

SO!

APART AWARD 2019

Take your chance and apply for
the award
for the serviced apartment industry.

LEIPZIG, 13 NOVEMBER 2019

AWARD CEREMONY FOR THE SO!APART-AWARDS

SO!APART-Award 2019

for the best serviced apartments



Awards ceremony on 13 November 2019, starting at 8 p.m.

Felix im Lebendigen Haus am Augustusplatz, Augustusplatz 1-3, 04109 Leipzig (Germany)

The SO!APART Award puts them right into the spotlight - the best in the serviced apartment industry. Since 2013, it has honoured outstanding products that make this exciting sector of the hotel industry so special.

The SO!APART Awards are presented at the industry meeting SO!APART in the presence of around 200 industry representatives, operators, investors, developers and service providers.

Be part of this festively glamorous award ceremony and submit your application!

The SO!APART-Awards have a very positive impact on the industry. This is especially important for our core business serviced apartments. Ole Kloth, Director of Developments, Soulmade (Munich), winner in the categories "grand and great - Aparthotel" and "new and different", 2017

The award means to me that all our strategies are paying off. But of course we also have excellent staff who are happy with their work. That makes me happy again and incredibly proud. Dominik Ruh, General Manager, Gorki Apartments (Berlin), winner in the category "the popular little one" 2017

This award is something special because it confirms us every day in what we do. It also encourages us to take the risk of questioning everything and simply doing things differently. Getting an award twice is not a given.

Wilhelm Andreas Büscher, Responsible Project Developer/Operations Manager, denkmalneu GmbH, Felix Suites im Lebendigen Haus am Zwinger (Dresden), winner in the category "grand and great - classical apartment house" 2016, 2017, 2018; "new and different" 2016

We were looking for an institution that is as neutral as possible, that evaluates our work and our philosophy, gives us a confirmation for the soul... who can do this better than our guests. Ralf Krause, General Manager, ADAPT APARTMENTS (Berlin), 2 times winner in the category "the popular big one", 2017, 2018

Yays winning the So!Apart award for the contribution to the Serviced Apartment sector is a great acknowledgement for the Yays team. It makes me feel really proud to see Yays is making a difference in this unique sector. Exciting to see when the first Yays will open its doors in Germany! Peter Heule, CEO, Short Stay Group, Yays, winner in the category "small and precious" and "Special Award" 2018

Your application is well worth it - in more than one way.

- The SO!APART-Award is a very convincing marketing tool.
- ... it boosts your credibility within the industry.
- ... and it is a quality seal for (potential) guests
- ... and a recognition of your work and a motivation for your team
- ... it generates lot of media interest.
- Not only the jury decides, but also your guests are in demand in an online-voting. This will attract attention to your serviced apartments and ensures great opportunities for interaction.
- The award ceremony takes place in the presence of the most important industry representatives and thus offers excellent networking opportunities.
- A repeated decoration with an award points out your constant excellence.



Who can apply?

- All operators of serviced apartments can apply.
- The house needs to have 15 serviced apartments minimum.
- It needs to include cooking facilities (at least a refrigerator, two hotplates and a sink) in every apartment.
- Towels and bed linen are provided equivalent to hotel standard.
- The apartments have a separated living and sleeping area (within studios they have a separated sitting area apart from the sleeping facilities).
- The main target group are business travellers.
- It should not be far away from an economically relevant location.

Should the application does meet the requirements it will not be considered.

You can apply by ...

- ... filling in the application form below
- ... and sending it in by e-mail by 23 June 2019.

Thereafter, five applicants per category will be nominated by Sylvie Konzack in a pre-selection process. Subsequently, the jury begins its work and evaluates the top 5 in detail.

Hints and tips

The members of the renowned expert jury - we are pleased to present you the members [online](#) - have been intensively involved in the segment for years and thus contribute their well-founded, wide-ranging expertise to the evaluation of each application.

- Beside the application documents the jury also considers the guest experience, service, design, room concept, ambience and location. Also your web presentation is taken into account.
- Put your house in its true light and tell us, what is so special about it.
- Put it in a nutshell: Be concise when describing your house and do not repeat commonly used marketing descriptions.

You know best how to convince your guests! Use your social media channels and advertise for the online voting. This voting in the audience categories offers many opportunities to get in touch with your network, your guests and „fans“ and to promote YOUR house!



We have summarised all further information for you in the following application form. If there are any questions regarding the application process, voting, criteria or the conference please call us at: +49 30 960 60 949-12 or send an email to: award@apartmentservice.de. Tickets for the award ceremony on 13 November 2019 can be purchased via the [SO!APART website](#).

We are looking forward to your application! Nice to be A PART.

Organiser SO!APART:
Apartmentservice
Owner: Anett Gregorius

Berliner Allee 36 – 13088 Berlin, Germany
Phone: +49 (0)30-96 06 09 49-12 | Fax: +49 (0)30-96 06 09 49-19
Email: soapart@apartmentservice.de
Web: www.apartmentservice.de

Your Application Documents



Welcome to the SO!APART-Award 2018!

In order to take part please fill in this application form and send it to award@apartmentservice.de until 23 June 2019.

Please keep in mind to attach four photos for the online presentation as well, minimum 2400 pixel x 1350 pixel (width x height).

Show us something – special moments, exceptional equipment or designer pieces which might whet our appetite for a visit.

If you have any questions, please do not hesitate to write an e-mail to award@apartmentservice.de or call us at +49 (0)30 960 60 949-12.

General information

Details of the contact person for this application

First name:

Last name:

Job title:

Email address:

Phone:

Personal data will only be used internally in the event of queries. They are deleted after one year and not passed on to third parties.

Details of the applying house

Name of the apartment house:

Street:

House number:

Postcode:

City:

Country:

Website:

Which category/ies are you applying for? (please tick)

small and precious (maximum 50 apartment units)

grand and great – aparthotel (more than 50 apartment units)

grand and great – serviced apartment house (more than 50 apartment units)

new and different (opened between 01 January 2018 and 23 June 2019)

Independently of the jury's selection, all applicants will take part in the audience voting between 15 July and 18 October 2019. Beat the advertising drum, actively address your guests, use your social media channels and other possibilities to get as many votes as possible. The house with the most votes wins. The categories are **the popular small one** for houses with a maximum of 50 apartments and **the popular big one** for houses with 51 apartments or more. You will receive detailed information before the start of the voting period by e-mail to the contact address provided.

A. For the online presentation



Each applicant will be introduced online on the SO!APART website www.so-apart.de. This website will also be used for audience voting from 15 July 2019.

Please note that we will use the material provided in section A and the four photos for the SO!APART and the SO!APART-Awards as well as for the accompanying news coverage and advertising (including internet and social media) for an indefinite period. Texts might be edited. By submitting your application you agree to this usage. You can revoke this permission at any time by e-mail to award@apartemtservice.de. (Link to the data privacy statement of Apartmentservice)

Name of the apartment house:

Please tell us and all those who should vote for you, why you should win an award. | maximum 300 characters including blank spaces

Introduce your house to us. | maximum 1,500 characters including blank spaces

Describe your house, your employees and your corporate philosophy. What is special about it? Why does your house stand out from other competitors? Why do guests like coming back to your house? Please do not use the text on your website.

B. Information for the jury

This information will not be used or passed on in any other way.
After the evaluation is completed these data will be deleted.



The fact sheet

1. Location

- | | | |
|---|-----|----|
| ▪ Distance to the city centre | | km |
| ▪ Is your apartment house located in a quiet environment? | Yes | No |

2. The location's infrastructure

- | | |
|---------------------------------------|----|
| ▪ Distance to the next restaurant | km |
| ▪ Distance to the next café | km |
| ▪ Distance to the next bistro | km |
| ▪ Distance to the next bar/lounge | km |
| ▪ Distance to the next supermarket | km |
| ▪ Distance to the next petrol station | km |
| ▪ Distance to the next fitness centre | km |
| ▪ Distance to the next wellness/spa | km |

3. Transport connection

- | | |
|---|----|
| ▪ Distance to the next suburban railway station
Name of the suburban railway station | km |
| ▪ Distance to the next tube station
Name of the next tube station | km |
| ▪ Distance to the next bus or tram stop
Name of the bus or tram stop | km |
| ▪ Distance to the main station | km |
| ▪ Distance to the next airport
Name of the next airport | km |
| ▪ Distance to the next motorway
Name and number of the next motorway | km |
| ▪ Other | |

4. Room layout of your apartments

- Total number of apartments/rooms in your house

Units



	Number of apartments with cooking facilities	Size in sq. m.	Maximum number of people
Studios			
1-bedroom-apartments			
2-bedroom-apartments			
3-bedroom-apartments			

5. The design

- Was your apartment house created following an overall interior concept (light concept, colour concept, harmonious interior design) **Yes No**
- Who was the interior designer? **Yes No**
- Are there dimmable lights in the apartment house? **Yes No**
- Are there designer lamps in the apartments? **Yes No**
- Has your house received any awards for extraordinary design or for unique furnishing? **Yes No**
- If so, which?
- Does your house have an artistically designed façade? **Yes No**
- Do artistic works exist in your apartment house? **Yes No**
 - Are there any original pictures or pictures with high-class print? **Yes No**
 - Are there any photographs of the apartment house in the building? **Yes No**
 - Are there valuable photo wallpapers? **Yes No**
 - Are there any sculptures in your house? **Yes No**
- Other

6. The ambience/comfort/atmosphere in your house

- Opening year
- Last renovation (also partly) of the building
- Are green spaces or a garden part of the house? **Yes No**
- Is there a bar in your house? **Yes No**
- Is there a lounge/lobby/public living room in your house? **Yes No**
- Other

7. Equipment value

- Which flooring is there at the entrance area of the building?
- Which flooring is there in the hallways of your house?
- Which flooring is there in the apartments?
- Which brand are refrigerator and cooker in the apartments from?
- Which brand are kettle, toaster and coffee machine from?
- Which brand is the microwave from?
- Is there an espresso machine with capsules available in the apartments? **Yes** **No**
- If so, which brand is it from?
- Please name the brand of the TV.
- Which manufacturer are most items of furniture from?
- Other

8. The special service in your house

- Do you have a 24-hour reception? **Yes** **No**
- If not, is there an alternative way to access? **Yes** **No**
 - ... a digital check-in (via pin code etc.)? **Yes** **No**
 - ... a key box? **Yes** **No**
 - ... other
- Is there a concierge service available in your apartment house? **Yes** **No**
- Is there a laundry service available in your apartment house? **Yes** **No**
- Is there free of charge parking space in close proximity to the building? **Yes** **No**
- In the apartments, is there free of charge wireless LAN available for guests? **Yes** **No**
- In the lobby, is there free of charge wireless LAN available for guests? **Yes** **No**
- Is there a fitness room in your house? **Yes** **No**
- Is there a sauna in your house? **Yes** **No**
- Are there any air-conditioned apartments in your house? **Yes** **No**
- Do you offer breakfast? **Yes** **No**
- Is there a bicycle rental service in your house? **Yes** **No**
- Is the usage of a washing machine free of charge? **Yes** **No**
- Is the usage of a tumble dryer free of charge? **Yes** **No**
- Are washing liquid, cloths, and dishwasher tabs refilled free of charge? **Yes** **No**
- Do you offer a free welcome drink to guests? **Yes** **No**
- Is there a shopping service available for guests? **Yes** **No**
- Is there a drink or snack dispenser available in the house? **Yes** **No**
- Is there a docking station for the guest's individual music wishes available in the apartments? **Yes** **No**
- Is there a internet-enabled TV in the apartments? **Yes** **No**
- Other

9. If there are particularly innovative concepts or digital solutions in your company, please describe them:



10. How do you support your guests to feel at home with you? Do you give advice about your neighbourhood (supermarket, museums, etc.)?

11. How do you communicate with your guests before, during and after their stay (customer Journey)? How do you draw attention to yourself, how do you keep in touch?

12. How are you rated by your guests (in the social media, rating portals, guest books, etc.)?

The operational concept

maximum 10,000 characters including blank spaces



The operational concept offers the opportunity to show what the idea behind your serviced apartment house or hotel is. It describes, as far as it is possible, your target group(s), sales strategy, service concept, HR strategy as well as your future plans and defines your unique selling proposition. Why do you do what and how? Which results underpin your strategy? The jury gets the chance to get to know your house much better and to direct its attention to those things which are important to you and your house.

Thank you very much for filling in the form! **Please e-mail it together with the four photos to award@apartmentservice.de until 23 June 2019. You will receive an acknowledgement of receipt at short notice.**

In the meantime, kind regards your team from Apartmentservice