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InterContinental Paris - Le Grand



**Hospitality
Awards 2021**



About the Hospitality Awards

Celebrating **excellence and innovation** in the hospitality industry is the DNA of the Worldwide Hospitality Awards. This international competition allows each team to showcase its most original initiatives and most successful innovations.

To be a **candidate** for the Hospitality Awards is to show that the **hospitality sector is constantly evolving** and renewing itself to meet the needs of all the guests who make up global tourism.

Contributing to an event that **reveals the most remarkable innovations** in the fields of products/concepts, human resources, communication, marketing, sustainable development, etc.

Each year, nearly **150 applications** from the five continents confer a very high level to the competition.

Finally, being a candidate means being recognised by one's peers at the **prestigious awards ceremony** as a real driving force in the evolution of the sector.

The event is recognised around the world as a revelation of concepts and methods, a source of discovery, **a reference point for best practice** and a **source of inspiration**.

This event is created and organized by Hospitality ON who have more than twenty-five years of experience and in-depth exploration of the French, European and global hotel industry.

With the **www.hospitality-on.com website**, **Hospitality ON magazine** and organization of major events*, Hospitality ON has created a **unique and international ecosystem** that unites all professionals in the hospitality sector

* Hospitality Awards, Global Lodging Forum and Paris Asset Forum>hospitality

Whatever your coverage and structure: global, national, local, group, network, independent establishment, you can enter the competition if you are part of the following groups: hotels, tourist residences, resorts and clubs, holiday villages, hostels, cruise lines, camping and all other concepts that integrate accommodation.

12 trophies are available:





Best Advertising Campaign

Hospitality Awards trophies

This trophy rewards an advertising campaign with a national and/ or international dimension by a group or a brand, regardless of the media used: television, radio, newspapers, display, Internet, social networks or other.

Criteria for the evaluation of applications:

- 01. Originality and relevance of the message.
- 02. Innovation and major assets of the campaign.
- 03. Effectiveness in terms of awareness and economic impact.



01. Presentation

Name of the campaign.
Definition of the communication strategy in a few lines Launch period and year, length.
Nature of the campaign: general public, institutional or internal Details of the main target audience.
Campaign reach: national, European, global.
Innovative aspects and major assets.



02. Conception

Support in defining the strategy: studies, surveys, etc.
Presence or not of an agency and engagement level.
Media mix and individual objectives length of the campaign.
Key thoughts behind this campaign.



03. Communication & Implementation

Time required to develop the project.
Pre-test.
Quantifying the targets reached by the campaign.
Budget allocated.



04. Evaluation

What tools have been set up to evaluate the campaign's performance?
How are the KPIs measured and what are their results or trends?
Are the set objectives being achieved/on track?

Why do you think your project deserves to win?



Best Marketing Operation

Hospitality Awards trophies

This trophy rewards a marketing operation or campaign designed to enhance, promote or relaunch a brand, product or concept through innovative initiatives, tools and partnerships.

Criteria for the evaluation of applications:

- 01. Exemplary nature and scope of the marketing operation undertaken.
- 02. Originality of tools, programs and/or partnerships in their marketing dimension.
- 03. Effectiveness of the marketing operation implemented.



01. Presentation

Name of the marketing operation.
Pursued objectives: repositioning, reconquest, launch.
Description of the content.
Launch period and year, length.
Size of the operation: national, European, global Innovative aspects and major assets.
Target audience and potential clients.



02. Conception

Who and/or what thoughts are behind this operation?
Who is in charge of its implementation?
Which departments in the company are involved?
If partnerships outside the company are involved in this marketing operation, what type are they?



03. Communication & Implementation

How is the communication around this operation implemented for internal users, customers, partners of the company?
Resources set up to ensure management and monitoring.
How are employees, customers, partners involved in the implementation of this marketing operation?



04. Evaluation

What tools are in place to evaluate the performance of this marketing operation?
How are the KPIs measured and what are their results or trends?
Are the set objectives being achieved/on track?

Why do you think your project deserves to win?



Best initiative in social responsibility

Hospitality Awards trophies

This award recognises a specific action/programme in the field of social responsibility (excluding ecological aspects) towards local populations and employees, and/or tourist and business sites and employees, and/or tourist sites and natural resources.

Criteria for the evaluation of applications:

01. Exemplarity and scope of the programme.
02. Originality and involvement of staff in the actions carried out through this initiative.
03. Effectiveness of the actions implemented in terms of the environmental and social impact on the company's activity/image.



01. Presentation

Name given to the action/programme.
Description of the action/programme.
Period and year of launch, duration.
Dimension of the operation: local, national, European, global.
Internal and/or external target audience.
Innovative aspects and major assets of the campaign.
Objectives pursued.



02. Conception

What are the key ideas behind this programme?
Who is responsible for its implementation?
If partnerships outside the company are involved in this action/programme, in what way(s)?



03. Communication & Implementation

How is the communication for internal users, customers, partners of the company implemented?
What are the resources set up to ensure management and monitoring?
How are employees, customers, partners involved in the implementation?



04. Evaluation

Which tools evaluate the performance of this programme?
To what extent is this action/programme part of your communication strategy?
How are the KPIs measured and what are their results or trends?
Are the set objectives being achieved/on track?
Are additional steps being considered?

Why do you think your project deserves to win?



Best initiative in sustainable development

Hospitality Awards trophies

This award rewards a specific action/programme in the field of sustainable development (ecological aspects excluding social aspects) for local populations and employees, and/or tourist sites and natural resources.

Criteria for the evaluation of applications:

01. Exemplarity and scope of the programme.
02. Originality and involvement of staff in the actions carried out through this initiative.
03. Effectiveness of the actions implemented in terms of the environmental and social impact on the company's activity/image.



01. Presentation

Name given to the action/programme.
Description of the action/programme.
Period and year of launch, duration.
Dimension of the operation: local, national, European, global.
Internal and/or external target audience.
Innovative aspects and major assets of the campaign.
Objectives pursued.



02. Conception

What are the key ideas behind this programme?
Who is responsible for its implementation?
If partnerships outside the company are involved in this action/programme, in what way(s)?



03. Communication & Implementation

How is the communication for internal users, customers, partners of the company implemented?
What are the resources set up to ensure management and monitoring?
How are employees, customers, partners involved in the implementation?



04. Evaluation

Which tools evaluate the performance of this programme?
To what extent is this action/programme part of your communication strategy?
How are the KPIs measured and what are their results or trends?
Are the set objectives being achieved/on track?
Are additional steps being considered?

Why do you think your project deserves to win?



Best initiative in talent management

Hospitality Awards trophies

This trophy rewards the exemplary nature of a human resources management programme, in terms of recruitment, integration of new employees, talent management, empowerment, diversity, career development, performance improvement, motivation and social climate.

Criteria for the evaluation of applications:

- 01. Exemplary nature of the programme towards employees.
- 02. Originality of the actions and/or partnerships set up with training organisations or other partners.
- 03. Performance of the operations in terms of staff retention, recruitment quality, professional development within the company.



01. Presentation

Name given to the action/programme.
Description of the action/programme.
Period and year of launch, duration.
Dimension of the operation: local, national, European, global.
Internal and/or external target audience.
Innovative aspects and major assets of the campaign.
Objectives pursued.



02. Conception

What are the key ideas behind this programme?
Who is responsible for its implementation?
If partnerships outside the company are involved in this action/programme, in what way(s)?



03. Communication & Implementation

How are existing and future employees informed?
What are the resources set up to ensure management and monitoring?
How are employees, customers, partners involved in the implementation of this action/programme?



04. Evaluation

To what extent is this action/programme part of your communication strategy?
How sustainable is this action/programme?
To what extent is this action/programme part of your communication strategy?
What is the level of acceptance and feedback from the teams?
How are the KPIs measured and what are their results or trends?
Are the set objectives being achieved/on track?
Are additional steps being considered?

Why do you think your project deserves to win?



Best Accommodation Concept

Hospitality Awards trophies

This trophy rewards a new concept of a group, brand or establishment, that demonstrates the hospitality sector's ability to innovate and renew its offer. This concept provides another vision of comfort and/or a better quality of service for guests in terms of design, public spaces, technology, etc.

Criteria for the evaluation of applications:

01. Innovative aspects in terms of design, architecture, quality of service in relation to the cost of implementation.
02. Ability to develop and leverage the new concept, or to integrate it into the brand strategy.
03. Performance of the actions implemented in terms of revenue, recognition of the brand, etc.



01. Presentation

Name of the concept/service.
Description of the new concept/service.
What needs does this new concept/service meet?
Year of launch.
Innovative aspects and major assets.



02. Conception

Who and/or what processes are behind this programme?
Who oversees its implementation?
Participation in the definition of the concept from external partners (design companies, designers, interior designers, decorators, service providers, etc.)
Incubation period.
Main innovative aspects of the concept in terms of decoration, furniture, equipment, security, marketing, human resources, etc.



03. Communication & Implementation

Development/deployment plan: local, national, European, global.
Cost of implementing this new concept/service.



04. Evaluation

What are the first economic results after the implementation of the concept/service in terms of revenues, cost control, occupancy rate, average price, etc.
What is the impact on customer satisfaction and retention?
Are the set objectives being achieved/on track?
Are improvements/upgrades already planned?
Is the concept deployed and can it be duplicated?
Why do you think your project deserves to win?

Why do you think your project deserves to win?



Best F&B experience

Hospitality Awards trophies

This trophy rewards a new concept, a new service, or a particular initiative of a group, a brand, or a hotel that demonstrates the sector's capacity to innovate and renew itself. This concept brings a different vision of comfort and/or a better quality of service for customers in terms of F&B, catering concept, room service, bar and restaurant facilities, banqueting offer,...

Criteria for the evaluation of applications:

01. Innovative aspects in terms of gastronomy, interactivity, quality of service and customer customer experience in relation to the cost of implementation.
02. The ability to develop and scale up this new concept, or to integrate it into the brand strategy.
03. Performance of the actions implemented in terms of revenue, recognition of the brand, etc.



01. Presentation

- Name of the innovation.
- Description of the new service/action.
- What needs does this new service/action meet?
- Year of launch.
- Innovative aspects and major assets.



02. Conception

- Who and/or what processes are behind this new service/action?
- Who oversees its implementation and deployment?
- Participation in the definition of innovation by external partners.
- Incubation period.
- Main innovative aspects of customer service, support, customer relations, marketing, human resources, communication, etc.



03. Communication & Implementation

- Development/deployment plan: local, national, European, global.
- Cost of implementing this new service.



04. Evaluation

- What are the first economic results after the implementation of the service in terms of revenue, cost control, occupancy rate, average price, etc?
- What is the impact on customer satisfaction and retention?
- Are the set objectives being achieved/on track?
- Are improvements/upgrades already planned?
- Is the concept deployed and can it be duplicated?

Why do you think your project deserves to win?



Best wellness experience

Hospitality Awards trophies

This trophy rewards a new concept, a new service or a particular initiative of a group, a hotel that demonstrates the sector's ability to innovate and renew itself. This concept brings a different vision of relaxation, fitness, well-being in the largest sense, including fitness and spas.

Criteria for the evaluation of applications:

- 01. The exemplary nature and scope of the innovation undertaken at the level of an establishment, a brand or a group level.
- 02. The originality of the concepts, programmes or partnerships in the world of well-being.
- 03. The measurable effectiveness of the concepts in terms of commercial performance, customer satisfaction and customer satisfaction and loyalty.



01. Presentation

- Name of the innovation.
- Description of the new service/action.
- What needs does this new service/action meet?
- Year of launch.
- Innovative aspects and major assets.



02. Conception

- Who and/or what processes are behind this new service/action?
- Who oversees its implementation and deployment?
- Participation in the definition of innovation by external partners.
- Incubation period.
- Main innovative aspects of customer service, support, customer relations, marketing, human resources, communication, etc.



03. Communication & Implementation

- Development/deployment plan: local, national, European, global.
- Cost of implementing this new service.



04. Evaluation

- What are the first economic results after the implementation of the service in terms of revenue, cost control, occupancy rate, average price, etc?
- What is the impact on customer satisfaction and retention?
- Are the set objectives being achieved/on track?
- Are improvements/upgrades already planned?
- Is the concept deployed and can it be duplicated?

Why do you think your project deserves to win?



Iconic Asset

Hospitality Awards trophies

This award recognizes a flagship and iconic establishment that represents its group and/or brand and demonstrates its ability to invest in surprising, drawing attention and delighting its guests and stakeholders.

Criteria for the evaluation of applications:

- 01. Exceptional features and uniqueness.
- 02. Complexity or level of means implemented, to ensure the excellence of the proposal.
- 03. Measurable performance in terms of contribution to the property's image and operating results.



01. Presentation

Scope of the offer.
Description of the offering and its unique features.
Targeted customer experiences.
Origins and motivations for creating the offer.
Year of launch.
Goals set by management after implementation.



02. Conception

Who and/or what processes are driving this offering?
Who oversees its implementation?
Involvement of external partners (agencies, designers, interior architects, service providers, etc.)
Incubation period.
The main innovative aspects: equipment, technology, customer relations, setting, etc.



03. Communication & Implementation

Cost of implementation.
Number of facilities involved.



04. Evaluation

What are the initial economic results after implementation in terms of revenue, cost control, occupancy rates, average price, etc.?
What is the impact on customer satisfaction and loyalty?
Are the set objectives met or on track?
Are improvements/upgrades already planned?
Why do you think your property deserves to win?

Why do you think your project deserves to win?



Best Team Achievement

Hospitality Awards trophies

This award recognises a company's team, which has contributed to a significant improvement in business performance, guest recognition and service quality.

Criteria for the evaluation of applications:

01. Exemplarity and scope of the project.
02. Originality and involvement of the team in the actions carried out through this initiative.
03. Effectiveness of the actions implemented on the company's business performance and activity/image.



01. Presentation

Name given to the project/action.
Description of the project/action.
Period and year of launch, duration.
Dimension of the operation: local, national, European, worldwide.
Internal and/or external public targeted.
Innovative aspects and major assets of the project.
Objectives pursued.



02. Conception

What are the thoughts behind this project?
Who are the people in the team in charge of its implementation?
If partnerships outside the company are involved in this project, in what format(s)?



03. Communication & Implementation

How is the communication around this project implemented towards internal users, customers, partners of the company?
What means have been put in place to ensure the monitoring and follow-up?
How are the team members, guests and partners involved in the implementation?



04. Evaluation

What tools have been put in place to evaluate the performance of this project?
To what extent is this action part of your communication strategy?
What are the KPIs measured and their results or trends?
Are the set objectives being met/on track?
Are additional/complementary steps being considered?

Why do you think your project deserves to win?



Best Professional Success

Hospitality Awards trophies

This trophy is awarded to a former student who has been in working life for a maximum of 5 years and is under 30 years old. This young professional must distinguish himself by his/her academic results as well as a promising and/ or successful beginning of his/her professional career in the hospitality industry. His/Her actions or missions must testify to his/her potential and motivation to develop his/her company and the hospitality industry as a whole. Applications are submitted by a hotel school or a company in the hospitality sector, after validation from both parties.

Criteria for evaluating applications:

01. Quality of the former student's academic results within his school.
02. Exemplarity beginning of the candidate's professional career.
03. Efficiency of the actions and projects achieved within the company.



01. Presentation

An abstract of 500 words maximum is required and must be written in English.
Candidate's name.
Date of birth.
School's name.
Year/Alumni.
Name and address of current employer (required: must be part of the hospitality sector).
Role.



02. Career

Main stages of the professional career (complete CV attached without any contact detail).
Recognition by peers or other professionals (distinctions, clubs, associations, etc.).



03. description of the establishment/department

Category and positioning.
Description of the accommodation and catering, as well as other equipment/services: entertainment, MICE, etc.
Missions and responsibilities
Management .



04. Evaluation

Initiatives that the candidate has proposed that have enabled the company/department in which he/ she works to improve its performance.
Quantifying these results: satisfaction indicators, recommendations, NPS, comments, etc.



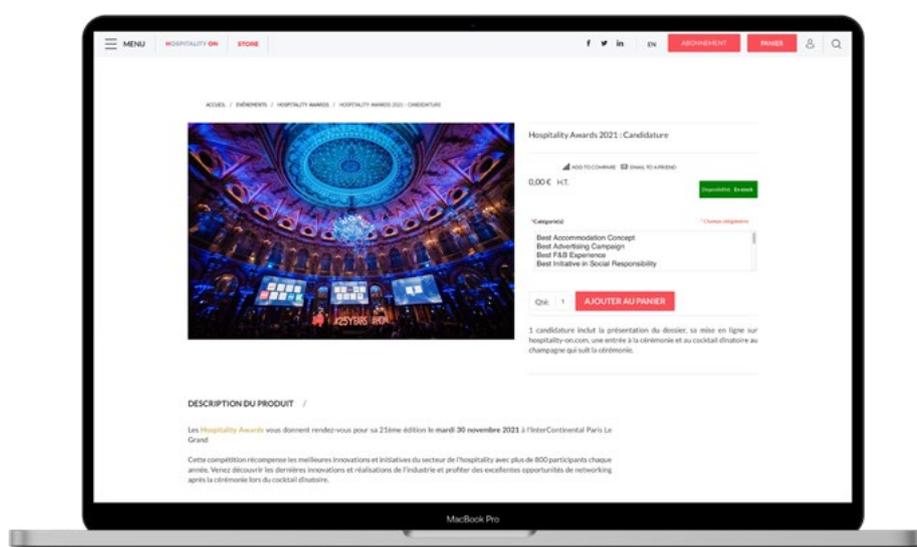
To join the competition

Hospitality Awards trophies

Register an application:

To register your application for the Hospitality Awards, visit the www.store.hospitality-on.com

Fill in the desired number of applications and click on **"ADD TO CART"**.



An application includes:



A participation to the competition (uploading of the application file online)



An entry to the ceremony on **November 30, 2021**



An entry to the **cocktail dinner**

Then click on **"PLACE ORDER"**. After confirmation, you will receive 2 e-mails: your order summary and your invoice.

If you encounter an error message related to the VAT number, enter its number in the **"My Addresses"** section of your Hospitality ON account and click on **"Change billing address"**.

To purchase 4 or more applications, please contact us by phone at **+33 (0)1 83 81 40 13** or by e-mail at events@hospitality-on.com.



Build your application

Hospitality Awards trophies

Build your application:

The application must be presented as a PowerPoint or a PDF file in **English**.
For a better visibility of your application, you should upload also your application in French.

For help, please follow each category guidelines. You can also look at other applications from previous editions to get inspiration by visiting www.hospitality-on.com (**Menu** -> **Our Events** -> **Hospitality Awards**).

We invite you to look out for the design of the presentation.
You can consult the previous editions' applications (candidates, finalists & winners) by visiting www.hospitality-on.com.



Be specific and concise

Please do **not exceed 20 slides** with a visual presentation and summary information to facilitate understanding by the jury.



Answer the questions

The structure of your presentation is free but it is recommended to answer as many of the questions listed above as possible.



Confidential data

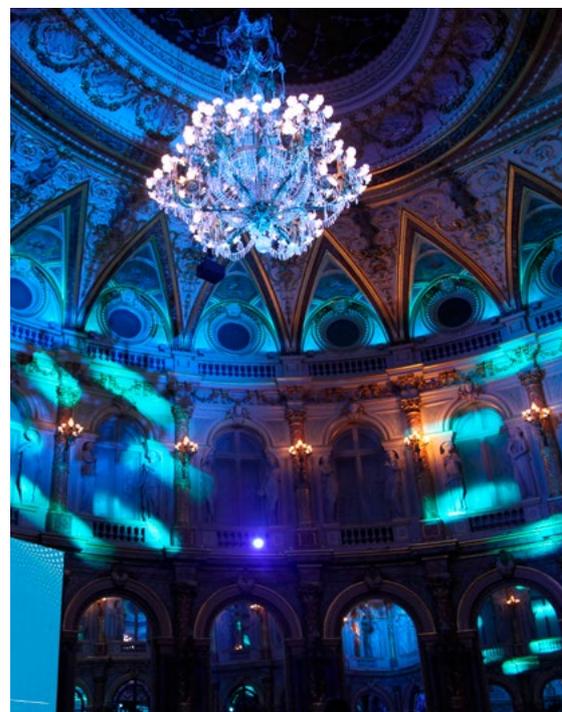
ATTENTION: If your file contains confidential information, please provide a "public" version and a "Jury" version.





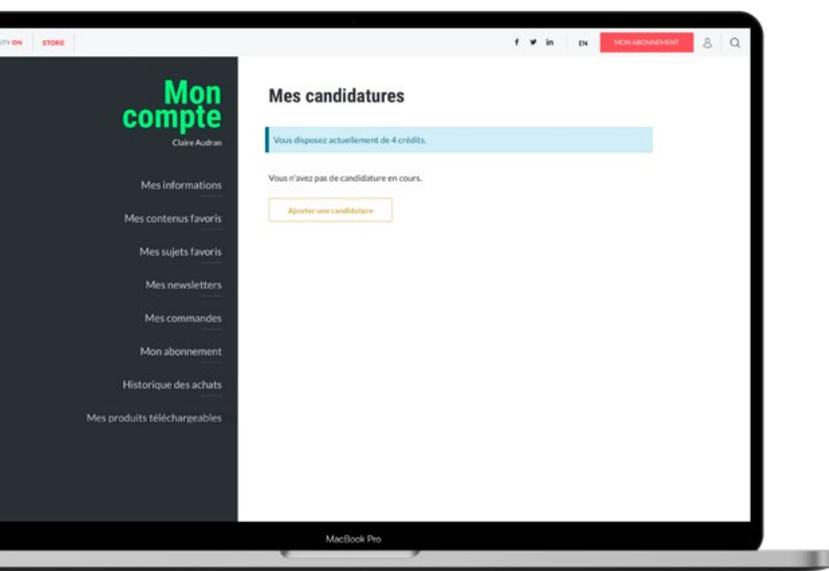
The mandatory elements of the file: Hospitality Awards trophies

- 01. Logo(s)** of the hotel, brand and/or group in RGB and CRJM (.PNG, .JPEG and .PSD accepted).
- 02. Project title** in English (3 to 10 words).
- 03. Small summary** = summary of max. 25 words in English (required) and French (if possible).
- 04. Big summary** = summary of max. 5000 characters in English (required) and French (if possible).
- 05. Photos** (if possible, a YouTube video) of the project in high definition (must be equal or higher than 1MB).
- 06. PowerPoint Presentation** in PDF format (20 slides maximum) in English (required) and French (optional).
- 07. Name, surname, fonction, email adresse, phone number, photo HD (<1MB) of the representative of the project** ((the person who would go on stage during the ceremony if the project is in finale) must be sent by email to events@hospitality-on.com).



Completed application file must be submitted online by the candidate via its Hospitality ON account and give the Organiser permission to publish it.

Please note that candidates must ensure that photos, sounds, and videos transmitted are free of rights.



To submit your application online:

Go to "**My Account**"
Then "**My Applications**"
Click on "**Add an application**"
Once all the elements have been uploaded,
click on "**SEND**"

Only videos hosted on Youtube can be uploaded. Please enter its **URL** in the required field.

To upload your application in another language (French or English only):

Click on "**TRANSLATE**"
Add the documents in the other language.



Hospitality Awards

November 30, 2021

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