



HOSPITALITY
AWARDS

**BEST
HOTEL
NOVELTY OF
THE YEAR**

XI

Rendez-vous le 15 novembre 2010
Save the date: November 15th 2010
InterContinental Paris Le Grand
www.hospitalityawards.com

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BEST HOTEL NOVELTY OF THE YEAR

This Award will be attributed to a hotel group or an individual hotel to recognize a specific novelty implemented in 2010 that illustrates the capacity of the industry to innovate and renew. It could be the opening of a new property with original features or a specific initiative to improve the guests' satisfaction. The novelty will be assessed according to three complementary criteria:

1. Innovation and originality of the service, feature or building
2. Capacity to transfer this novelty to other properties and enhance the global client satisfaction
3. Performance in terms of financial results, company image and loyalty

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IDENTIFICATION

- Name of the hotel
- Location
- Name of the hotel group

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DESCRIPTION

- New hotel opening
 - Category, capacity, (room number and distribution) ;
 - Restaurants and bars ; other facilities
 - What are the main innovative characteristics: overall architecture, interior design, facilities, restaurants...?
 - New services offered as of this year
 - In which area did this novelty occur: accommodation, catering, wellness, conference venues, other...
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- The originality of the novelty and its contribution to improve the customer satisfaction and the hotel management ...

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BUSINESS PERFORMANCES

- Does the start of the activity comply with the predictions in terms of occupancy rates, average daily rates and customer mix?
- Has this novelty resulted in improving the hotel accounts: added revenues, management savings?

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CUSTOMER SATISFACTION

- Have you collected the first feedbacks from your customers, staff and partners?
- What are the main points learnt?

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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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