteworthy, as it ensures that clients achieve both operational efficiency and cost-effectiveness through their comprehensive mobility portal."



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- **3Sixty**

"This entry provides a comprehensive and informative overview of the company's innovative initiatives. The implementation of AI to reduce traveller search time is a commendable demonstration of efficiency and time savings. Good examples shared, and feedback from blue-chip clients is notably impressive, highlighting substantial cost savings."

Winner

- **Checkin Apartments**

"The company, supported by dedicated teams, consistently endeavours to provide clients with effortless and stress-free accommodation booking experiences. Their facilitation of remote viewings and Meet & Greet services, streamlined for simplicity, has garnered exceptional feedback scores from clients. Good stats and impressive values, including ethical practices."

Innovative use of Technology

Shortlisted

- **Cheval Collection**

"Cheval should be complemented for listening to its users (managers and employees) - and finding a solution that meets their needs. The adoption of Korero as a continuous performance, wellbeing, and development platform—rather than a static appraisal tool—aligns well with industry needs, especially in a sector known for high turnover and generational diversity."

- **Livinc**

"Livinc presents a solid, user-friendly digital platform aimed at simplifying short-term rentals for both guests and property operators. The end-to-end booking and management system is clearly designed with flexibility and convenience in mind. Integrating key features and making instant bookings, the solution removes certain friction for guests while automation / management can offer benefits for landlords."

- **MAIC Operating System**

"MAIC offers a compelling and ambitious platform tailored to the specific operational complexities of hybrid serviced apartment portfolios. The integration of multiple capabilities into a single solution and dashboard is compelling. For sure, operators today use multiple / inefficient / ineffective platforms, and lack the efficiency gained from using a single solution."

- **RMS**

"RMS Pay presents a clear and practical solution for modernising payment processes in serviced apartment operations. Payments represents a significant challenge for operators, with many payment solutions not purpose built for the hospitality / lodging industry. By coupling the payment solution tightly with the PMS, the fitness for purpose here is strong."

- **SilverDoor**

"SilverDoor's Online Booking Tool is a practical platform offering utility to organisations and their travellers. Client feedback confirms the tool's value in streamlining workflows, increasing efficiency, and offering real-time data visibility—especially helpful for large organisations managing global accommodation programs."



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Winner

- **AltoVita**

“AltoVita presents a rich and detailed entry, filled with strong client case studies and metrics. The company has taken an incredibly complex problem and implemented a novel solution. From a traditionally manual effort, to a (potentially) fully automated capability, the company’s solution reduces time, effort, risk, complexity, and cost. Supporting documents validate claims, especially with quantifiable results. A valuable solution with a good roadmap for future innovation.”

Best Flex Rental Operator

Shortlisted

- **Feel Porto**

“Feel Porto stands out for its personalized guest experience, underpinned by thoughtful welcome packs, local recommendations, and a responsive service model shaped by continuous guest feedback. Strategic partnerships with local businesses—from private wine tastings to curated cultural tours—add depth and authenticity to the stay.”

- **Mint House**

“Strong demonstration of how brand, strategy, optimum marketing and distribution channels, and innovative proptech/offerings can provide owners with greater returns. From curated in-room products available for purchase through its ‘Shop Your Stay’ program to pre-arrival grocery delivery, its approach reflects a strong understanding of evolving traveller expectations and creates memorable, interactive moments.”

- **Monarch House**

“Monarch Housing delivered strong year-on-year growth in both occupancy and profit, despite undergoing internal renovations, reflecting an agile and guest-focused operational approach. Particularly impressed by the bespoke and custom service/offering tailored to each client as demonstrated in the case studies.”

- **Urban Rest**

“From launching a boutique hotel concept to rolling out the Urban+ platform for BTR operators, Urban Rest demonstrates agility in adapting to evolving market dynamics while deepening its corporate partnership. Hats off for clearly setting the benchmark for the industry - no mean feat considering the breadth of property types, portfolio size and variances in planning laws across multiple jurisdictions.”

- **Vertus**

“Vertus Edit brings a bold, design-led concept to Canary Wharf, combining flexible living with a distinctive aesthetic and an impressive early performance in a competitive market. A great example of an asset where brand/vision comes first, with alignment across all business activities and strategies - this is, quite simply, how to ‘do’ BTR!”

Winner

- **MM:NT**

“Refreshing to see an operator invest in true innovation in the hospitality space - I can only think of two other concepts/brands that were put through a similar ‘test lab’ format. As a fully operational micro-hotel in a continuous beta phase, it captures real-time guest feedback to refine and elevate the experience for future visitors. Excited to see the brand and concept evolve, and how the rich data from the test phase will inform these developments. A bold concept that’s bound to turn heads across the industry (and most likely fill beds, too!)”



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Best hotel with serviced apartments or branded residences

Shortlisted

- **Hotel AKA Alexandria**

"A brilliant entry, scoring highly on four of the six criteria. What amazing guest comments. The satisfaction evidence was very strong in this entry."

- **Lacadiere Lake Mansion**

"This entrant scored highly on partnerships and exterior design; the use of the crackle texture ceramic plates aligns well with brand identity. It looks like an incredible property!"

- **Pan Pacific Serviced Suites Beach Road Singapore**

"Particularly strong on ESG and the fact that community is considered so thoroughly in its partnership section/internship idea. A promising entry, and I look forward to seeing future submissions."

- **room2 Belfast**

"room2 can pride itself on innovative design - bravo! A brilliant achievement. The launch of The Homotel Club was also a fantastic offer to foster loyalty and drive brand awareness. An excellent entry and great community connections and initiatives, alongside strong ESG."

Winner

- **COMO Metropolitan London**

"A comprehensive entry showing clear KPI evidence, multiple points of evidence for guest satisfaction, creativity in partnerships and design and a clear commitment to ESG. Highly rate the COMO Conversations, a partnership with the V&A; a great example of 'out the box' thinking to deliver a memorable guest experience."

ESG Award – Operator or Property

Shortlisted

- **Adina Apartment Hotel Geneva**

"A proactive and impactful operation, supported in its sustainability efforts by internal strategy, building standard, and its location in the Eco-Quartier project. The property is backed by certifications Swisstainable and GreenKey, and on the social front it's good to see them actively engaged in social mobility to help young interns."

- **Beyond Apartments**

"Beyond is a purpose-led hospitality brand dedicated to creating better hospitality. It sets its own exacting standards. They have created a product that addresses carbon, impact and wellness in one brand. Its commitments are strong; an understated and very impressive brand."

- **Charles Hope**

"Charles Hope has undertaken very practical measures to reduce the emissions of their assets. Good examples were provided, and wide ranging initiatives being implemented across both environmental and social which is impressive for a small business. Operationally they are going beyond only installing LED lights, focussed on managing and reducing their indirect emissions."



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- **Mansley Serviced Apartments**

"Mansley has started to take positive steps to track their emissions. The group is actively working to reduce its operational carbon and is transparently reporting, with good annual evidence provided in its submission and on its website. Their commitments on the social front are exemplary."

- **PREMIER SUITES Edinburgh Fountain Court**

"Premier Suites is on a committed sustainability journey, with a great range of ESG initiatives. BIU excellent is the standard investors are looking for. Great evidence on the environmental side of how they are taking this topic seriously and it is yielding."

- **The Residence**

"AES/The Residence is focused on improving its ESG performance, with clear progress on environmental and social metrics. The company is setting a carbon emissions reduction target and is reporting transparently. They are also strong in their actions on the social front."

Winner

- **Lamington Group**

"Lamington continues to be an example for the industry. They are actively working on ways to make their hotels more energy efficient and make efforts to share examples of best practice. It goes above and beyond regulatory requirements (voluntary annual reporting of GHG emissions) and is actively future-proofing assets to meet upcoming standards. The group is also on track with its net zero commitments. The entry provided a level of granularity and transparency that far exceeded all other entries."

ESG Award – Supplier or Service provider

Shortlisted

- **Hostify**

"A promising entry from a company which clearly takes ESG seriously. Some nice work is being done here, such as the transition to renewable energy and volunteering over 300 hours in various community initiatives."

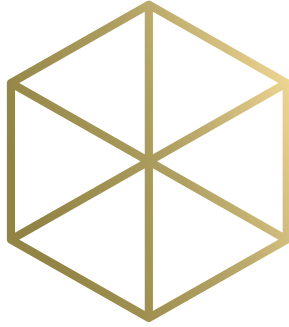
- **Vanity Group**

"An excellent entry from a very progressive company which has comprehensively addressed all facets of ESG, and is committed to upping its game year-on-year. I found the group attachment really helpful. This is obviously a business with a strong focus on sustainable manufacturing. Great details in its environmental section with clear measures for reductions in waste, water etc."

Winner

- **mission : net zero**

"A comprehensive offer designed to help hospitality businesses navigate the often baffling stages of the journey to net zero, which also ensures its own house is in order. A business which creates ESG plans for others was bound to be a strong contender but mission : net zero backed up its proposal with clear data and evidence throughout its entry. The client testimonials show that this is a business that is clearly helping others on their ESG journey and it included some strong examples and case studies. An impressive submission."



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