

Apply to be a part of the 2019 Boutique Hotel Guest Experience Awards

Entries for the 2019 Boutique Hotel Guest Experience Awards (BoHos) will be opening on 1 December 2018 with a closing date of 31 January 2019. Recognising excellent guest experience in boutique, lifestyle and hybrid hotels from across the globe. The awards winners, unlike many others, are not chosen by a panel of judge industry critics, or popularity on social media, but are based entirely on feedback from each hotel's own guests.



©chimawaridew via [123RF](#)

Categories cover properties from around the world and of any size, and, due to popular demand, this year two new categories for Best Group Brand have also been included. The annual awards form part of the Boutique + Lifestyle Hotel Summit, which will be taking place in June 2019. Winners will be announced at an awards ceremony during the summit. Industry journalists are welcome to attend both the summit and the awards ceremony.

An opportunity for hotels to shine

GuestRevu co-Founder, and chief sales and Marketing Officer, Francine Heywood, explains: "It's an opportunity for hotels to shine based on what their guests experience, and what their guests say about them."

GuestRevu has been a partner of the Boutique Hotel Guest Experience Awards from their inception, and will once again be providing entrants who don't already have a guest feedback technology partner, with the opportunity to use its solution free of charge throughout the duration of the Awards' registration and data collection period.

The addition of two categories for Best Group Brand is not the only change taking place at next year's BoHo Awards. International Hospitality Media (IHM) and GuestRevu, who partnered to create the inaugural awards and have worked together since then, will be joined by Bournemouth University as the educational partner for the 2019 Awards.

The role of the educational partner will include collating, assessing and analysing the online reviews and direct guest feedback for the properties who enter the BoHo Awards to unveil which hotels are providing exceptional guest experiences around the world.

Piers Brown, CEO of IHM points out: "The fact that the awards are judged on guest feedback means that every single member of staff at the winning properties has played their part in their success."

Previous winners agree

Johnson Joseph of the 2017 and 2018 BoHo Award-winning Lalit London explains: "This is a reward to the team who has consistently gone above and beyond on a daily basis to ensure our guests have truly memorable stays with us.

"There are a lot of awards which acknowledge the hotel's hard work, but to actually be acknowledged by the guests is amazing," agrees Sinéad Tierney of Tara Lodge, a BoHo Award winner.

"Although we are grateful for the many other awards we have won in the past year," explains fellow 2018 BoHo Award winner, James Howarth of Dunalastair Hotel Suites, "this award occupies a special spot in our display cabinet at the hotel."

Data collection of the 2019 entries will run from 1 February to 30 April 2019. The winners will then be announced at an awards ceremony during the Boutique + Lifestyle Hotel Summit taking place in London, in June 2019.

[More on the awards here.](#)

For more, visit: <https://www.bizcommunity.com>