



**HOSPITALITY**  
AWARDS

**BEST  
INNOVATING  
CONCEPT IN THE  
"LIMITED SERVICE"  
CATEGORY  
HOTELS**

**XI**

Rendez-vous le 15 novembre 2010  
Save the date: November 15<sup>th</sup> 2010  
InterContinental Paris Le Grand  
[www.hospitalityawards.com](http://www.hospitalityawards.com)

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# **BEST INNOVATING CONCEPT IN THE "LIMITED SERVICE" CATEGORY HOTELS**

This Award will be attributed to a new concept, developed by an economy or limited service hotel chain or group. It provides a new vision of comfort or a better service performance regarding general settings, space management, technology and services. It refers to the whole hotel or specific amenities: rooms, restaurant, conference venues.... The concepts will be assessed according to three complementary criteria:

1. Innovative aspect of the concept regarding design, architecture, service performance, linked with the project's implementation costs.
2. Ability to develop the concept that would lead to become a new specific brand or a permanent service in the company
3. Measurable efficiency regarding the revenue and customer perception, brand recognition...

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## DESCRIPTION

- Name of the concept
- Please describe the innovative concept insisting on its focus points
- When, and for what reasons has the concept been introduced?
- What kind of surveys were conducted to launch the concept?

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# CONCEPTION

- Have partners been involved in the definition of the concept (designers, interior architects, decorators, suppliers, etc.)?
- What are the main innovative aspects of the concept in terms of decoration, furniture, audio-visual equipment, security, marketing, human resources, etc.?

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# INVESTMENT AND IMPLEMENTATION

- What was the total cost of the realisation of the concept?
- How many properties are concerned by this new concept?

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# REACTION AND PERFORMANCE

- How did you assess customer satisfaction?
- How did you assess results after the realisation of the concept in terms of:
  - Revenue
  - Cost control
  - Occupancy rate
  - Average daily rate
  - Customer loyalty
  - Brand recognition
  - Etc.

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## INFORMATION

Please feel free to attach any additional information or document to this questionnaire that you believe would be useful (TV ads, DVD, ads, posters, press file, etc.) and mail them with your candidacy file.

Please try not to go above 15 slides. It is important to include some pictures (your presentation might be broadcasted during the ceremony)

A one-minute film presenting your project is highly recommended

The finalists will be asked to provide a one-minute film which will be broadcasted during the ceremony.

Please note that a high-resolution logo of your brand (Illustrator vector) is required.

**Submission deadline is September 17, 2010**

For any further information, please contact us  
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