



SERVICED APARTMENT AWARDS 2024

Judges Report

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Welcome

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

For 2024 and to reflect the changing landscape, we refreshed the criteria across all award categories to make sure we're recognising the very latest achievements and innovations. As ever, the standard is high and there are some absolutely superb winners this year.

We have also introduced a number of new categories this year - including the coveted Team of the Year award.

Of the 19 awards: 15 categories are judged independently by a panel of industry experts, and 3 are voted for by readers of Serviced Apartment News.

One award - 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, 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.



Chris Bown

Hotel Analyst

Chris is deputy editor of Hotel Analyst, the newsletter for the global hotel investment community. The title is designed to understand, as well as report, the sector's news and features through daily, weekly and bimonthly editions. Chris has been commentating on international real estate for more than 20 years, and led the editorial team at the MIPIM international property conference. He holds a Manchester MBA, and has advised major corporations on everything from issues management to Stock Market announcements. Today, alongside Hotel Analyst, he contributes to London Planning Analyst, and City AM.



Catherine Chetwynd

Freelance Journalist

Catherine Chetwynd has written about business travel for more than 30 years and the serviced apartment sector for just over a decade. She takes great pride in being closely involved with such a dynamic sector and will celebrate noisily on reaching 100,000 words on the subject.



Neil Davies

Neil Davies Architects

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

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

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

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

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



Carol Fergus

Fidelity International

Carol Fergus is an experienced global travel manager with a demonstrated history of working in the financial services industry, is skilled in negotiating in and managing a number of travel related categories. Carol, a strong operations professional, is extremely inclusive with her global team and supplier partners. A former ITM board director, she graduated with an MSc Facilities Management at Westminster University and CIPS qualified.



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.





Eloise Hanson

Editor, Serviced Apartment News

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.



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.



Katherine Le Quesne

HoCoSo

Katharine leads HoCoSo's collaboratively created solutions for next generation hospitality with a focus on markets undergoing explosive growth, regeneration or disruption. As a successful hands-on advisor, she has helped owners, operators, governments and funds to evolve and create value in the hospitality industry. Her career path combines experiences at Deloitte, Arthur Andersen, and JLL across Europe, the Middle East and North Africa and Asia Pacific.

With a particular expertise in strategic reviews, due diligence, development strategy, destination resort development, and financial feasibility, Katharine has worked extensively on luxury and lifestyle assets, new concepts and asset repositioning. She also undertakes litigation-related work, including acting as an Expert Witness. She is a committed educator and heads the first Resort Development programme at Glion Institute of Higher Education. She is also a regular speaker and moderator at industry events and an active writer on industry issues. She is devoted to using her talents well to make the world a little better. She also thrives on having an open house and spontaneous visitors. Katharine has lived in many different communities and cultures so she values diversity and speaks English, Mandarin Chinese and French.



Matt Lesniak

Conscious Coliving

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



Amy Nelson-Bennett

Positive Luxury

Amy is the CEO of Positive Luxury, the leading sustainability experts for the global luxury industry. Amy brings 25 years of global experience across business turnaround and transformation, brand and commercial strategy, digital commerce and communications and sustainability best practice gained across media, retail, and luxury goods. Most recently she led the successful turnaround of Molton Brown as CEO and president and joined PE-backed Clive Christian Group to modernise the brand and operations and deliver rapid growth. Amy has overall responsibility for the strategic direction of Positive Luxury. By championing a new definition of luxury that aligns the core principle of luxury and sustainability, she aims to accelerate the actions of the luxury industry and the collective positive impact it can make on nature and people.



Jane Pendlebury

HOSPA

Jane has worked with HOSPA (the Hospitality Professionals Association) for many years and has been CEO for eight years. HOSPA is a not-for-profit membership organisation for commercial leaders involved in finance, technology, revenue management and marketing alongside hospitality business owners and their representatives. Having gained a degree in hospitality management, Jane worked in both chain and independent hotels before becoming a supplier of technology to the industry. She is an enthusiastic supporter of hospitality businesses and the myriad of people who work within them. Jane likes to add her positive voice to promote the industry far and wide.



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 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.



Vedrana Riley

Ciel Capital

Vedrana is the founder and CEO of Ciel Capital, a principal, JV equity and asset management platform with a core focus on hospitality. Vedrana also co-founded Stow-Away, a design led aparthotel concept. The first Stow-Away will open in Lower Marsh, Waterloo in Summer 2018. Ciel is also redeveloping the former Methodist Central Hall in Birmingham into a 147-bed Unscripted by Dream Hotel Group with six F&B outlets and a 75-bed Stow-Away due to open late 2020.



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Vedrana covers a wide range of areas including asset management, finance structuring and modelling, fundraising and legals. Prior to Ciel, Vedrana was a corporate finance manager at Pacific Investments and managing director of IPIN Global Capital and BridgePoint Ventures UK Ltd.

Vedrana graduated with a first class degree at the Sorbonne, Paris, followed by a Masters degree in London, where she got a distinction. A French national who was born in the former Yugoslavia, Vedrana is fluent in five languages. Vedrana is a member of The Monopoly Network, The Hospitality Real Estate Group and the Hotel Property Network.



George Sell

Serviced Apartment News

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



Stephanie Smith

Hubbl

Stephanie started her property career in the late 1990s in the US multifamily market, working on behalf of high-profile institutional clients. Her career began in Denver, Colorado, before moving to the UK as the Build to Rent market was taking off eleven years ago, providing consultancy in the sales and marketing team for prop-tech supplier Yardi.

Stephanie made the move back into her long-time passion of living sector operations and asset management, launching the UK-based Atlas Residential portfolio before joining Invesco Real Estate in 2019, where her pan-European role as Director of Residential Asset Management and Operations spanned the UK and Europe with over 30 assets across seven countries.

Stephanie is currently engaged in specialist investment, operations, and asset management advisory for key clients within the living sector at Hubbl. She is also a founding member of the Research and Policy Committee in the Association for Rental Living (formerly the UKAA), and advocates for education and mentoring in the industry as part of the joint TPI/ARL Education Working Group. Stephanie has also recently been appointed as Chair for the Committee for equity, diversity and inclusion in The ARL.



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.



Paul Stevens

Short Term Rentalz

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



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.



Seán Worker

The Adapters

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



**SERVICED
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Best Operator 1 to 50 Units

Shortlisted

- **Cloud Apartments**

“Good growth since inception. The reviews are good, and performance KPIs excellent. This entry has clearly marked out their space with high levels of service to guests.”

- **Valore Property Services**

“Amazing financial performance, including the ability to secure such a big NHS contract. Will be interesting to see what their business on the books look like. Strong demonstrable pace of expansion.”

- **Urban Stay**

“This entrant has deployed some great partnerships and innovations to help guests make more of their stay. And their cornering of the market for pet lovers heading to the UK capital for their stay is impressive - dog lovers are, it seems, equally loyal to serviced apartment providers, as their dogs are to their masters.”

- **Wilton House Belfast**

“Great delivery from a business proving that it is possible to drive strong returns from a regional city market. This entrant has set out a clear, high profile and high quality approach to their market which appears to be paying dividends. It will be interesting to watch as they apply their business to a growing portfolio across the city.”

Winner

- **The Arc Collection**

“By setting out to match or beat the service levels delivered by local five star luxury hotels, this entrant has demonstrated a clear commitment to the best customer service. And its several metrics of customer satisfaction make it clear they are delivering on that aspiration. Their ability to deliver a relatively small scale shows that great service is possible, whatever the size of operation - and the results are evident.”

Best Operator 51 to 200 Units

Shortlisted

- **Hybrid Resi Serviced Apartments**

“The company has achieved remarkable growth, placing it in the peer group’s top quartile. They score relatively well on guest satisfaction, placing them above average in the peer group. The performance from the assets they manage is strong - not just from the top line (occupancy and ADR) but also in their ability to convert in excess of 50 per cent.”

- **Mansley Serviced Apartments**

“The company scores higher on guest satisfaction than its peers, and the company scores above average in KPIs compared to its peers as they have achieved significant growth in occupancy. The direct bookings standing at almost 40 per cent are impressive.”

- **Prague Days**

“Prague Days have scored around average on KPIs; on the other hand, they are one of the best in class in growth compared to its peers. Prague Days has led innovative initiatives such as their multiple storage locations. Their overall performance is going strong whilst keeping high levels of guest satisfaction. Well done!”

- **The Residence**

“Their focus on ESG, tech, operational efficiencies, guest experience as well as sales and marketing has allowed them to achieve brand recognition and strong sales growth (RevPAR growth of 20 per cent YoY and finishing the year ahead of budget).”

- **Urban Chic**

“Urban Chic has grown from strength to strength with an impressive rate growth across their portfolio. The team has developed a targeted marketing strategy to enable them to transition from a predominantly leisure-centric to a longer stay operator, allowing them to achieve the target of having a 70 per cent corporate client base.”

Winner

- **Destiny Scotland Apartments**

“Destiny Scotland Apartments recorded impressive operating performance, which ranks them in the top five per cent on the KPI section in the peer group. They offer limited services but do it well and have established partnerships with local businesses and suppliers in Edinburgh and Glasgow for F&B, car parking and tourist attractions, all of which complement and enhance the guest experience.”

Best Operator 201+ Units

Shortlisted

- **AKA Hotels+Hotel Residences**

“AKA’s growth prospects have improved over the last two years; AKA has expanded its footprint to successfully introduce new serviced residences in vibrant cities like West Palm Beach. The company is very active in community service, as well as in its ESG footprint and impact - sustainable measures should be further developed than they currently are.”

- **Blue Orchid Hospitality**

“Blue Orchid Hospitality increased its revenue from 25 of its key target markets, with some up to 45 since 2020. It was growing at a steady pace across all regions. Strong design ethos of the apartments and really good to see considered ancillary offerings such as yoga and padel. The future is bright for this owner occupier brand.”

- **Charles Hope**

“Charles Hope has impressive operating performance, ranking them as among the best in class on the KPI section. The company has a solid commitment to its values, providing flexible working arrangements to their workforce support to LGBTQ+ communities and collaboration with local charities.”

- **edyn**

“The company’s KPIs are also above average compared to its peers, as illustrated by its strong current and future operating performance. Strong company credentials and the publication of its first Impact report is useful - more detail would help improve scores.”

- **Frasers Hospitality**

"A diverse offering of apartments and presence in all big cities, with a strong operating performance. The ESG credentials are vague in this submission - as longstanding players in the market, they have a real ability to move the needle if they choose to do so."

- **The Ascott Limited**

"Ascott has strong growth prospects even though it is established and matured as one of the market leaders in the serviced apartment sector. The company scores exceptionally well in guest satisfaction compared to its peers."

- **Urban Rest**

"Strong brand that understands its target audience well. The company is among the best in the peer group regarding guest satisfaction. The company could improve brand awareness by leveraging high guest satisfaction and strong company values."

Winner

- **Roomzzz**

"Roomzzz shows above-average operating performance and growth prospects; they intend to open and operate more than 2,000 suites across 20 cities within the next five years. They have invested significantly in raising brand awareness through social media and marketing campaigns, and continues to build more energy efficient measures into its existing stock."

Best Property 1 to 20 Units

Shortlisted

- **Ayala 63 - The Arc Collection**

"Creative reuse of old buildings is good to see. It'd be great to see an improvement in their sustainability pledges from previous entries."

- **Hoge Duin - Corporate Housing Factory**

"One of the strongest marketing teams on this list, and a great example of making the absolute most of the tools available. The submission lacks detail in how Hoge Duin's eco friendly features reduce energy demand compared to building that doesn't have these features."

- **Kirchberg Garden Residences by Skyside**

"Light-filled contemporary apartments with communal landscaping look great. Their sustainability credentials could go further however, given their customer base."

- **MIZU House by Prague Days**

"A modern take on a classic Czech design. Great to see the discrete integration of technology into sensitively modernised old buildings. Well thought-out partnerships to maximise guest comfort in an inner city location."

- **Palacio Tirso De Molina - The Arc Collection**

"As with Ayala, Palacio Tirso De Molina is a sensitive remodelling of an historic building in the centre of Madrid. The brand could go further in reducing emissions and the impact of its operation. Its Booking.com reviews are amazing!"

- **Peterson House, Mayfair - Viridian Apartments**

"Rebranding is tough... but they have done it with flying colours whilst maintaining the values that made it's predecessor great. Brand awareness has been executed perfectly. ESG statement doesn't really explain how they are use the Sustainable Development Goals as defining principles."



- **The Residence at Kensington**

“Seeing their TikTok presence and focus on sustainability shows they are a dynamic organisation catering to the needs of the guest. Strong ESG ethos in working with Planet Mark to measure their emissions with a view to reducing them.”

Winner

- **Beyond Apartments, Fitzrovia**

“The environmental impact of the brand has been considered from the outset and informs the fitout and how it is maintained. A brand that sets a high benchmark for wellness tourism that takes its environmental impact seriously. Adjusting the toxicity of the room is so forward thinking and shows why this property has a bright future.”

Best Property 21 to 70 Units

Shortlisted

- **Charles Hope Southampton City**

“An impressive breadth of commitment to initiatives across the ESG agenda, that have not just local but international impact. A strong entry: the property has successfully achieved good year on year growth thanks to a good revenue management, sales and marketing strategy.”

- **CORU House by Prague Days**

Guest satisfaction is excellent, and the Year on Year growth for January and February is very encouraging! Particularly impressive on the ESG front is the innovation of reducing the carbon footprint of deliveries, a key issue missed by many businesses - well done.”

- **Home Southbank with Urban Rest**

“A great awards entry submission from a business that looks to have a clear focus on its mission and brand values, and these filter down through the whole product and all the services that go with it. Urban Rest is on path to delivering a best in class product offering with ESG, technology and well being at its core.”

- **Park Heights by Warren Collection**

“Great to see this new development in Malta make a positive impact from the start, setting high standards. The sales strategy seems to be yielding with high levels of occupancy being achieved shortly after opening. Guest satisfaction scores are generally good and I wish them good luck with their wider expansion plans!”

- **Wilton House Belfast**

“With barely a year in business, this entry has clearly made an impact in its local market. Most impressive is running at full occupancy, and maintaining a waiting list of guests! The conversion was executed with taste and the units are beautifully fitted out. There are limited reception and communal facilities. Despite the limited amenities, guests reviews are exceptional.”

Winner

- **Stay Kooook Bern Wankdorf**

“Of all the entries in this category, this entry provided the most comprehensive metrics for measuring customer satisfaction. Stay Kooook offers compact yet efficiently designed units which are well equipped. Guests satisfaction is excellent and the property performs strongly.”

Best Property 71+ Units

Shortlisted

- **Dao by Dorsett AMTD Singapore**

“Dylan and Debbie by the hotel team - Love these robots, very innovative and something different and fun for the guests. Being dynamic between stay length is important, and DAO have clearly done that very well. They could have shared more about their ESG focus.”

- **Roomzzz Edinburgh**

“Roomzzz is known in the industry for being a strong accommodations provider and this submission demonstrates their attention to detail, empathy and transparent understanding of their surroundings. In a very crowded market, to stand out is hard and Roomzzz do it very well.”

- **room2 Belfast**

“People, Planet and the Environment is instilled in their ethos, both with their employees and clients. Seeing their TikTok presence and numbers shows how the team are focusing on the future.”

- **room2 Chiswick**

“A good submission, strong company ESG values. Good description of the property, giving a welcoming feel. This property does sustainable without compromising guest experience.”

- **Staybridge Suites Brighton**

“Partnering with companies like Too Good To Go is great and bodes well for this company backed by a great organisation with great values. The entry wasn’t verbally picturesque which can be improved.”

- **Tower Suites by Blue Orchid Hospitality**

“A great submission. Their charitable and ESG support stands out, and the description of their accommodation makes you think modern, simplistic, home from home easy and comfortable living. The leadership team have great values, and allows the team to capitalise on the great performance of the property in a central location.”

Winner

- **PREMIER SUITES Amsterdam**

“A strong submission - loved the description of the building, an hourglass shape. It provided imagery of being bright, light and modern. The particular focus on green guest stays is really important and Premier Suites are leading the line very well on that front.”

Best Architecture/Exterior Design

Shortlisted

- **Fraser Residence River Promenade, Singapore**

“A notable high-end hospitality look and feel set within a residential destination. The apartments themselves keep a low profile, tucked away unobtrusively within the landscape between the river and their high-rise neighbours. I love that the old buildings are retained and utilised for guest Front of House spaces.”

Winner

- **Kirchberg Garden Residences by Skyside**

"I think these buildings are brilliant contribution to the streetscape. The architect of these twin buildings is to be commended. The use of materials, including copper roofs, add to the sense of luxury. There is an unusually high focus on peace and quiet, achieved through the design – both internal and external sounds are dampened to bring tranquillity to residents."

Best Interior Design

Shortlisted

- **Cheval Hyde Park Gate**

"Meticulous attention to detail. The design responds to the historic nature of the site whilst offering a modern space. This project sets the luxury bar high with well appointed and beautiful interiors to offer guests respite from the clamour of city life."

- **Roomzzz Edinburgh**

"Seamless deployment of well considered brand guidelines, whilst also allowing for some local variation. These guys know their guest! Communal areas introduce biophilia and 'instagram' spaces with comfortable and relaxed seating for leisure time sitting comfortably alongside more 'work' type zones. Guest experience is further enhanced with smart technology."

- **Stay Kooook Bern Wankdorf**

"Very evident there must have been a clear brand and product vision from the very inception of the project - it's visible across all touch points and sets the brand apart from its competitors with a unique story. The apartments are well appointed and shared spaces are carefully conceived to encourage a dwell time."

- **The Denizen Taipei**

"The quality of the brand, and in particular, the sophisticated material palette elevates this project above its peers. The rooms appear to have good balance of practical and 'star' pieces. I love the multipurpose kitchen island/work desk, an extremely clever idea."

- **The Julius Prague**

"Sleek, seductive and beautiful. Bringing forward an elegant scheme that responds to the need of the discerning traveller. The end result is simply gorgeous. I am particularly impressed by the Timber panelling, built in furniture and soft furnishings choices."

- **The Zipper Düsseldorf**

"Bold, contemporary, textured interiors with well considered details and additions. The interior elevate this scheme to a new level offering aspirational spaces that encourage relaxation and enjoyment. The tactile design make you want to touch the differing textures and explore the scheme."

- **Viridian Apartments**

"The properties are well appointed, reflecting their locations and creating a comfortable and relaxing environment for guests to enjoy. Great next step for the brand on its journey - clear that the building blocks are now in place to allow it grow from strength to strength."

Winner

- **room2 Belfast**

“What Lamington have created with Room2 in Belfast is nothing short of exceptional. From the active and welcoming ground floor spaces, to the unique suites, the groups ethos and style is evident across all touch points. The ESG credentials on this scheme are obvious and the overall affect surprising.”

Best Marketing/Branding Campaign

Shortlisted

- **AltoVita: Events That Connect!**

“AltoVita set itself a tough goal to organise two summits for different audiences, aiming to engage buyers at one and operators and tech companies at the other. In both cases, AltoVita aimed to attract new clients/operators and achieved the deserved ROI. Thank you for all of the supporting evidence and assets that were shared.”

- **Cheval Collection - Spin The Wheel - Christmas Campaign**

“Cheval’s annual Christmas competition Spin the Wheel was an online game devised to expand its database of contacts and raise brand awareness. A strong conversion from over 15,000 spins took place during the game, converting 6,200 new contacts to the database - well done.”

- **Maison Privee**

“Maison Privée carefully targeted its campaign to reach property owners in Dubai to become their first choice for property management services. It took a targeted approach, choosing one radio station and carefully chosen slots, particularly business breakfast, to ensure best exposure to the target audience. In short, the campaign achieved its objectives.”

- **Mansley Serviced Apartments - Black Friday Campaign**

“To give an upmarket, seductive feel to the campaign, Mansley used an atmospheric montage of stock images, desaturated to monochrome, showing romance, atmosphere and abstracts, but none of the organisation’s apartments. The campaign way exceeded market averages and increased brand exposure.”

- **Rebranding of Wilde by Staycity**

“Appreciate all the creative assets Staycity shared to bring this entry to life. Oscar Wilde’s creativity inspired the brand, and the photography, illustrations, drawings and typography are distributed throughout Wilde’s space giving maximum visibility of the brand’s ethos, individuality and creativity. A video with a blank verse voiceover conveys the messages excellently and was edited for use on TikTok, YouTube, Instagram and Stories; it conveys beauty in the everyday.”

- **room2 Belfast opening campaign**

“The campaign generated two million online views within two months of the launch, 80 items of press coverage, top position on TripAdvisor within six weeks of opening and more. The campaign was a measurable success.”

- **3Sixty**

“3Sixty’s relaunch at the 2022 GBTA conference included dynamic activity such as a Tom Cruise impersonator to coincide with the release of Top Gun: Maverick, a video clearly explaining 3Sixty’s easy to use website, and QR code leading to the new website backed by a handout with statistics. The results of this physical, digital and interactive approach are testimony to its success.”

Winner

- **Rebrand of Flying Butler to Viridian Apartments**

“Very solid results shared. The launch was comprehensive in breadth and depth, reaching agents, leisure and corporate guests and bookers, suppliers and landlords, through video, email, digital, social and more. And it worked – response to the new logo and manifesto were warm and positive.”

Best use of Social Media

Shortlisted

- **Maison Privee**

“A description of specific examples (eg. content, campaign) would help to boost scores for this entry. The foundations are there to improve scores next year. Overall a good effort to drive conversions across the end to end customer journey.”

- **NUMA Group**

“Pleased to read how these campaigns have amplified your brand presence and also yielded tangible results in driving conversions and growing your user base. It would be useful to see other examples of social media posts across different channels and not solely B2C campaigns.”

- **OWL**

“A good entry with a lot of thought into maximising social media presence with relevant content. It would be useful to see evidence of conversion efforts - a metric has been provided, although with no supporting stats. Social presence and relevant content is strong, whereby further details across other criteria would help boost this entry eg. consider providing examples of campaigns across different social media channels and not solely LinkedIn.”

- **SilverDoor**

“Well done for an impressive showcase of the use of social media at SilverDoor with a high-touch, human service evidenced. A detailed entry, however please ensure the written entry meets the criteria eg. Social presence - while top line strategy was highlighted, no written description of how different social media channels were used. Supporting attachments helped in this instance.”

- **The Residence**

“Good descriptions of how different social media channels are leveraged for different B2C and B2B purposes. Further marks would've been awarded if evidence of engagement, conversion metrics etc were provided. Impressive to see the activities and great to see all of the assets provided.”

Winner

- **Staycity Aparthotels**

“Well done on a solid submission. Great, detailed entry on conversion efforts. The submission for the content and campaign criterion could have been expanded to include B2B social media campaigns which would have helped boost scores even further.”

Best Flex Rental Operator

Shortlisted

- **Donnini Apartments**

“Donnini takes proactive measures to ensure tenant satisfaction and safeguard the investments of their property owners. They often support local charities and community organisations through events and volunteering. Room for improvement in regards to creativity, innovation, design and marketing/branding.”

- **Feel Group**

“The company lays out a detailed set of KPIs and promotes its properties and services effectively across social media. The business is on a strong growth trajectory, not just in its core market in Europe, but also reflecting its expansion into exciting new markets such as South America. They have a solid ESG strategy that helps to elevate their customer experience and brand loyalty.”

- **Landing**

“Landing has adapted its offer over the years to cater to the flexibility, affordability and convenience many urban dwellers and digital nomads seek today. Smart partnerships, great interiors, strong branding, relevant products and successful business results to back it all it up.”

- **Mint House**

“This company has a track record of delivering solid results, including new properties within its brand portfolio outperforming competitors in terms of RevPAR rates. Virtual check-ins, security checks, grocery deliveries and paid parking can all be managed through one guest app. This will only help to lead to more repeat bookings for the future.”

- **Rove Travel**

“A clear leader in the US luxury furnished rentals sector, Rove has the results to prove it as well. They have strong marketing and distribution strategies and provide relevant amenities and services for their target group and strong returns for their property partners.”

Winner

- **Urban Rest**

“This company has put forward the standout entry in this category. Across the short-term rental, extended stay, boutique hotel and BTR segments, this business is continuing to diversify its portfolio and locations. Their sleek interior design and amenities reflect the needs and desires of their target audience.”

Innovative use of Technology

Shortlisted

- **AltoVita**

“Great use of new technology creating a system to simplify the whole booking process. They have achieved impressive results and actively focused on the user experience loops including hackathons. It would have been helpful to highlight how they are exploiting AI.”

- **Charles Hope**

“Some great examples of good use of technology in this entry. The vision of the technology team is clearly thought out and implemented. Instead of attempting to build in-house tech, Charles Hope selected a family of apps with API interfaces to build the ecosystem to service their team and client base. This approach is refreshingly honest.”

- **Duve**

"A good, clear entry offering clear advantages to the operator and the guest. The supporting information certainly backs up the applicants claims. The enhancements look super promising too."

- **ReloQuest**

"A neat piece of software offering some great benefits to both the operator and the guests. This is a great product and appears to be close to maturity, but in relative terms to others, they appear to be maintaining and adapting rather than innovating which conflicts with the title of this category."

- **SilverDoor - Carbon Calculator**

"I enjoyed reading this entry - the simplicity of the solution addressing an important issue appealed to me! SilverDoor continues to focus on user-centric problems and their platform is widely regarded. The submission lacked depth and evidence to address the questions in this category."

- **The Ascott Limited - Cubby**

"I liked the use of new technologies. The deployment across the group is impressive and just seems to work well! Impressive and well structured."

Winner

- **Like Magic**

"A succinct entry that seemed to tick a lot of boxes! Like Magic's team have taken a fresh look at the problems that others appear to have missed. Its simple and easy for the user and employee to engage, and the company is scaling fast because of its mobile-first perspective."

Best Intermediary

Shortlisted

- **Check-in London**

"This operator provides a thoughtful, hands-on service to ensure good relations with both suppliers and clients. Ongoing communication is well planned and executed, reassuring all parties. Virtual site inspections contribute to the feeling of a personal service. Great processes and benefits have been put in place for their staff. This truly shows a caring company."

- **OWL**

"The submission shows an 'all are welcome' approach to OWL's services, accommodation, technology and ESG. The company's technology provides clarity and efficiency of booking to clients, and direct communication between travellers and accommodation providers allows for better relationships."

- **ReloQuest**

"ReloQuest is an organisation that works with flexibility and an open mind - they are forward thinking. They have demonstrated that their employees and clients are a joined up community and they seek to redesign and create operating models that will help reduce expenses and maximise value. ReloQuest questions and self-questions at every turn to operate to high standards."

- **SilverDoor**

"SilverDoor has created two technology solutions to answer to clients' needs and continues to invest in its people and suppliers as well. Sustainability is at the heart of what they do such as introducing the Carbon Calculator, alongside their many accreditations. A strong submission."



- **3Sixty**

“A great submission, demonstrating their development of innovative technology, providing a seamless, user friendly experience and approach. I particularly liked the insurance cover, new to the industry. A really well run organisation, and the ability to provide a huge amount of accommodation on a handbrake turn for a company whose supplier had gone out of business is testimony to this.”

Winner

- **AltoVita**

“Forward thinking and user friendly technology. For a tech company like AltoVita to win a global account the size of PwC is a massive achievement; this is testimony to the organisation’s service and technology standards. Their sustainability credentials are a clear focus, based on the steps they are taking and showcased by the many ESG associations they subscribe to eg. Eco Vadis.”

ESG award - Operator or Property

Shortlisted

- **Beechurst Serviced Apartments**

“Beechurst packs a punch as a small business. It has structured itself as a purpose-led business from the outset. Difficult to implement energy efficiency in old period properties but they have demonstrated that this is possible by removing gas, using solar for water etc. Very strong potential for the business it will be useful to see how they scale up.”

- **Capri by Fraser - Brisbane**

“Capri by Frasers is seeking to improve its sustainability performance by investing in tools, people and asset/operational processes. It would be great to hear more about the metrics/performance to support their comments regarding environmental and social impact. Water consumption efforts are impressive. Guest engagement is positive.”

- **Mansley Serviced Apartments**

“Mansley Group has been working on delivering an operational carbon reduction strategy. Good annual evidence was provided both in its submission and on its website. They are top at data measurement. Impressive assessment of Scope 1,2,3 emissions but what is missing is the benchmarking - how do the emissions compare to targets and benchmarks?”

- **Oakwood Hotel & Residence Sri Racha**

“Oakwood Sri Racha is using investment in people, community and equipment to have a positive impact on the local population of Sriracha and the planet. They have also created creative and thoughtful solutions to reduce waste, water and energy emissions. What is the result of assessing emission on the environmental property tracking system?”

- **The Ascott Limited**

“Ascott has comprehensive ESG programme that is well-invested and supported across all levels of the organisation. They are delivering on their strategy and are tackling both operational and embodied carbon (although details of the latter are limited). Would need to understand how their achievements in reducing water and carbon intensity compare to their goals.”

Winner

- **room2 Belfast**

“room2 has a track record of delivering measurable and market-leading ESG impact. Clear understanding of the need to implement efficiency programmes onsite rather than going via the carbon offset route. Evidence was reasonably robust but metrics were limited due to its lack of operating data; hence group-wide metrics were referred to. Governance insights were also limited. Please come back next year with more data/evidence.”

ESG award - Supplier or Service Provider

Shortlisted

- **Well & Good Professional Services**

“All initiatives sound inspiring and scores would have benefitted substantially from evidentiary material. The business is missing an opportunity, and it should really ramp up the ESG aspects of its services on its website.”

- **JB Stays**

“Congratulations on your successes and growth as a young business. ESG work is currently in its very early stages. Look beyond just environmental factors to develop cohesive governance (the ISO work will be a sound foundation). It would help to hear more about team initiatives too.”

Winner

- **Hostify**

“Hostify is saying all the right things, and from reading the submission there is clearly an understanding of the topics on which the business needs to focus. It would have been beneficial to understand some of their case studies on initiatives and to see some anonymised supporting data.”

Rising Star

Shortlisted

- Victoria Curley, Roomzzz
- Mark Docherty, The Warren Collection
- Yehison Zapata, Viridian Apartments
- Elena Barone, Staybridge Suites Brighton

Winner

- **Eliza Komarova, PREMIER SUITES Dublin**

Industry Inspiration

Shortlisted

- *Darin Karp, ReloQuest*
- *Eu Chin Fen, Frasers Hospitality*
- *Steve Lowy, The Residence Apartments*
- *Ryan Rivett, My Place Hotels of America*

Winner

- **Siew Kim Beh, CapitaLand Investment/The Ascott Limited**
-

Team of the Year

Shortlisted

- *At Home Switzerland*
- *The Apartment Network*
- *Prague Days*
- *Corporate Housing Factory*
- *Roomzzz – sales team*
- *PREMIER SUITES – global sales team*
- *Hybrid Resi Serviced Apartments*
- *OrbiRelo (Ariosi Group)*
- *SITU*

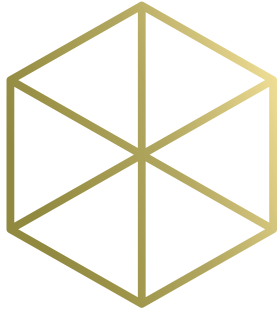
Winner

- **The Residence Apartments**
-

Outstanding Achievement

Winner

- **Mimi Oliver, CEO, WaterWalk**
“Since 2021, Mimi has spearheaded the development of her family’s US-based flexible lodging brand WaterWalk, executing the vision of her late grandfather Jack DeBoer. Most notably, in April 2024 she oversaw the brand’s strategic partnership with Wyndham, the largest hotel franchisor by number of properties worldwide.”



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