



SERVICED APARTMENT AWARDS 2026

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Welcome

This is our eleventh Serviced Apartment Awards ceremony, celebrating the very best in the global serviced apartment, aparthotel and extended stay industry.

Entries for 2026 have been superb, showing clear improvements year-on-year with greater attention paid to category criteria. As such, a number of categories have been incredibly competitive, with only half a point in some instances separating the winner from the finalists.

Simply making the shortlist is a genuine mark of excellence, so well done to all those who put in the time and effort.

For 2026, we also introduced a new category - **Best in-room supplier**.

Of the 20 awards: 15 categories are judged independently by a panel of industry experts, and 5 are voted for by readers of Serviced Apartment News.

One award tonight - for Outstanding Achievement - has been decided by the team here at Serviced Apartment News.

We received hundreds of entries and thousands of votes. Thank you to all participants – you've helped to raise the bar for the entire industry.



Eloise Hanson

Editor - Hospitality, Serviced Apartment News

Eloise is the editor of Serviced Apartment News, an online B2B platform covering the global serviced apartment, aparthotel and extended stay industry. Eloise joined SAN in 2023 following an editorial restructure at International Hospitality Media, and now focusses on the company's hospitality media brands including Boutique Hotel News.

Judges

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



Ali Powell
Founder and CEO,
Commercial Acceleration

Ali Powell is a multi award-winning hospitality and later living growth consultant, passionate about driving transformational change. She has 25 years operational expertise as chief commercial officer heading up sales, marketing and customer experience for operators and investors, bringing a hands-on approach to fixing solutions.

Ali won Best Senior Living Consultancy 2023, Rebranding Hospitality Business Partner 2022, Turnaround of the Year Award and Business Woman of the Year Consumer & Retail 2017, and Best Business Growth Accelerator 2021.



Carol Neil
Director of Global Travel, Events
and Ground Transportation,
Fidelity International

Carol Fergus is an experienced director of global travel, events and ground transportation, currently working for Fidelity International. She has over 30 years of experience in the travel industry, in procurement/vendor management and operationally, mainly in the financial services sector.

Carol has project led several key global travel related initiatives and is highly conversed and skilled across the various travel categories. She has also built and managed several teams globally and is extremely inclusive and a strong operator.

Carol is a professional graduated with an MSc in Facilities Management taken at Westminster University and CIPS qualified. Her travel journey has seen Carol appointed on the GBTA Europe Advisory board, is the Chair of their Diversity & Inclusion strand. In addition, she has held other advisory roles, written and critiqued key topics in various travel magazines, sat on panels, steering committees and spoken at many industry events.



Andrew Harrington
Co-founder, AHV
Associates

Andrew co-founded AHV Associates LLP in 2001 as an investment banking boutique focussed on M&A, capital raising and financial advisory services to privately owned businesses. Since 2012, AHV has exclusively focussed on providing these services to the European hospitality sector and publishes a regular monthly newsletter, which is widely read in the industry.

Andrew started his career in investment banking at Barclays in 1988. Between 1989 and 1998, Andrew was a Managing Director at Salomon Brothers and was rated as the number one sector equity analyst globally in all the major corporate and institutional investor surveys.

Andrew has a degree in Natural Sciences from the University of Cambridge and has a D.Phil in Theoretical Physics from the University of Oxford.



David Peller
Founder and CEO,
If Not You

With three decades of experience in the travel, hospitality, and technology industries, David Peller has a deep understanding of the opportunities and challenges facing businesses in this space, having led global teams at Amazon Web Services (AWS), Google (including ITA Software), Booking.com, and Yanolja Cloud. David has a proven track record of defining strategy, driving innovation, and executing on growth. David served as the Global Managing Director, AWS Travel and Hospitality, where he built and scaled the worldwide practice into a multi-billion dollar business. He now serves as a Board Director / Advisor on a number of industry boards, advising CEOs and senior leaders on industry trends, corporate and strategic issues, investments and growth.



Katherine Le Quesne
Director & Co-founder,
Sebright Advisors Ltd

Over the past decade, Katharine’s work has focused on innovation, and ESG impact. She leans on over 25 years’ experience as a hospitality advisor, problem solving for owners, operators, governments and funds. She has a long track record in strategic reviews, due diligence, development strategy, destination resort development, and financial feasibility; and has worked extensively on luxury and lifestyle assets, new concepts and asset repositioning. She has also undertaken mediation and litigation-related work, including acting as an Expert Witness.

Katharine is also a committed educator in hospitality and ESG. She is a lecturer in Sustainable Real Estate and Hotel Strategy, and created the first Resort Development programme at Glin Institute of Higher Education. She is also an Assessor with Cambridge Institute of Sustainability Leadership.

Over her career, Katharine has worked across EMEA, and Asia Pacific with Deloitte, Arthur Andersen, JLL, and HoCoSo. She is a listening volunteer with Samaritans, a Trustee with the Savoy Educational Trust, and a parent.



MJ Paschall
Willough Collection
CEO

For over three decades, MJ Paschall has championed growth within the independent owner-operated lifestyle boutique hotel and hotel residence category. As Founder and CEO of Willough Collection, she extends this mission through a historic B&B just minutes from Philadelphia. Willough Bed+Breakfast, built in 1882, now fully restored, is where she creates distinctive, experience-led stays rooted in local culture and storytelling.

Previously, MJ spent more than 30 years at Philadelphia-based Korman Communities, most recently as Senior Vice President of AKA Hotels + Hotel Residences. Under her leadership, AKA was recognized as Best Global Operator from the Serviced Apartment Awards, several years in a row.

Outside of work, MJ rarely sits still—traveling often, spending time with family and friends, and championing fellow entrepreneurs and creators.



Paul Wells
Partner, Studio Moren

Paul is an architect leading on the delivery of a range of residential, hotel and aparthotel projects across the UK, through feasibility to construction. He leads the studio’s serviced apartment, rural hotels and retirement living sectors. He also heads the drive for greater inclusivity and diversity within the studio.

Paul is passionate about physical, social and cultural heritage. He is involved in a number of Studio Moren’s conservation and refurbishment projects using his experience working across residential, hospitality, ecclesiastical, healthcare and educational developments.

He has also been instrumental in the development of the studio’s country hotel and residential portfolios, alongside being responsible for progressing a number of high-end developments through to construction.



Nick Estrada
CEO, Corporate Housing
Providers Association

Nick Estrada, CAE, CMP serves as the Chief Executive Officer of the Corporate Housing Providers Association (CHPA) beginning in February 2024. He has been with CHPA since 2017,

previously serving as its Director of Membership and Deputy CEO. In his role, Nick is responsible for the stewardship of the association’s strategic plan alongside the Board of Directors, monitoring legislative action that may adversely impact the industry, strengthening partnerships across the globe and internally to CHPA’s membership, and leading the day-to-day activities of CHPA.



Rekha Toora
Chair of the Capital Markets
Committee, Energy &
Environment Alliance

Since 2022, Rekha has served as Chair of the Capital Markets Committee at the Energy and Environment Alliance (a not-for-profit ESG organisation), whose members represent over \$360bn of assets under management. The Committee’s most recent industry contribution includes the report “How Important is ESG to Hospitality Investors?” (EEA, 2025).

In her last role, Rekha was a senior member of the Hotels & Hospitality Capital Markets team at JLL, where she advised a diverse and global client base on hospitality transactions across the UK and Europe, including the Nordics — a region widely recognised as a front-runner in sustainability-led investment and operations.

Rekha is a hotel investment specialist with a strong track record across acquisitions, advisory, operations and capital raising. Over the course of her career, she has worked as a lender, principal investor and advisor, giving her a multi-lens perspective on how ESG considerations influence value, risk and investment decision-making in hospitality.

She holds an MBA from INSEAD and is an Associate Chartered Management Accountant.



Richard Dawes
Director - Hotel Capital
Markets, Savills

Richard focuses on real estate transactional work advising investors, banks, operators and developers across the UK and Continental Europe hotel, extended stay (serviced apartment / aparthotel) and hostel sector. He also specialises in strategic hospitality platform growth working on disposal, occupational and development projects.

Richard advises vendors across the UK and Continental European gateway markets, as well as structuring off market transactions, bringing together developers, operators and funders. He has led many successful hotel investment projects across EMEA, including highlights such as the sale of the Native Bankside London, UK YHA Portfolio, Haymarket House London, Albus Hotel Amsterdam, Manor Hotel Amsterdam, Adina Nuremburg and Safestay portfolio sale and leaseback. Additionally, Richard is active advising clients on strategic hotel acquisition work including transactions such as the Apex Hotel London, Hilton Vienna Park, and Clayton Cardiff hotel.



Souhilla Taarabit
Group Head of Corporate
Travel Services, Al-Futtaim

Souhilla Taarabit is a travel industry leader with over 15 years of experience driving strategic transformation across corporate travel. Originally from France and based in the UAE since 2016, she brings a global perspective while navigating regional nuances with ease.

She has led global travel functions for PepsiCo and Amazon and currently heads Corporate Travel Services at Al-Futtaim, where she oversees large, complex travel programs and works closely with accommodation partners as part of an integrated travel ecosystem. Souhilla also serves on the Board of the Global Business Travel Association (GBTM MENA) and is an Advisory Board Member for the Business Travel Show Asia Pacific 2026.

Recognized at the Aviation Business Middle East Awards 2024 as the only buyer ever nominated in the “Unsung Hero of the Year” category, she is known for her customer-centric mindset, deep regional insight, and ability to assess corporate travel and accommodation solutions through a strategic, sustainable and culturally intelligent lens, balancing traveler needs with corporate and supplier realities.



Yupin Chan
Associate project architect,
WATG

YuPin is an ARB-qualified architect who joined WATG as a Project Architect in 2024 and was promoted to Associate just over a year later. Prior to joining WATG, he gained valuable experience at FCH and EPR. He has also served as a student mentor through the RIBA and completed his Part 3 at London Metropolitan University. Since joining WATG, YuPin has demonstrated strong expertise in leading and contributing to a range of high-end hospitality and residential projects, with involvement spanning from initial planning through to successful completion.

He was part of the design team for Ras El Hekma, a major master-plan development on Egypt’s North Coast and is currently working on a confidential luxury resort and entertainment destination in the Kingdom of Saudi Arabia.

Prior to WATG, YuPin also worked on several residential and refurbishment projects across the UK, including The Other House and the W Hotel Bar refurbishment in London.



James Foice
CEO, The Association of
Serviced Apartment Providers
(ASAP)

James Foice is Chief Executive Officer of the Association of Serviced Apartment Providers (ASAP), the leading industry body representing professionally managed serviced accommodation. Since joining ASAP in 2012, James has played a key role in elevating industry standards, strengthening regulatory engagement, and positioning the serviced apartment sector as a vital part of the global accommodation landscape.

With more than four decades of experience across travel, hospitality, and quality assurance, James has held senior roles with internationally recognised organisations including British Airways, Virgin Atlantic, and VisitEngland. His extensive expertise in operations, customer experience, and industry standards gives him a unique perspective on the evolution of modern accommodation.

James is a passionate advocate for professionalism, transparency, and collaboration within the sector and is a regular speaker at major industry events, where he shares insights on market trends, regulation, and the future of serviced accommodation.



Dan Williams
CHHead of Hotel & Real Estate
Finance, Virgin Money

Dan is Head of Hotel & Real Estate Finance at Virgin Money (formerly Clydesdale Bank), playing a key part in creating and evolving a now well established alternative lender in the sector. The team provide specialist financial solutions to support a variety of hotel and real estate investment and development businesses.

Dan has over 20 years’ real estate experience, undertaking a number of roles in the banking and consultancy spheres for the likes of National Australia Bank, DTZ and Donaldsons.



Nada Jarnaz
Founder, NJ Advisory

Nada Jarnaz is a real estate finance specialist focused on the UK living and operational real estate sectors, including Build-to-Rent, PBSA, co-living, serviced apartments, hotels, care homes and retirement living.

She practised as a banking and finance lawyer from 2005 to 2023, during which time she led the Banking team as Partner and Head of Banking at Howard Kennedy, advising lenders, sponsors and institutional investors on complex real estate finance transactions across senior, mezzanine and structured capital facilities.

Following her legal career, she moved into real estate lending and held a senior origination role at Maslow Capital, where she structured and executed development and investment facilities across operational residential and hospitality platforms nationwide.

Her combined legal and lender-side experience provides a detailed understanding of how operational real estate assets are structured, financed and delivered in practice. As a judge for the Serviced Apartment News Awards, she brings a commercially rigorous and delivery-focused perspective to evaluating evolving living-sector platforms.



Dr. Sabine Schaffer
Co-founder and managing partner, Pro-invest Group

Dr. Sabine Schaffer is Co-Founder & Managing Partner at Pro-invest Group. She also leads the European team, serving as CEO for the region. Established in 2010, Pro-invest Group is a leading integrated platform, specialising in private equity real estate, fund and asset management in Asia Pacific, Europe, and the Middle East.

Since inception of the business, she was instrumental in establishing Pro-invest as one of the leading integrated real estate platforms within Australasia covering all aspects of development, asset management as well as day-to-day operations. The Group currently managing in excess of 3 billion AuM across hospitality and commercial assets in the form of closed ended funds, managed accounts as well as co-investment programs. One of the biggest achievements is the positioning of Pro-invest as a leader when it comes to ESG proven by the fact that all the assets within the Pro-invest estate to date are achieving some of the highest environment ratings (including the very first carbon neutral hotel according to NABERS ratings)

Sabine's career started more than 25 years ago and spans from looking after Private Equity investments at 3i into retail schemes, working on high profile projects with McKinsey & Company focusing on Finance and Public Affairs in Europe to working as Director of Investments at a GCC based Private Equity firm responsible for setting up and managing Private Equity Funds and sourcing co-investment opportunities across the region. Sabine focused on Real Estate and established a Real Estate Development Fund in the GCC for newly built office buildings.

Sabine holds a Master's degree from Harvard University as well as PhD in Economics from Leopold Franzens University, Innsbruck, Austria.



Jinsu Brady
Associate account director, STR

Jinsu is an Associate Account Director at STR, a CoStar Group company, where she supports hotel operators and owners with data-driven market insights and performance benchmarking. She manages relationships across the Ireland, UK, and Scandinavian markets and regularly provides market updates on industry trends at hospitality events. Before joining STR in 2024, Jinsu worked in hotels both in Dublin and London gaining hands on experience in Sales and Operations.



Debbie Hindle
Chair, International Centre for Responsible Tourism

Debbie Hindle is Chair of the International Centre for Responsible Tourism global (ICRT global), a non-profit focused on education and training, founded with the world-leading expert Emeritus Professor Harold Goodwin.

ICRT global runs two ten-week, masters-level, online training courses – a Professional Certificate in Responsible Tourism and a Professional Certificate in Addressing Overtourism and Managing Success. A third course on Creating Shared Value will launch in 2026.

ICRT global also shares news of best practice by running the annual free-to-enter Responsible Tourism Awards and acts as a hub for an independent network of industry practitioners including ICRT Latin America, ICRT Africa, ICRT Europe, ICRT Indian Subcontinent and ICRT Southeast Asia.

Debbie has focused on tourism communications and sustainability for more than three decades. Before launching ICRT global she ran travel specialist marketing and communications agencies working for tourist boards, transport and accommodation providers, tour operators, travel agents, attractions and online travel businesses. Debbie is currently a Special Board Advisor and Treasurer for The Travel Foundation charity, is a Non-Executive Director of the travel business Responsible Travel, and a Special Advisor to the Inclusive Travel Forum. Debbie is the recipient of the Travmedia Outstanding Contribution award to the travel industry.

Best property 1 to 20 units

Shortlisted

- 15 Basil Street - Highly Commended

An excellent application with claims backed up with evidence, impressive guest satisfaction scores and increasing direct conversion rates. I enjoyed reading about the website redesign to better suit and appeal to target market. I look forward to seeing future submissions.

- Base Aparthotel Lausanne

Doing good work and nice examples of guest satisfaction. I would like to have seen a year-on-year comparison for the KPIs section, plus more evidence of brand awareness impact rather than a description of activity.

- Feel Porto Clerigos Charm Flats by Feel Group

Clearly a well-run business which is performing well. It would be great to see specific examples of the property's multi-channel distribution model and how this is shaping customer sales.

- Grafton Street Studios by City Break Apartments - Highly Commended

An excellent application. Clearly a thoughtful and well run business that isn't afraid to try new things. I love the green pint initiative, plus excellent KPIs and metrics for all categories, and superb occupancy levels.

- Moment George IV Bridge

A really promising submission - it would be great to see evidence of customer feedback. Great attention to detail for the interior design, leveraging local artisans and partnerships to bring the first Moment property to life.

- The Old Lyric Hall - St David Aparthotels

Fantastic results during the property's first year of operation. Strong KPIs and guest feedback, with nice local partnerships. A wonderful repositioning of an old music and dance hall, and carried out internally by the team too!

- The Residence @ King's Cross

Positive and promising results for a new property. Submission scored highly on ESG with strong supporting evidence. There's some great descriptions of activity and would be useful to see more evidence in the answers.

Winner

- The Carlyle by Nestor

A great proposition and clearly well executed based on guest satisfaction results. The submission provided clear metrics with healthy ADRs, RevPAR, and inclusion of total revenue. A detailed marketing and distribution plan has evidently supported commercial performance.

Best property 21 to 70 units

Shortlisted

- Base Aparthotel Geneva

This location is still in launch mode, and it is understandable that some metrics and data are not yet available. Impressive use of Mews and Lighthouse for the efficient operation of the property as well as many smart features for the tech savvy guests. Suggest they reapply next year as it's a strong entrant.

- **Base Aparthotel Nyon**

A fantastic submission - well detailed and strong customer feedback scores. I find it admirable to empower the on-site teams to market to their clients in a way that speaks to their specific needs vs overarching brand. It would be useful to see evidence of marketing strategy (which is clearly well thought-out) on customer sales.

- **Holyrood Aparthotel**

Impressive percentage of repeat guests and CRM-driven customisation of stays driving higher percentage of direct bookings. Impressive direct booking programme coupled with specialised services. HOSPITALITY BEATS CANCER campaign is well represented the website.

- **Monarch House Serviced Apartments**

This is a moderately high-end product providing a rare sort of inventory in a central London location. Monarch House's dedication to constantly reviewing and renewing its stock has been key to ensure consistent, happy, guest stays. Strong attention to pre-arrival guest engagement and customising stays. Renovation was carefully executed "in house" empowering on-site leadership coupled with guest input.

- **Native by Numa Glasgow**

Native Glasgow is clearly well located, and some guests have reported excellent stays. This brand has a high focus on channel management, PR and marketing with a strong online footprint. Less corporate stays at this location lends itself to future opportunities to expand this through direct sales and focused marketing campaigns.

- **Native by Numa The Marlo**

Strong revenue growth, low dependence on OTAs, and much success acquiring longer stays through direct bookings with agents and key client relations. Would love to have exhibits to support the data.

Winner

- **Three Point by Cityus**

This building has clearly been a landmark project. The fact that Cityus has been able to deliver such high occupancy using direct marketing and brand recognition alone is impressive. This property exhibited a strong focus on taking a five-dimensional approach to sales and marketing throughout the rebranding period, which ties into the overarching brand philosophy.

Best property 71+ units

Shortlisted

- **Capri by Fraser, Berlin - Highly Commended**

Very strong all-round entry. Excellent RevPAR index performance and clear weekday business strength. Guest satisfaction is particularly strong. The apartments are well considered, but the standout feature is the front-of-house environment, where carefully curated workspaces, lounge areas, and leisure zones create a dynamic and engaging setting. Its strong ESG performance further strengthens its position as a noteworthy contender.

- **Native by Numa Bankside**

Strong consistency across all categories with no major weaknesses. A standout feature is the pet-friendly approach, supported by community relationships who ensure four-legged companions are well looked after. ESG is solid but less quantified compared to leading entries.

- **Native by Numa Kings Wardrobe**

Top commercial performer in the set with strong revenue growth and solid guest experience. The Neighbourhood Heroes initiative meaningfully connects guests with the local community, enabling curated and highly individual experiences. Strong guest review scores further underline the quality of the offering. ESG is credible but not deeply measured.

- **PREMIER SUITES Edinburgh Fountain Court**

A very operationally strong and structured entry. Clear performance metrics and strong long-stay positioning. Guest experience is well supported with processes and team culture. Robust sustainability measures, combined with softer wellbeing-focused offerings, have helped the building secure several accolades for its exemplary working environment.

- **Teatro Luxury Apartments Firenze by Starhotels Collezione**

Very strong luxury positioning. Design and guest experience are standout elements, with great storytelling and emotional appeal. This is strengthened by a robust ESG narrative that elevates the project's overall value. Slight gap in operational depth compared to its high narrative quality.

- **Wilde Cambridge, City Centre**

Strong commercial opening-year story with solid demand mix and good direct booking performance. Design is the standout, very coherent and aligned with brand and location. ESG is credible and well integrated.

Winner

- **Tower Suites by Blue Orchid Hospitality**

This is a standout product, combining high-quality suites with an enviable City of London address. Top commercial performance, especially occupancy and RevPAR outperformance with sustained track record. Its strong guest satisfaction ratings, paired with impressive ESG performance, position it as a bold and memorable entrant.

Best operator 1 to 50 units

Shortlisted

- **Beyond Apartments & Aparthotels**

An overall promising submission. Love the idea of the Beyond Box for returning guests - a great example of personalisation in action. This submission can be boosted in the future with specific examples to support general claims.

- **Hodo Stays**

A strong start for this submission, clearly detailing KPIs and also including operating margins and distribution efficiency. This level of focus needs sustaining across other criteria to improve future scores.

- **Moment Stays**

A very promising entry. Some strong performance metrics and satisfaction scores - it would be useful to see these claims supported with evidence. Clearly a very well-run business; Moment Stays has a bright future. Please apply again next year!

- **The Arc Collection**

A detailed entry - the submission scored well in the KPI and guest satisfaction criteria. The group's wellness partnerships are a differentiator from other entrants. Answers can be tightened with specific examples rather than general statements; describe the 'how' and not just the 'what'.

- **The Hamlet**

I thought this was a brilliant entry; The Hamlet clearly takes pride in its locality, referenced by the number of local partnerships and on-property amenities, and also reflected in customer feedback scores. With the new website and additional property in development, I look forward to seeing The Hamlet re-enter next year.

- **Week2Week Serviced Apartments**

An overall solid entry. Week2Week provided a fantastic testimonial document, covering both external (guests, owners) and internal (employee) feedback. The perks scheme is a standout offering within the category. With additional evidence, this entrant could perform well at future awards.

Winner

- Monarch House Serviced Apartments

A fantastic entry - bravo! Submission clearly covered all criteria concisely, with performance closely monitored (supported by evidence). Some strong marketing stats are highlighted, it would be great to see this tied into sales.

Best operator 51 to 200 units

Shortlisted

- Destiny Scotland Apartments

A well-supported performance story - clear YoY growth in ADR and RevPAR, improving LOS, and strong guest sentiment across several review platforms. A smart partnership model enhances the guest experience while maintaining operational focus, supported by a seamless, tech-enabled and increasingly sustainable approach. Clear investment in brand awareness, ESG commitments and strategic expansion plans demonstrates a forward-thinking business committed to continuous improvement and long-term success.

- Hybrid Resi

Strong commercial discipline and a clear operating model. Great to see standardised processes and tech-enabled delivery are presented as core to how the business runs, not bolt-ons. I was particularly impressed by the company's ability to scale rapidly while maintaining strong profitability, high occupancy, and exceptional guest satisfaction.

- Mansley Serviced Apartments

A real commitment to guest experience comes through, and the multiple TripAdvisor Travellers' Choice awards help show this is consistent across more than one asset. Investment in people through the Mansley Difference training programme, alongside directly employed teams, fosters a strong culture of ownership, responsibility and ESG commitment. This people-led approach drives continuous improvement, delivering a consistently outstanding, responsible and detail-driven guest experience.

- STAY Camden

Exceptionally strong commercial and marketing evidence - near capacity occupancy over multiple years, standout GRI, and a very convincing ramp in direct bookings after the Oct 2025 engine launch, backed by improved website conversion. A clear focus on continuous improvement, supported by smart technology and insight-led enhancements, ensures a consistently high-performing guest experience.

- The Gresham Aparthotel

Guest experience is clearly a core strength - sustained, independently recognised TripAdvisor performance and very high Booking.com review volume. The submission highlights consistently strong guest satisfaction, proactive local partnerships, and a balanced short/long stay profile, alongside targeted initiatives such as loyalty activity, tailored in room offerings and dog-friendly suites to drive incremental revenue.

- The Residence

The Residence delivers an exceptional, highly personalised guest experience. A strong culture of feedback and continuous improvement underpins consistently high satisfaction and loyalty. The ESG story lands really well - clear, quantified Planet Mark-aligned reporting with a defined period, alongside strong multi-site trading performance in a tough London market.

Winner

- **Supercity Aparthotels**

This is a very mature, well-evidenced submission - strong STR benchmarking, robust satisfaction measurement (including property-level scoring), and impressive delivery on system upgrades. The business shows clear strategic momentum, supported by scalable systems investment and a focused long-stay proposition. The submission is strengthened by strong brand and distribution performance, credible partnerships, and a values-led culture with robust ESG and governance credentials.

Best operator 201+ units

Shortlisted

- **Adina Apartments**

The entry effectively balances commercial discipline with innovative amenities and strong ESG integration, positioning the operator as a strategic leader in the serviced apartment sector. Guest satisfaction is well evidenced through strong reviews, reflecting reliable service standards and a product well suited to both corporate and leisure guests.

- **Blue Orchid Hospitality**

Blue Orchid Hospitality showcases market-leading performance, exceptional guest recognition through multiple awards, and innovative city integrated experiences. They demonstrate strategic growth through targeted London expansions. ESG narrative is excellent and clearly articulated, showing committed investment in central London and meaningful community engagement and support.

- **City Pop**

Excellent application showcasing a strong and growing business. Performance metrics demonstrate a strong trend underpinned by broad marketing presence and good levels of customer satisfaction. Its combination of high guest satisfaction, strong direct-booking performance, and disciplined growth suggests a well-managed operator delivering quality consistently across an expanding portfolio.

- **Cityus - Highly Commended**

Cityus's use of the Entrepreneurial Operating System (EOS) has created a strong foundation for much of the success they have shared in their application. Specifically, this has been evident in their marketing strategies, with incredible growth in organic users and, in particular, in their LinkedIn followers. Customer experience clearly an important factor for the business, reflected in excellent customer ratings. Growth story is good and ESG credentials excellent.

- **Frasers Hospitality**

Frasers Hospitality delivers a mature, global-scale application that emphasises resilient market-share gains, strategic academic-tech partnerships, and robust ESG frameworks, such as SBTi-aligned net-zero targets. They showcase consistent guest satisfaction through positive mentions and disciplined growth across Asia Pacific gateways. Overall, the submission reflects a stable, well-managed global operator.

- **Urban Rest**

Application paints a strong picture of a business in excellent health. Revenue performance is robust and growing, with new assets and geographies being incorporated. The strength of Urban Rest's sales team is clear in their ability to generate a large share of the company's revenue directly. This is even more impressive, given that individual markets are in charge of setting their own benchmarks.

- **Viridian Apartments**

Good quality, data-led application that demonstrates Viridian's strengths across commercial performance, guest experience and responsible growth. Viridian Apartments showcases superior rate performance, market outperformance in ADR and RevPAR, and innovative guest tech like Duve for rapid response times. Its targeted growth, award-winning marketing, and practical ESG actions further underscore operational excellence and forward-thinking leadership.

Winner

- **Staycity Group**

Staycity Group demonstrates impressive scale and disciplined growth, supported by solid occupancy, revenue, and EBITDA performance across a large European portfolio. The application is further strengthened by strong guest satisfaction, distinctive brand development, and a clear commitment to sustainability and long-term expansion. Increasing geographical presence, developing and evolving brands driving strong recognition across the market.

Best interior design

Shortlisted

- **A by Adina Vienna**

The design responds intelligently to the constraints of the Danubeflats Tower, particularly the irregular geometry, translating these challenges into unique room layouts and enhanced guest experience. Public and private spaces are aligned in concept, creating a unified and recognisable identity.

- **Base Geneva**

Base Aparthotels Geneva successfully delivers a clear and consistent interpretation of its brand, combining modern design, operational efficiency, and a strong focus on long-stay comfort. The project demonstrates how a well-integrated approach, linking design, technology, and in-house development, can create a cohesive and functional hospitality product.

- **Bob W Kamppi**

The design demonstrates a confident approach in retaining and celebrating the existing architectural fabric, while introducing warm, human centric interventions that enhance comfort and usability. This balance between raw structure and refined interior creates a distinctive and memorable spatial experience.

- **Citadines Canal Amsterdam**

Citadines Canal Amsterdam represents a successful transformation of a historic property into a contemporary aparthotel that remains deeply connected to its origins. Through a thoughtful design approach, the project balances heritage preservation with modern functionality, creating a distinctive and contextually rich guest experience.

- **Teatro Luxury Apartments Firenze by Starhotels Collezione**

Teatro Luxury Apartments Firenze – Starhotels Collezione represents a considered synthesis of heritage, contemporary design, and evolving hospitality models. Through the adaptive reuse of a historic theatre, the project not only preserves a significant cultural asset but reinterprets it as a modern, liveable environment tailored to long-stay urban living.

- **The Architect by Corporate Housing Factory**

A wonderful historic repositioning with modern, sustainability updates - not an easy task when retrofitting. Clean geometries and neutral material palettes create a calm, professional atmosphere. It's certainly a distinctive project! I look forward to seeing this property put forward again next year once it's opened.

Winner

- Claridge House by SLO

The interiors at Claridge House are elegant and calm, with simple materials and balanced proportions. Timber flooring and bespoke furniture create a strong sense of quality. The layout is clear. Soft lighting adds warmth and comfort to the space.

Best architecture/exterior design

Shortlisted

- Base Geneva

An impressively energy-efficient building that successfully balances environmental ambition with outstanding user comfort and operational clarity, delivering a thoughtful and well-resolved piece of architecture. The external design is simple and modern, with a practical building form that helps control costs and construction. The façade uses high-performance materials and shading to improve energy efficiency and comfort.

Winner

- The July Victoria

The July Victoria Aparthotel demonstrates a well-considered, context-sensitive transformation, characterised by refined detailing, balanced proportions, and a coherent material strategy, contributing to a well-resolved façade composition. It's clearly popular with its guests.

Best use of social media

Shortlisted

- Base Aparthotels

Good coverage across different channels with a clear understanding of the type of content that's relevant to each audience. It would be useful to learn more about the strategy behind the activity, as well as additional metrics beyond engagement stats.

- Maison Privée

Effective use of a centralised communication platform to manage all social media enquiries in one place. This will be key as the company prepares to scale, and I look forward to seeing how the partnership with Knowledge Economic City in Madinah will further boost Maison Privée's reputation and brand awareness.

- Monarch House Serviced Apartments

I appreciated the inclusion of key performance statistics in this entry; it helped to provide a picture of the role social media plays in commercial activity. For a small team and independent property, Monarch House should be really proud of its achievements. Keep up the fab work!

- RelocateU

This submission provided some great examples of distinctive content, blending humour and unusual hooks to make ESG a more digestible topic. For future entries, I'd like to see a greater focus on B2C channels and content.

- Section L

A great submission with a concisely-written content strategy - and one that gives Section L a distinct online presence. The supporting document brought the whole entry to life, and I particularly enjoyed seeing staff-led content feature prominently. Please re-enter next year!

- The Residence

A broad presence across a variety of different platforms, and the only entrant to mention its use of Google Business Profile. This was an incredibly well-thought out submission - please include some actual figures to boost entry.

Winner

- Roomzzz

Roomzzz provided some of the most comprehensive answers in this category, clearly showing the impact of social media campaigns on audience growth, conversions and revenue. Well done!

Best marketing/branding campaign

Shortlisted

- Base Aparthotels - Rebrand

Base Aparthotels' rebrand has certainly improved the company's visibility. It would be useful to know the timelines of the rollout, so metrics can be understood in context. I enjoy the personalised touches of the revamped website.

- Checkin Apartments - Every Step of the Stay

A great campaign, resulting in a tight and well-scripted brand video. Supporting documents are comprehensive, clearly showing the strategy, behind-the-scenes shots, finished product, and marketing results. Effective use of repurposed materials too. Bravo team!

- Cheval Collection - Launch of Cheval DISCOVERY

The objectives of this campaign were well and truly met - brilliant results. The phased execution relied on input from several team members at central office and individual properties, evidently contributing to the success of the campaign. A worthy contender.

- Monarch House Serviced Apartments - Market repositioning

A huge amount of effort has gone into the repositioning of Monarch House, and for some of this work to be executed in-house is impressive. The team have done a great job of putting Monarch House on the map in a very competitive market.

- Section L - From a Booking Website to a Belonging Engine

The addition of personified city maps on Section L's website is a fantastic idea, while also giving the company's local partners further exposure. Gamifying the website has led to strong engagement and conversion levels, introducing a layer of interactivity and immersion for guests.

- SilverDoor – Your World Handled with Care Christmas Campaign

This was a creative take on an annual campaign, and I liked how the digital experience was bridged with the physical. I appreciated the detailed brief of objectives, sharing specific targets. Congratulations on yet another successful marketing campaign!

Winner

- PREMIER SUITES - Your Time Unrushed

A creative campaign to capture demand during the typically quieter winter months. Strategy and execution was far-ranging with brilliant attention to detail. This entry was also super well-supported with evidence.

Best flex rental operator

Shortlisted

- Landing

Landing is clearly a trusted and versatile operator and their Homes for Healing program is very admirable. This is a concisely written entry and would benefit from supporting evidence in the future.

- Monarch House Serviced Apartments

Monarch House serves a range of different guest profiles across varying lengths of stay. The addition of a new product tier that's currently in development will help to broaden the property's appeal, supported by a clear-cut marketing and distribution strategy.

- Sentral

I'm really impressed as to how Sentral have integrated technology to improve their guest experience and how the marketing of each asset is unique based on its location and demographic. They have also successfully integrated all three types of bookings into an online booking platform, and adopted a hotel-style uniformity of accommodation delivery. This application probably would have probably scored higher if hard KPIs were provided.

- Urban Rest

A very well-established operator with a diversified global portfolio. The addition of HMAs has allowed Urban Rest to unlock inventory with new partners. The company's sales and reservations team has also done a stellar job of capturing a hefty chunk of total revenue. I look forward to seeing Urban Rest continue to grow.

Winner

- City Pop

This is an intelligent overlay of a new letting class onto an existing product, delivering an impressive occupancy rate across the portfolio by mixing up rental tenures. City Pop 2NIGHT have successfully delivered affordable, flexible and functional product in central city locations, which is not an easy feat.

Innovative use of technology

Shortlisted

- Athena by OWL

Athena turns complex coordination into one system. This is improving reliability, speed, and operations load without having to add staff. The workflows are clearly presented and the business value demonstrated. The application would have been strengthened through the inclusion of a specific customer case study or illustration of the specific value achieved through the use of the platform.

- D3x

The solutions solves the fragmented guest communication challenge. D3x turns guest messages into actions, resolving requests instantly without adding work for staff. Has seen success from this and a clear road map for the future. It would have been helpful to understand the effort undertaken to ensure a continually higher proportion of requests being handles automatically, rather than requiring human intervention.

-
- **Maic**
A practical, well-executed operating platform that removes real admin pain in serviced apartments, with especially strong impact on arrivals and reporting. It has a clear roadmap for enhancements. It would have been helpful to include screenshots of the operator workflows, rather than just the guest experience / interface. It would also be useful to know if it has been deployed across multiple customers.
 - **Mews - Smart Tips**
An AI-driven guest insight feature embedded directly into the PMS that transforms fragmented data into instant, actionable context. To enable all front-office staff to be "smart" and offer personalised service is a compelling enhancement. The future roadmap could have been more specific and tied to user feedback.
 - **PriceLabs**
A hybrid revenue engine that combines hotel and short-term rental data into one configurable pricing platform, enabling aparthotels to optimise revenue across all stay lengths without manual effort. The entry was enhanced by customer references, and with a good roadmap.
 - **res:harmonics from Software Answers**
A compelling end-to-end solution solving for mixed-use property management, with both operator and guest capabilities. A relevant road-map for future enhancements, though more specificity would have been appreciated.

Winner

- **AltoVita**
By embedding AI and full booking workflows directly into Outlook and a guest-centric mobile app, AltoVita reimagines corporate accommodation around how people work and travel. The applicant has considered all users and developed powerful solutions to enhance each of the relevant stakeholders in the complex corporate housing / relocation market.

Best travel and accommodation partner

Shortlisted

- **Checkin Apartments**
This submission reads as a strong annual client review, clearly outlining operational stability and a solid range of annual achievements. It demonstrates a great deal of activity and consistency, reflecting a company that is dependable and well run. Slightly traditional in innovation but highly reliable overall.
- **Formula Group**
This submission effectively demonstrates a strong depth of knowledge and experience. Operating in complex regions such as India and Asia, Formula Group shows a clear understanding of local nuances and regional differences, while consistently delivering solutions that meet client needs. Very strong ESG credentials. Innovation remains service-led rather than tech-driven.
- **RelocateU**
A clear and well-structured submission that articulates a strong end-to-end proposition, integrating technology, sustainability, and personalised service. The focus on transparency, cost efficiency, environmental impact, and ESG values is credible and well aligned with industry priorities. Absence of specific examples or hard metrics which limits the entry.
- **ReloQuest**
Forward-thinking and technology-driven, with a clear focus on delighting clients while fostering strong partnerships and collaboration. Lacks independent proof and detailed case evidence, which limits scoring in service and ESG. Overall, a strong submission.

- YOSAA

Submission clearly articulates YOSAA's strength as a single, unified solution for European corporate housing. The ability to remove complexity, drive cost efficiencies, and deliver consistent service across multiple locations is well conveyed and represents a compelling value proposition. Lacks scale evidence and structured ESG measurement.

Winner

- AltoVita

Submission presents a forward-thinking organisation with a clear focus on future development. It demonstrates a strong ambition to leverage technology to enhance the user experience and shows that partnership and collaboration with clients are central to their approach. Clear category leader with strong enterprise adoption, measurable outcomes and advanced platform innovation. Most complete and balanced entry.

ESG award - operator or property

Shortlisted

- Claridge House by SLO

Congratulations. It is great to see an owner invest in transforming historic assets. Clear ESG accountability across all levels, clearly supported by detailed measurement of energy performance and one of the rare operators committing to net zero. It has been an impressive start. Please come back next year to demonstrate operational performance over time.

- Bob W

Bob W demonstrates its transparent and ambitious leadership in delivering sustainable hospitality assets and operations. The submission - and publicly available reporting - provides comprehensive ESG performance data, and demonstrates a commitment to continuous improvement, with the support of third party audits, certifications and bespoke in-house tools (such as LEGIT). It would be great to have more detail around the net zero target.

- Frasers Hospitality EMEA

Huge wide-ranging efforts, has signed up to SBTi. They have a substantial portfolio so their efforts are impressive. At property level they are setting good examples and also target certifications for framework and guidance. Targeting 100 per cent owned properties achieve green certifications.

- The Residence

The submission provided comprehensive and transparent reporting of ESG performance, with the support of third-party carbon footprint measurement and certification of carbon reductions. Keep measuring. It would be good to understand where they are on decarbonisation journey and more examples of operational initiatives at property level.

Winner

- The July

Great to see another operator embracing the challenge to deliver more sustainable assets and operations. The submission provided comprehensive and transparent reporting of ESG performance, and commitment to science-based targets, with the support of third party audits, certifications and consultancies. All hotels are BREEAM-certified as they have opened all-electric hotel in Victoria and planning to roll out in other cities. It would be great to have some customer feedback, and information on executive remuneration and gender pay gap too.

ESG award - supplier or service provider

Shortlisted

- Clean the World

A strong application and a business focused on impact, providing good evidence of results. Great work with its sister organisation to create hygiene kits and address hygiene poverty. The reporting platform is a valuable tool for you and your clients. It would be helpful to see supporting evidence on carbon reporting, and governance.

- Hostify

A well-meaning business with good efforts to minimise waste and focus on recycling for events. Please provide more supporting evidence (including metrics) on ESG performance i.e. carbon footprint and reduction strategies, social impact etc.

Winner

- RelocateU

It's great to see a strong and well-developed ESG framework, with a clear commitment to helping the serviced accommodation industry operate in a more sustainable way. It would be interesting to have more evidence of EDI and governance standards within RelocateU, as well as facts about what it has achieved so far in the three years it has been tracking carbon reductions.



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