



AHEAD

AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN

CHECKLIST

FOR AWARDS ENTRIES

BACKGROUND

AHEAD celebrates the relentless pursuit of the exceptional in the hospitality industry. Our awards recognise design in all its forms, and the guest experiences created in hospitality projects worldwide.

Hosted by Sleeper Magazine, AHEAD comprises four annual, regional awards schemes, that culminate into a global ceremony at the end of the year.

You can enter our awards via our website: **www.aheadawards.com**

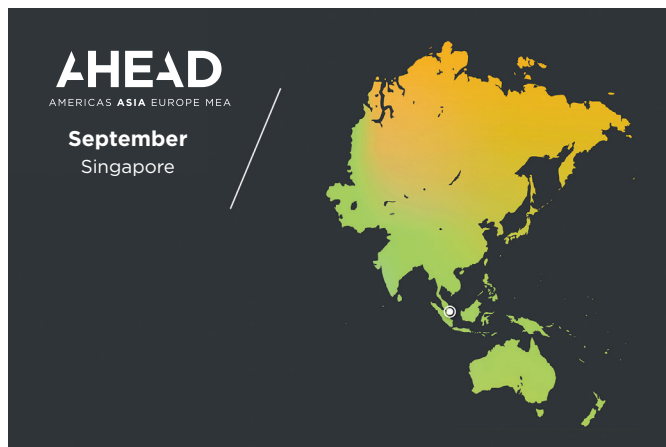
GETTING STARTED

BEFORE ENTERING YOUR PROJECT, MAKE SURE:

- The hotel or resort was opened/reopened within the criteria dates, these dates differ per region.
Please see the criteria dates chart below:

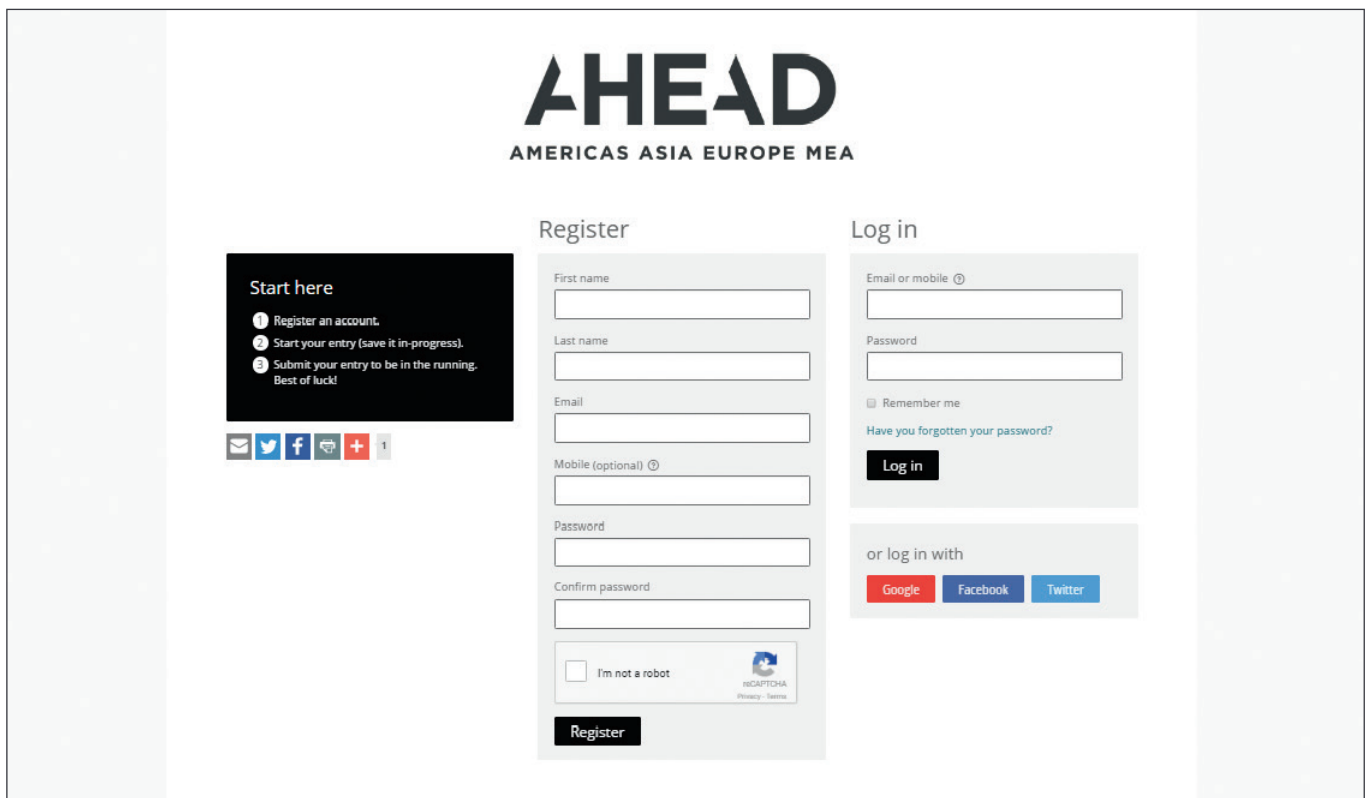
	2021/22
MEA	Between Mar 2021 & Apr 2022
Asia	Between Jan 2021 & Mar 2022
Americas	Between Mar 2021 & Mar 2022
Europe	Between June 2021 & Apr 2022

- Check that you're submitting your project into the correct regional award scheme.



GETTING STARTED

Step 1. **Log in or register.** Once you register as a user, you can run through the steps, save your progress then come back and submit.



The screenshot displays the AHEAD website's registration and login interface. At the top center, the logo "AHEAD" is prominently displayed in a large, bold, black font, with the text "AMERICAS ASIA EUROPE MEA" in a smaller font directly beneath it. On the left side, a black box titled "Start here" contains a numbered list of three steps: 1. Register an account, 2. Start your entry (save it in-progress), and 3. Submit your entry to be in the running. Below this list are social media icons for email, Twitter, Facebook, and a plus sign, followed by a small red square with the number 1. The central area is divided into two main sections: "Register" and "Log in". The "Register" section includes input fields for "First name", "Last name", "Email", "Mobile (optional)", "Password", and "Confirm password", along with a checkbox for "I'm not a robot" and a reCAPTCHA widget. The "Log in" section features input fields for "Email or mobile" and "Password", a "Remember me" checkbox, a link for "Have you forgotten your password?", and a "Log in" button. At the bottom of the "Log in" section, there is a section titled "or log in with" with buttons for "Google", "Facebook", and "Twitter".

Step 2. **Read the important awards information.** This outlines the criteria dates, the entry deadline, cost of entry and contact details of the organisers should you have any questions.

ENTRY FORM

My entries → Start entry

All questions must be answered, unless marked optional.

The 'Details' tab is active, showing four input fields: 'Chapter', 'Category', 'Entry name', and 'Image'.

The 'Criteria' tab is active, showing two text areas for project descriptions. The first is labeled 'Please provide a 250-word general overview of the project as a whole:' and the second is labeled 'Please provide a 500-word description of the Event Spaces:'. Both text areas have a rich text editor toolbar above them.

Step 3. **Fill out the entry form.** The online entry form is split into five parts.

DETAILS:

Select which category you wish to enter and type your projects name.

NB: if you're submitting a restaurant, bar, suite, event space, quote the name of the space followed by the hotel name. E.g. 'Ambassador Suite at Grand Hyatt Hong Kong'

PROJECT DETAILS:

Here are the 16 fields we ask:

- Location of project
- Project entered by (company name)
- Principal contact for entry
- Principal contact email
- Secondary contact for entry*
- Secondary contact email*
- Cost of the project*
- Date the project was completed
- Developer/Investor
- Operator
- Principal Architect (company name)
- Other Architect(s)*
- Principal Interior Designer (company name)
- Other Interior Designer(s)*
- Web address for the project*
- Social media handles*

*optional

CRITERIA:

- Please provide a 250 word overview of the project as a whole.
- Please provide a brief description of the project relating to the specific category being entered (500 words)

IMAGES

Please upload a minimum of 6, maximum of 10 files relating to your project – making sure that the files uploaded are relevant to the category entered. For example if you are entering the bar category please do not upload images of the guestrooms.

Visual Identity category only: Upload files which showcase the hotel's Visual Identity for example: menus, room information, brand guidelines, promotional videos and screenshots of the website.

Material may be supplied as JPEG or PDF files (maximum file size is 5MB per piece).

Please upload landscape images only.

When entering Hotel Conversion, Hotel Newbuild, Hotel Renovation & Restoration, Resort and Cabins & Lodges please ensure that you include exterior as well as interior images.

You may include before and after photos, CGIs and renderings, floorplans and / or CAD drawings as supporting material where relevant. But please do not submit CGIs / renderings in place of actual photography.

Please try and avoid use of advertising or marketing photographs e.g. posed models, elaborate table settings etc.

Please ensure that all images are named as follows Category_ProjectName_01/2/3 etc e.g. Guestrooms_Zoku_01; Guestrooms_Zoku_02 etc.

Video attachments may be hosted on a video site such as YouTube or Vimeo.

Whilst not mandatory, entrants are encouraged to submit a video in addition to the written submission that encapsulates the project succinctly for the judges. The video should be no more than 2-3 minutes long.

Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.

In submitting photography for the awards, the entrant gives permission to Sleeper Magazine Ltd and their associates, including award sponsors, to use that photography for any purpose including social media. Please ensure that you have the appropriate copyright clearances for all photography submitted.

REVIEW AND CHECKOUT

Once you have uploaded all the required material for your submission you can navigate through the tabs to double check that you are happy with the entry. The confirmation tab includes a checklist to ensure all required details have been included.

After you have thoroughly reviewed your submission, press 'Submit entry' to be directed to your cart.

At this stage, you can either add more entries to your cart or proceed straight to payment.

Quick tip: If you are submitting the same project into another category, tick the entry and press 'copy' then you can amend the entry accordingly to the relevant category.

Payment must be made via credit card, however if you would prefer to be invoiced please contact the organisers. See final page for contact details.

Once you have entered your payment information, you will receive a confirmation email. It will give you the options to go back and amend your entries, up until the deadline, and also provide a link to our bookings page if you wish to attend the awards ceremony.

Thank you for submitting into AHEAD and best of luck!

Billing currency

☒ GBP

Billing address

Company name (if applicable)

Country

Street address

City / suburb

State

Postcode

Payment method

☐ American Express

☐ Maestro

☐ MasterCard

☐ Visa

Proceed to payment

[Or return to my entries](#)

CRITERIA

The criteria for success are based not only on creative excellence, but also on commercial viability.

As well as projects that are aesthetically impressive, the judges are looking for evidence that winning designs have also met the needs of client and customers alike.

The judges will be looking for submissions showing rigorous and appropriate design, demonstrating a sensible use of budget to contribute to the guest experience as well as the “theatre” of hotel life while satisfying the client brief.

Submitted material should demonstrate clearly why the project is thought to be worth an award in its chosen category and how the design sets the project at an award winning level.

CRITERIA & DEFINITIONS

BAR, CLUB OR LOUNGE

For exceptional design, contributing to the hospitality experience, of a distinct area within a hotel that is primarily dedicated to drinking.

EVENT SPACES

For exceptional design, contributing to the hospitality experience, of a multi-purpose space or series of spaces, within a hotel created for the staging of temporary events – including, but not limited to, ballrooms, conference and banqueting areas, meeting rooms and / or screening rooms.

GUESTROOMS

For exceptional bedroom and bathroom design, contributing to the hospitality experience, within a specific hotel project. Please do not enter Suites in the Guestrooms category.

HOTEL CONVERSION

For exceptional design and architecture, and their contribution to the hospitality experience, for a hotel project in an urban location that is a conversion of an existing non-hotel building to hotel use.

HOTEL NEWBUILD

For exceptional design and architecture, and their contribution to the hospitality experience, of a hotel project in an urban location that is a complete newbuild development

HOTEL RENOVATION & RESTORATION

For exceptional design and architecture, contributing to the hospitality experience, of a hotel project which is a restoration, extension, refurbishment or restructuring of an existing hotel building.

LANDSCAPING & OUTDOOR SPACES

For exceptional landscape architecture and / or design of external areas of a hotel project, and their contribution to the hospitality experience.

LOBBY & PUBLIC SPACES

For exceptional design, contributing to the hospitality experience, of the lobby, reception, foyer, lounge and/or public areas within a hotel. NB. “Public Areas” refers to multi-functional areas which do not serve a specific purpose such as ante-rooms, lift lobbies, corridors, stairwell areas, atriums etc but NOT bars, restaurants; event spaces; spa, health and leisure facilities (for which there are separate awards).

LODGES, CABINS & TENTED CAMPS

This award will recognise exceptional design and architecture, and their contribution to the hospitality experience, for lodges and tented camps in wilderness areas.

RESORT

This award recognises exceptional design and architecture, and their contribution to the hospitality experience, for a resort project.

RESTAURANT

For exceptional design, contributing to the hospitality experience, for a distinct area within a hotel that is primarily dedicated to dining.

SPA & WELLNESS

For exceptional design, contributing to the hospitality experience, for spa and wellness facilities within or attached to a hotel.

SUITE

For exceptional design, contributing to the hospitality experience, for a specific guestroom containing both sleeping and living room area(s), as well as bathrooms(s) within a hotel.

TRANSPORT

This award recognises exceptional design and experience of mobile forms of hospitality such as cruise ships, sleeper trains and river boats.

VISUAL IDENTITY

This award recognises exceptional design for the overall visual identity of a hotel or hotel brand, including but not restricted to elements such as graphic design, digital marketing materials, signage and physical collateral.

SELECTED AWARDS:

NEW CONCEPT

This award recognises a new concept or brand in hospitality, and its integration of architecture, design, technology, service and other elements to create an outstanding hospitality experience for its guests.

THE OUTSTANDING CONTRIBUTION AWARD

This award will recognise the outstanding contribution of an individual or individuals to the hospitality design industry

THE HOTEL OF THE YEAR AWARD

The winner of this award is chosen from the entries in all the other categories for the hotel project which best combines architecture and design to deliver an outstanding experience for its guests.