ASAP Awards 2024
Thursday June 6th, 6-11pm
Wilton's Music Hall, 1 Graces Alley London E1 8JB

Innovation / Best Use of Technology Award

The criteria for the Innovation / Best Use of Technology Award evaluates the impact and effectiveness of technology implementation within the serviced apartment industry.

The judges will be looking at five key areas:

Efficiency and Operational Improvements assess the technology's contribution to operational processes, cost reduction, and real-time data insights.
Adaptability and Scalability evaluate how well the technology integrates with existing infrastructure, caters to various property sizes, and allows for customisation and scalability.
Innovation and Creativity examine the creativity applied to enhance user experiences, address industry challenges, and align with future trends.
Impact on Guest Experience assesses the technology's influence on improving customer satisfaction, streamlining services, and enabling innovative guest experiences beyond traditional offerings.

These criteria collectively aim to recognise technology solutions that effectively enhance operations, user experiences, and industry advancement within the serviced accommodation sector.