**Best Hotel Concept**

This award recognises a unique, innovative concept within an independently spirited hotel, this could be awarded for a longstanding concept or rebrand to revive the hotel offering. The hotel concept should contribute to a better quality of service or enhanced customer experience that through innovation and creativity has truly pushed the boundaries of what a hotel should be.

This nomination can be self-nominated or can be submitted by a partner or peer.

First Name:

Last Name:

Email Address:

Phone Number:

Hotel Name:

Hotel Address:

Hotel Website:

If your nominee is shortlisted by the judges, we will need to get a biography and photo from them quite quickly. If you have the nominee’s details, please provide a contact email for the person you’ve nominated, so that we can get in touch with them.

Hotelier Email Address:

Please describe the concept and explain why this hotel should win the Hotel Concept of the Year Accolade? (max 500 words)

How has this hotel concept helped shaped the guest experience? (max 400 words)

How has the hotel concept impacted the quality of service with the hotel team? (max 400 words)

Please provide evidence or examples of success due to the hotel concept (e.g., amount of returning guests, increase in bookings, customer feedback etc.) (max 400 words)

If you wish to provide any additional information to help support your nomination, please send us an email clearly stating your name and the hotel you are nominating:

* Evidence of positive critical response from the industry
* Evidence of customer feedback as a result of the concept
* Evidence of media coverage (local, national or online) resulting from the concept that is not a paid sponsorship.