

## ONLINE APPLICATION FOR THE HOTEL PROPERTY AWARD 2019

### INFORMATION FOR COMPLETING THE ONLINE FORM

Please first read the instructions before preparing the necessary documents and then starting the entry process. Once you have registered by entering your name, your e-mail address and address data regarding **the submitting company and the hotel** (section 3-4) in the application tool, you may start with the submission process ("**new entry**" button). Once you have registered, you will receive an **e-mail confirming your registration** and asking you to confirm your e-mail address. You will also receive a link to the application tool, which will allow you to log in there again at any time and to continue your application, as well as to review, edit or print your submissions.

Please note that none of the information will be saved unless you click on the "**Speichern und weiter / Save and continue**" button at the bottom of the form pages. For this to work, all boxes in the form that are marked with an \* have to be completed. Once you have completed all the boxes, you can go to the overview page of your submission, where you can **send off the final version of your application by clicking on the "Submit" button**. Once you have **sent off the application**, the system will send you an e-mail to the e-mail address that you have provided to confirm that you will be taking part in the competition. The final submission deadline is 30 June 2019. You should expect to take about 45 minutes to enter all the necessary information in the form and upload any additional photographs, plans, etc. Should you have any questions prior to applying, please contact us at [award@hotelforum.org](mailto:award@hotelforum.org).

#### SECTION 1: General information

##### Eligible projects and selection process

Up to two hotels may be submitted per year by each company applying. The hotels must be located in Europe and have been constructed and opened between January 2018 and June 2019. The winners will be selected in the following four stages:

1. Application process (in German or English)
2. Visits to the properties by members of the hotelforum jury
3. Nomination by the hotelforum jury
4. Jury deliberation and decision, followed by the award ceremony

##### The application process for the Hotel Property Award 2019

Any company involved in the planning and operation of the hotel may take part. However, the applicant must obtain all necessary permissions from the companies involved in the realisation of the hotel project and the operation of the hotel, both past and present. The application needs to be submitted to hotelforum management GmbH by 30 June 2019 at the latest. Each hotel can only take part in the competition once, and no hotel can apply two years in a row.

##### The nomination by the hotelforum jury

The jury will select up to 10 nominees and thereof three finalists from among the completed applications that have been submitted. The jury will normally meet at the beginning of September of the respective competition year. All nominated applicants will then be immediately informed of the jury's decision. Additional documentation may be needed for the finalists during the hotelforum gala event (e.g. additional photographs and/or short project description in English). The organisers will communicate further details to the nominees once the jury has reached its decision.

## **The award ceremony**

The Hotel Property Award 2019 will be presented on the evening of 9 October 2019 at the Hotel Bayerischer Hof in Munich. This will be the first time the winning hotel is made known. An official representative of each hotel that has been shortlisted should attend the ceremony in order to accept the award should the hotel be selected. All nominated hotels including the three finalists will receive an award during the event, and will be showcased within the exhibition area.

## **Your application for the Hotel Property Award 2019**

Please complete all the fields in the application form below. Boxes marked with \* (section 3-4) are mandatory fields that are required in order to be able to initially store the application form. You will then automatically receive a confirmation e-mail entitling you to alter or complete the documentation that you have submitted up until the submission deadline.

## **ABSECTION 2: Conditions for participation**

### **1. Selection criteria**

All hotels completed and opened in Europe between January 2018 and June 2019 are eligible to take part in the competition. Each hotel can only take part in the competition once, and no hotel can apply two years in a row.

### **2. Authorised number of projects**

Each company may submit a maximum of two hotels, provided that these conform to the conditions for participation.

### **3. Application process**

Each participating company must submit a fully-completed application form for every hotel that is to take part in order to allow the organisers to decide on admittance to the application process. Should the hotel have been planned and realised by more than one company, the company submitting the application form needs to inform the other companies accordingly and obtain from them any permissions that may be required. The application forms should be officially submitted to hotelforum by 30 June 2019.

### **4. Application documents**

The jury reserves the right not to admit to the competition any documents that are incomplete or do not comply with the guidelines.

### **5. The duties of the jury and nomination**

All completed application documents submitted to hotelforum within the above timeframe will be admitted for evaluation by the jury. The jury has the task of selecting up to 10 nominated hotels and thereof three hotels as finalists. The decision of the jury will be primarily influenced by a number of different, non-exclusive, criteria:

- **the originality of the accommodation concept,**
- **architectural quality (building and façade),**
- **integration into the project's surroundings,**
- **design (interior fittings),**
- **innovation (planning and construction, design, operation and technology, as well as related processes, environment/sustainability), as well as**
- **profitability.**

Sections 3-7 below must be answered in full. Incomplete application documents may be excluded from the application process. The jury's decision is final and not subject to appeal.

**6. Additional material for the final stage of the application**

The companies whose hotels have been selected by the jury will be informed of their nomination in writing. They may need to submit additional material, such as a short description of the project in English and/or further photographs of the project. This material may be showcased in the exhibition area as part of the hotelforum event. All three finalists will agree to be available for any film recordings and allow the hotelforum film crew access to the hotel and to any other relevant areas of the hotel property.

**7. The Hotel Property Award ceremony 2019**

The results of the competition will be announced during the official hotelforum gala that will take place at the Hotel Bayerischer Hof in Munich on the evening of 9 October 2019. At least one official representative of each nominated hotel should be present at the ceremony in order to accept the award for the winner. All nominated hotels will receive an award. Each nominee's representative will be entitled to attend the entire event free of charge. Any additional tickets required can be purchased at a reduced price of 690 € each, plus VAT. All attending representatives of the nominees, as well as three finalists, will be personally acknowledged during the award ceremony, should they so request.

**8. Attendance at the hotelforum event**

Participation in the application process for the Hotel Property Award 2019 does not automatically entitle the respective company to receive a free ticket to attend the hotelforum event. Representatives of applying hotels which are not nominated can however purchase reduced-price admission tickets (690 € each, plus VAT).

**9. The competition and the jury's decision**

No claims may be asserted concerning the application system, the jury's choice of nominees, finalists and the winner, or any other aspects concerning the competition. The companies accept the present conditions of participation by registering for the competition and the Hotel Property Award 2019.

**10. Use of photographs and project-related information**

The organisers are entitled to publish the photographs provided and the following hotel-related information (namely: name of owner, operator, developer, architect, interior designer, hotel category, construction time, number of rooms) as part of the presentation of the applicants, on the hotelforum website, in press releases, in social media, in trade journals and in the conference brochure, as well as during the hotelforum conference on 9 October 2019. The submitting company must clarify the use of the picture copyrights prior to the application, as well as the concomitant labelling. Participation is deemed to constitute confirmation that the proper picture copyrights have been obtained. hotelforum reserves the right to transfer any compensation claims resulting from inadequate labelling of image material from the application documents to the participating company.

**11. Submitting complete information**

All fields marked with \* are mandatory and must be completed. This particularly applies to investment costs (profile of the hotel) and performance data (hotel details). The hotel will be automatically disqualified from the competition if the requested information is not submitted in full. N.B.: These data are only made available to hotelforum's administration and jury for evaluating the submitted application. Neither hotelforum nor the jury members will publish them or use them for any other purposes.

**SECTION 3: Information about the company submitting the hotel application\***

1. Name of the company

2. Street / No.

3. Zip code

4. City

5. Country

6. Contact person for the application

7. E-mail address

8. Phone
9. Function within the context of the hotel project (architect, project developer, etc.)
<b>SECTION 4: Hotel*</b>
1. Hotel name (stick to the correct spelling!)
2. Date of completion (between 1 January 2018 - 30 June 2019)
3. Street / No.
4. Zip code
5. City
6. Country
<b>SECTION 5: Suitability to receive the Award*</b>
Concise description of why the hotel should win the award (USP) <i>2,000 characters incl. spaces</i>
<b>SECTION 6: Profile of the hotel*</b>
1. Segment 1.1. City hotel, resort hotel, other 1.2. Other
2. Operating concept 2.1. full-service hotel, bed & breakfast, motel, hostel, conference hotel, serviced apartments, resort, seasonal operation (opening dates), other 2.2. other
3. Classification 3.1. Official classification (no star classification, 1 star, 2 stars, 3 stars, 4 stars, 5 stars, other) 3.2. Other
4. Description of location (part of town or city, neighbourhood, stand-alone, lake, etc.) <i>600 characters incl. spaces</i>
5. Type of building 5.1. new 5.2. revitalisation following closure 5.3. repositioning of an existing hotel 5.4. conversion 5.5. other
6. Other
7. Size of land (sqm) 7.1. sqm
8. Gross floor area in the hotel building (sqm) 8.1. Above ground 8.2. Under ground
9. Number of floors 9.1. Above ground 9.2. Under ground
10. Rooms 10.1. Number of rooms (total) 10.2. SGL 10.3. DBL 10.4. Family rooms 10.5. Barrier-free rooms 10.6. Suites

10.7.	Room per category (in sqm, from/to) <i>1,000 characters incl. spaces</i>
10.8.	Price structure (price ranges for the different room categories) <i>1,000 characters incl. spaces</i>
11.	Parking spaces
11.1.	Total parking spaces
11.1.1.	Outside
11.1.2.	Underground parking space
12.	Construction period (months)
13.	Total investment costs (broken down acc. to construction and furniture "FF&E", not incl. land, and per room)
13.1.	Construction (€)
13.2.	FF&E (€)
13.3.	Total investment costs (€)
13.4.	Costs per room (€)
14.	Number of staff
14.1.	Full time
14.2.	Part time
14.3.	External staff (cleaning company, etc.)
15.	Operator
16.	Owner
17.	Project developer
18.	Architect
19.	Interior designer
<b>SECTION 7: Hotel details</b>	
1.	Target guest group <i>1,000 characters incl. spaces</i>
2.	Keywords regarding unique characteristics <i>200 characters incl. spaces</i>
3.	Short description of the building's architecture <i>1,000 characters incl. spaces</i>
4.	Short description of the interior design concept <i>1,000 characters incl. spaces</i>
5.	Special aspects relating to innovations (planning, construction, processes and technology) <i>1,000 characters incl. spaces</i>
6.	Special aspects relating to sustainability and certificates (BREAM, DGNB, LEED, etc.) <i>1,000 characters incl. spaces</i>
7.	Special aspects relating to accessibility Please describe your barrier-free concept, especially for hotel and bath rooms, which, in addition to the legal and purely technical requirements, further develops barrier-free architecture and shows how barrier-free rooms can be consistently implemented functionally and aesthetically.
8.	Short description of F&B outlets
8.1.	No. of restaurants
8.2.	No. of bars
8.3.	Other (snack machine, etc.)
8.4.	Style, type of food and seating capacity per outlet (keywords) <i>500 characters incl. spaces</i>

<p>9. Short description of conference area</p> <p>9.1. Choice yes/no</p> <p>9.1.1. Total area (sqm)</p> <p>9.1.2. No. of meeting rooms</p> <p>9.1.3. State space available with parliament-type seating (per available meeting room) <i>1,000 characters incl. spaces</i></p> <p>9.1.4. Other / special features <i>200 characters incl. spaces</i></p>
<p>10. Short description of spa area</p> <p>10.1. Choice yes/no</p> <p>10.1.1. Total area (sqm)</p> <p>10.1.2. Offer spa, fitness <i>1,000 characters incl. spaces</i></p>
<p>11. Performance data</p> <p>- current YTD and/or budget for 2020 with appropriate labelling (for administration and jury use only, will not be published or used -</p> <p>11.1. appropriate labelling <i>200 characters incl. spaces</i></p> <p>11.2. YTD - Room Occupancy in % (OCC)</p> <p>11.3. YTD - Average Daily Room Rate in € (ADR)</p> <p>11.4. RevPAR</p> <p>11.5. Revenue mix</p> <p>11.5.1. Logis</p> <p>11.5.2. F&amp;B</p> <p>11.5.3. Other</p> <p>11.5.4. Total revenue</p>
<p><b>SECTION 8: Your digital data</b></p> <p><i>Please note that all images should be submitted as JPG files in print quality (300 dpi) indicating the intellectual property rights of the photographs submitted.</i></p>
<p>1. Map indicating the hotel location (radius 2 km, radius 10 km) <i>2 pictures</i></p>
<p>2. Aerial view of the hotel <i>2 pictures</i></p>
<p>3. Exterior view/façade* <i>2 pictures</i></p>
<p>4. The hotel in its surroundings <i>2 pictures</i></p>
<p>5. Interior views <i>2 pictures</i></p>
<p>6. Reception area <i>2 pictures</i></p>
<p>7. Restaurant <i>2 pictures</i></p>
<p>8. Lobby <i>2 pictures</i></p>
<p>9. Rooms* <i>2 pictures</i></p>
<p>10. Barrier-free rooms</p>

2 pictures of the barrier-free hotel rooms with sanitary rooms, which illustrate the structural realization of the barrier-free concept
11. Bathroom <i>2 pictures</i>
12. if applicable, spa area <i>2 pictures</i>
13. if applicable, conference area <i>2 pictures</i>
14. Two special features of the hotel (e.g. design details) <i>2 pictures</i>
15. Architectural plans (e.g. preliminary drawings, a selection of non-dimensioned plans is sufficient) <i>3 files</i>
16. Selected press articles <i>Up to 5 articles</i>
17. Videos, presentations <i>Up to 2 files</i>

**Contact:**

Should you have any questions regarding the “Hotel Property Award 2019”, please do not hesitate to contact us:

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