Beat: News

SO! APART Award.

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Hamburg., 22.10.2013, 13:21 Time

USPA NEWS - At the 17.10 . 2013 was " SO!APART forum for operators," and on 18.10.2013 - "public day for all interested " in Lindner Hotel Am Michel in Hamburg. On the evening of the 17/10/2013 was at the Adina Apartment Hotel Hamburg Michel a very special evening event SO!APART Award.

In the two days of exciting lectures were presented around Serviced Apartments and special exhibitions. It is said that one should cultivate the traditions - especially when they are inspiring and very popular. The SO!APART was linked to the long-standing partner meeting house and created an additional space for investors, travel managers, travelers, media and other interested parties.

To determine the best houses and concepts in the emerging market of serviced apartments in Germany, the industry specialist Apartment Service 2013, SO!APART Award from first penned . The goal is " Houses " with a twist " will find that your guests a real " home from home offer " . To ensure that all apartment buildings - whether , purely residential building or mixed approach large or small - have their chance , there were four categories.

The SO!APART categories was : " Fine small ", " big and great ", " green future ", "new and special". The Adina Apartment Hotels , which was a pioneer in the serviced apartments segment came to Germany in 2007 , and the Michel Adina Berlin and Hamburg Hauptbahnhof Adina nominated in two of the four award categories : "Green Future" and " wholesale and Great ".

The jury for the SO!APART Award was busy with other things with Kristina beanstalk expert tourism Hamburg Chamber of Commerce , Anett Gregorius , Managing Apartment Service , Till Runte , managing director of BTME Certified GmbH & Co. KG and Marc Tügel , chief editor of the business magazine Business Traveller. Specific criteria and special services for guests, ambience and comfort , outer presentation , design and innovation out of the house - and in addition to category.

The best in the industry were 17 October solemn Adina Apartment Hotel Hamburg Michel chosen.
The winners were in the two-day SO ! APART industry meeting on 17 and 18 Announced in October 2013 in Hamburg. After a series of lectures and networking events at various hotels in Hamburg , the ceremony took place on the evening of 17 Held in October at the Adina Apartment Hotel Hamburg Michel 2013. The results : http://soapart-award.de/wp/ergebnis-2013/

Adina Apartment Hotels are part of toga hotels . The Australian hotel group operates in Europe since 2005 , the Adina Apartment Hotel Budapest Adina Apartment Hotel Copenhagen , followed in December 2007 with the Berlin Checkpoint Charlie Adina the first house in Germany . Since then, four more houses are gone at the start : the Frankfurt Neue Oper Adina , the second and third Adina Berlin Central Station and the Hackescher Markt and the Hamburg Michel Adina.

In July 2010, also opened the first Australian Adina Apartment Hotel Sydney, Crown Street , followed by Adina Apartment Hotel Norwest in August 2012. In early 2013 announced Toga Hotels addition to Re -Brand of 17 Australian Medina homes to Adina Apartment Hotel. Also in Germany more openings are planned in the coming years. The organizer was the Apartment Service and operating apartmentservice.de , the largest independent platform for Serviced Apartments in Germany . The company and provides more than 11,000 apartments in over 120 destinations in Germany and worldwide - a special service, especially for business travelers , the apartments (long-term) use search .

The company, which was founded by the CEO and owner Anett Gregorius , 1999, the marketing of serviced apartments ideally complemented by the strategic advice to investors and (potential) operators in this special segment . Developments as well as test and support of existing objects are the focus of consulting assignments. Our services include the suitability analysis, market potential analysis and concept development as well as economic analysis and vulnerability assessment.

Our services include the suitability analysis, market potential analysis and concept development as well as economic analysis and vulnerability assessment. The constant market monitoring and daily contact with customers is the foundation of successful consulting activities of Boardinghouse Consulting . Through the intelligent combination of consulting services for the provider and the customer ,

the company has a comprehensive overview of the market , it images in the annual market report.

To further advance the niche segment , the Apartment Service is repeated as a pioneer in the industry : In 2005, he developed jointly with TÜV Rheinland 's first certification system for serviced apartments. 2013 Now a further milestone : The Apartment Service hosted the SO APART with the first award ceremony of the best serviced apartments in Germany ! . Prof. h.c. Dr. h.c. Natalia Eitelbach of Philosophy, of European Science NCLC Institute United States.

Article online:
https://www.uspa24.com/bericht-1510/so-apart-award.html

Editorial office and responsibility:
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Official Federal Reg. No. 7442619