



AHEAD

AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN

ENTRY GUIDELINES

2023

BACKGROUND

Organised by industry-leading publication Sleeper, AHEAD is the Awards for Hospitality Experience and Design.

Since launching in 2017, the series hosts an annual celebration of outstanding new hospitality projects across four regions: Asia; the Americas; the Middle East & Africa; and Europe.

The regional winners then go head-to-head at AHEAD Global to establish an ultimate winner in each category and crown the Ultimate Accolade, the most coveted award of the series.

Entries for AHEAD's 2023 series open on Wednesday 25th January. To stay up to date, subscribe to our mailing list (via aheadawards.com) for entry deadline reminders, shortlist announcements, event details and more.

CATEGORIES

OPEN TO ENTER

BAR, CLUB OR LOUNGE

A hotel bar, club or lounge.

HOTEL CONVERSION

A conversion of an **existing non-hotel building** into a hotel.

HOTEL RENOVATION

A restoration, extension, refurbishment or restructuring of an existing hotel.

LODGES, CABINS & TENTED CAMPS

A single/collection of lodges, cabins or tented camps.

SPA & WELLNESS

A spa and/or wellness facilities within or associated to a hotel.

EVENT SPACES

A multi-purpose space or series of spaces in a hotel created for staging temporary events, including but not limited to; ballrooms, conference areas and meeting rooms.

LANDSCAPING & OUTDOOR SPACES

The landscape architecture and/or design of external areas of a hotel.

RESORT

A self-contained resort hotel.

SUITE

A hotel suite comprising: a bedroom(s); living room area(s); and bathroom(s).

GUESTROOMS

Hotel bedrooms and en-suite bathrooms (not suites).

HOTEL NEWBUILD

A complete new development of a hotel.

LOBBY

A hotel lobby, reception, foyer and/or public areas (multi-functional areas with no specific purpose).

RESTAURANT

A hotel restaurant.

SUSTAINABILITY

A hotel project that has demonstrably followed principles of sustainability throughout both its development and delivery.

SPECIAL AWARDS

SELECTED BY THE JUDGES

NEW CONCEPT

A new hospitality concept or brand that delivers both outstanding design and guest experience.

OUTSTANDING CONTRIBUTION

Recognising the outstanding contribution of an individual or collective to the hospitality industry.

HOTEL OF THE YEAR

The entry that best combines architecture and design to deliver an outstanding guest experience.

ENTRY FAQs

What projects are eligible to enter?

Hotels and resorts - as well as hospitality projects such as bars, restaurants and spas located within them - are welcome to enter. Depending upon region, projects should have opened within the dates set out in the table below. If your project opened just outside of these periods, please contact us as it may still be eligible.



When is the deadline to enter?

Entry deadlines differ by region (please note, these provisional dates are **subject to change**).

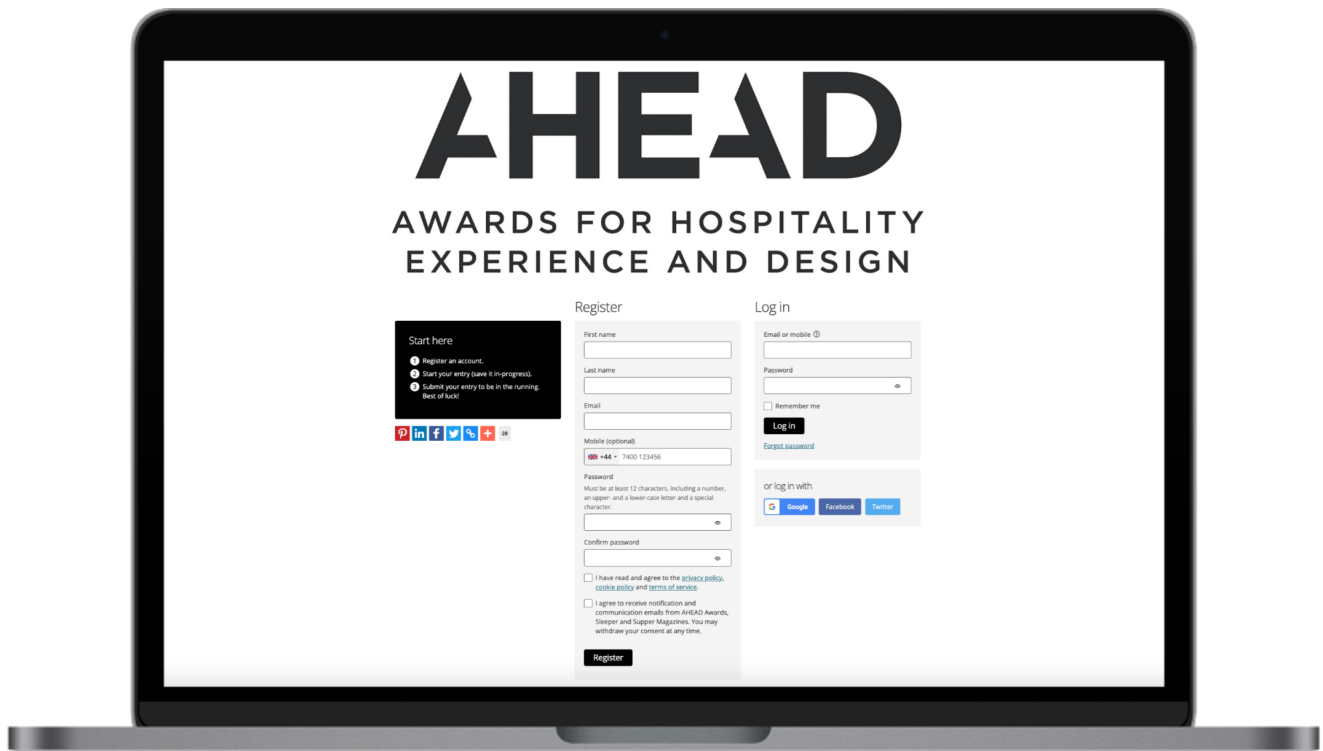
	Opening criteria	Entry deadline
Asia, Americas & MEA	March 2022 - April 2023	28 April 2023
Europe	April 2022 - June 2023	28 July 2023

What is the entry fee?

The entry fee is £270 (+VAT for Europe), which applies per entry, per category. We also accept USD and SGD.

ENTRY INSTRUCTIONS

1) To enter, visit **ahead.awardsplatform.com** and login or register an account



2) Click **Start Entry** to begin.

3) Fill in the Details page and click **Save + Next**. This will save your progress so you can come back and complete your entry at any time.

4) As part of the entry process, we require the following information:

- Entrant details (name, company and email)
- Project details (location, opening date, developer/investor, operator, architect and interior designer)
- A 250-word project overview
- A 500-word category-specific project summary
- 6 high-resolution, landscape images of the project
- A 60-90second video/narrated slideshow of the project

5) Once you reach the Confirmation page, confirm you've provided the necessary information and click **Submit Entry** to be redirected to our secure payment portal. Please note, your entry won't be submitted until your payment is processed.

NEXT STEPS

JUDGING

Projects are moderated by regional judging panels comprised of architects, interior designers, hoteliers and industry commentators. Each panel follows a carefully developed judging process to ensure a rigorous and balanced approach, with the criteria for success based not only on creative excellence guest experience but commercial viability.

SHORTLISTING

Once entries close, judging will take place to establish four regional shortlists (Asia, the Americas, MEA and Europe). If your project is shortlisted for an award, we'll be in touch with further details.

WINNERS

The winners will be unveiled at our regional awards ceremonies taking place in Singapore, Dubai, New York and London. Ceremony dates will be announced in Q1 2023, with tickets released shortly after. Please note, all shortlisted projects are allocated one complimentary ticket (per project, not per category) with additional tickets available online.