

BEST REDEVELOPED HOTEL – GENERAL DIVISION

Nomination Cost: \$99.00 (inc. GST)

Nomination Criteria and Submission Requirements

This category refers to a traditional pub/hotel. You may have accommodation as part of your venue, but this is not your primary business. Start the submission with a paragraph that describes your venue including a brief history of how you came to be and points of difference/what makes your property special. This is where the judges will gain an understanding of how you fit into this category. It is important to clearly demonstrate your eligibility by aligning with the judging criteria found below. It is recommended that each judging point is addressed with a paragraph or two outlining your suitability.

Additional documents

1. 3 x High Resolution images of the property relevant to the nomination category

Judge Assessment Marks

Judges will base their assessment on a range of areas from both the submission and their anonymous visit including, but not exclusive to, the following:

Innovation in refurbishment

Use this section to explain the reason behind the redevelopment and ideas along the way that helped curate the new design. Explain how the redevelopment has added to the overall offer of your property and rejuvenated the space.

Quality of finish and attention to detail

This can include information on the overall process involved with the room design. Explain how the redevelopment is aesthetically pleasing in appearance along with being practical? Describe how the room elements have been curated to ensure that the guests' comfort is at the forefront.

Refurbishment is appropriate to clientele

Use this section to provide or explain clientele data and elaborate on how the redevelopment has been completed with your key target markets in mind.

Environmental sustainability

Use this section to elaborate on how the refurbishment has improved environmental sustainability throughout your venue and activities undertaken, including both staff activities and recycling policies, water and energy efficient fixtures, waste management efforts, packaging, resource recovery efforts or inhouse gardens.

Refurbishment Profitability

Demonstrate an increase relating to promotional and popularity data since the refurbishment. Show and explain any new elements that have led to an increase in revenue. Growth factors will be held of high importance in this section.

Testimonials

This section can include testimonials from previous guest stays or media articles. This can be online feedback or feedback sent or captured directly from guests. Supporting data for this award may also include articles from publications or journals such as the QHA Review.