

ASIA HOSPITALITY AWARDS GUIDEBOOK

WHO IS ELIGIBLE FOR 2025 ASIA HOSPITALITY AWARDS?

Submissions are welcome for any projects or works related to hotels, resorts, restaurants, bars, lounges & bistros, spas & beauty centers, cruises and yachts, hotel developers and managers, chefs, and tour operators.

Completed, incomplete, or under conceptual stage projects but has been granted approval are qualified to participate in the relevant awards categories.

Past Award-Winning projects in other competitions are eligible to participate.

Participants can submit single or multiple entries in an unlimited number of entries.

TIMELINES AND DEADLINES

Official Opening Date for Registration	August 2024
Early Bird Specials Entry Deadline	30 November 2024
Standard Entry Deadline	25 February 2025
Shortlisted Nominees' Announcement	April 2025
Judging & Voting Period	May 2025
Winner Announcement	June 2025
Winner's Night in South Korea	TBA on July 2025

HOTEL

This category refers to a broad field of service industry players that provide temporary living such as hotels, serviced apartments and others with a wide range of services and facilities.

1	2025 Asia's Finest Hotel This award exemplifies the state-of-the-art design property alongside with envied innovation that includes the element of sustainability as part of societal goal to continuously having people to co-exist on earth in a long run.
2	2025 Asia's Finest Boutique Hotel Winners of this esteemed category excel in creating immersive experiences that reflect the culture, heritage, and aesthetics of their locale, while also providing discerning travelers with exquisite amenities and attention to detail.
3	2025 Asia's Finest City Hotel Experience the epitome of urban sophistication with luxurious accommodations in bustling city centers across Asia. Enjoy unparalleled convenience, modern amenities, and seamless access to the vibrant energy of the city.
4	2025 Asia's Finest Lifestyle Hotel Indulge in a holistic lifestyle experience at finest hotels, where innovative dining, wellness facilities, and cultural experiences await.
5	2025 Asia's Finest Serviced Apartment This prestigious accolade celebrates establishments that excel in providing a seamless blend of upscale amenities, personalized attention, and a home-away-from-home experience for discerning travelers.
6	2025 Asia's Finest Concept Hotel (In-progress, complete in 2025 – 2026) Discover visionary designs, sustainability initiatives, and immersive guest experiences that promise to shape the future of hospitality upon completion.

RESORT

Honoring the luxury, exceptional service, and unique spatial experiences of the finest resorts in Asia, from stunning coastal getaways to majestic mountain hideaways and pristine island paradises.

1	2025 Asia's Beach/ Coastal Resort Winners of this category epitomize the epitome of beachfront elegance, boasting stunning vistas, pristine shorelines, and a wealth of recreational activities to ensure an unforgettable stay for every guest.
2	2025 Asia's Finest Mountain Resort This prestigious recognition honors resorts that epitomize the perfect harmony between breathtaking natural surroundings, unparalleled amenities, and impeccable hospitality.
3	2025 Asia's Finest Island Resort This prestigious accolade celebrates resorts nestled amidst azure waters and pristine natural surroundings, that epitomize the perfect fusion of natural splendor, luxurious amenities, and impeccable service on captivating island retreats.
4	2025 Asia's Finest Beach Villa From lavish accommodations with private pools to personalized concierge services, these beach villas set the standard for excellence in luxury hospitality, offering discerning travelers an unforgettable and indulgent retreat by the sea.
5	2025 Asia's Finest Wellness Retreat/ Sanctuary Indulge in rejuvenation and self-care at these wellness retreats, where you'll find peace, serenity, and holistic healing amidst stunning natural surroundings.
6	2025 Asia's Finest Concept Resort (In-progress, complete in 2025 – 2026) Introducing upcoming resorts, poised to redefine luxury and redefine the traveler's experience with expansive vistas and innovative design.

LIFESTYLE & WELLNESS

Providing the utmost benefits of a healthy living for all mankind that improves both physical & mental health.

1	2025 Asia's Finest Fine-Dining Restaurant This award honors restaurants that redefine gastronomic experiences by offering an exceptional blend of exquisite cuisine, impeccable service, and captivating atmospheres, exemplifying the artistry of dining, paired with impeccable hospitality and attention to detail.
2	2025 Asia's Finest Local Restaurant (+Country Name) A rare local delicacy that carries its originality is a legacy of place with a good traditional story tied to it and this is what the award is all about.
3	2025 Asia's Finest Hotel Restaurant (+Hotel Name, Country) This award exemplifies excellences in gastronomic experiences yet outstanding quality of services offering by hotel and resort.
4	2025 Asia's Finest Bar, Lounge & Bistro An award that represents an exquisite place yet a popular community hangout for a conducive space and reliable refreshments.
5	2025 Asia's Finest Spa & Beauty Center This category would emphasize on the kind of facilities and products which generally offer good skin care and esthetician services. The kind of place where customers are over the moon with unparalleled service.
6	2025 Asia's Finest Concept Restaurant (In-progress, complete in 2025 – 2026) These upcoming culinary ventures are poised to revolutionize the restaurant scene, offering innovative concepts, immersive dining experiences, and visionary design.

CRUISE & YACHT

A voyage full of pleasure and effortless style whether in cruise ship or luxury yacht that makes every trip nostalgically memorable.

1	2025 Asia's Finest Cruise <p>Unique, modern, well-featured safety measures, equipped with eco-friendly technology & system, an endless fun for all age categories, and these would be best to represent this award.</p>
2	2025 Asia's Finest River Cruise <p>This award defines a river cruise that meanders through nature, mediaeval architecture or even urban built with legendary or mythical stories that excites every passenger.</p>
3	2025 Asia's Finest New Cruise <p>A new cruise line that exploits every technique in modern technology to showcase innovative creation, sustainable energy, stylish yet contemporary design and certainly a great sense of palate that suits all age categories. An overall new and refreshing experience like no other.</p>
4	2025 Asia's Finest Finest Yacht <p>Luxury is what you find in this award category. A definition of professional crew, unparalleled service, up-to-date equipment and uncompromised pleasure that everyone has come to expect.</p>
5	2025 Asia's Finest Cruise Operator <p>Experience the pinnacle of luxury and sophistication with Asia's finest cruise operators. Embark on unforgettable journeys across stunning seas, indulging in impeccable service and curated experiences tailored to elevate every moment of your voyage.</p>
6	2025 Asia's Finest Concept Cruise (In-progress, complete in 2025 – 2026) <p>A journey into the future of sea travel with an upcoming concept cruise that promises to redefine the cruising experience.</p>

SPECIAL ACHIEVEMENT

Special recognition is reserved for individuals and entities with outstanding achievements and significant contributions to the hospitality industry.

1	2025 Asia's Special Achievement for Hotel Manager (GM), Hotel & Resort <p>The award celebrates outstanding hotel managers in Asia for their exceptional leadership and dedication in elevating guest experiences and setting new standards of excellence in hospitality.</p>
2	2025 Asia's Special Achievement for Executive Chef <p>This prestigious award recognizes outstanding achievements and contributions to the culinary arts, honoring chefs who have elevated the dining experience and inspired culinary innovation throughout the region.</p>
3	2025 Asia's Finest Hotel Operator <p>Recognized for their commitment to excellence, these operators set the standard for exceptional service, luxury accommodations, and unforgettable guest experiences across Asia.</p>
4	2025 Asia's Finest Tour Operator <p>Reputation is the key word well representing this award, an arrangement that can be made under one roof, which makes your holiday a lot easier with itineraries that are well covered and idyllic.</p>
5	2025 Asia's Finest Travel Agent <p>Professionalism is best to describe the presentation of this award. An establishment that provides and coordinates accommodations, transportations, tours, insurances, and many other activities. Services also include travel advice, well-equipped with knowledge on local cultures, historical sites, travel conditions...</p>
6	2025 Asia's Finest Local Destination Management Company <p>Celebrating exceptional service and expertise, this award highlights companies that excel in curating unforgettable experiences and showcasing the best of Asia's diverse destinations.</p>

Judging process will come in two ways, first is the **public voting system** and the second one is a **judging system** which will be carefully assessed by professional expertise. Both carry a 50% weightage in judging points to determine our desired winners.

VOTING

Voting shall be conducted along with the Judging process, within 30 days from the end of submission deadline.

Online voting system:

1. User must enter a valid email on AHA
2. Each email shall receive a Validation Code from AHA automated email system to start voting.
3. Each code is valid for 30 days until the end of Voting process
4. Each code is eligible to vote for an unlimited number of nomination each day
5. Each code is valid to vote for one day

JUDGING

Voting shall be conducted along with the Judging process, within 30 days from the end of submission deadline.

NOMINEE BADGE

Upon successful project nomination, each entry is received a customized nominee badge for online usage, specially for calling for a vote.





AUTHENTICITY

Work based on originality, genuineness and possesses its own personality with strong value that influences others for inspiration.



Customer Satisfaction Review

Constantly received good online reviews that measures how well the products and services, and overall customer experience meet customers' expectations.



Online Presence / Engagement

Demonstrates how well the interaction of customers across multiple ranges of social networks best define the customers' loyalty and reflect brand advocates.



Quality of Service

This is purely a measurement on the company's delivery of service standard as compared to the customers' expectation and how well it responds to specific needs.



Corporate Social Responsibility

Companies with this business model will help to provide any kind of financial or in kind aid to the community and emphasise on the environment concerns with involvement of their stakeholders.

This part provides the step-by-step registration process for **2025 Asia Hospitality Awards**. By carefully preparing all documents needed, you can easily complete your submission within 5 minutes either online at ahawards.co or in email at submit@ahawards.co

STEP 1: CREATE YOUR AHA ACCOUNT

In order to apply, applicants must have an account on the AHA website (<https://ahawards.co>) - To sign up, click LOGIN/SIGN UP and select CREATE YOUR ACCOUNT. If you already have an account, simply enter your Email and Password into the window to Sign in.

STEP 2: COMPLETE YOUR PERSONAL INFORMATION

After clicking CREATE ACCOUNT, the website will launch a new window requesting the applicants to input further information. Specifically:

Your Account

The applicant is expected to enter PERSONAL NAME, EMAIL, and a PASSWORD.

Organization

Applicant must input the ORGANIZATION NAME, COUNTRY, POSTCODE, EMAIL, and a Facebook/Website address (if any)

Click Next to complete the account creation section.

Note: By clicking 'Next', the applicant consents to the TERMS and CONDITIONS of the 2025 Asia Hospitality Awards.

This part provides the step-by-step registration process for **2025 Asia Hospitality Awards**. By carefully preparing all documents needed, you can easily complete your submission within 5 minutes either online at ahawards.co or in email at submit@ahawards.co

STEP 3: SELECT YOUR AWARD CATEGORIES

Once an account has been created, the applicant will be immediately re-directed to the nomination process (NOMINATE YOUR ENTRY).

- Select the award category that the applicant wants to apply for (Select your category).
 - There are 30 award categories in 5 main areas (See award category).
 - It is possible for the applicant to submit for multiple awards at the same time, with each selection having a separate entry fee.
- Click 'Payment' to complete the process.

STEP 4: PAYMENT OF FEES

After clicking 'PAY', the website will be directed to the third-party payment gateway to process the cost of entering the award.

Entry Fees 200 USD for each nomination up until 30 November, 220 USD for each nomination between 1 December 2024 and 25 February, 2025.

Note:

Entries will not be accepted until the fee is paid

The invoice will be sent via email within 14 days of payment.

Entry Fees

Early Bird Specials Entry Fee	USD 200 per entry
Standard Entry Fee	USD 220 per entry

STEP 5: COMPLETE YOUR ENTRY SUBMISSION

Upon successfully creation of AHA's account, you can log in to see your User Dashboard and complete your entry submission.

An AHA's User Dashboard enables you to review your submission process for each project and finish pending sections before officially submitting your entry.

OVERALL SUBMISSION

This section enables you to access a summary board of your submissions with the process of each project.

STATUS OVERVIEW

This section enables you to access a dashboard with percentage of completion for each Scoring board criteria for independent projects. You can review, edit or complete your submission.

YOUR SUBMISSION

This section enables you to access a dashboard to complete your submission for each entered project.

(01)	Your Entry Name	Your project name.
(02)	Location	Select your location.
(03)	Concept/ Function	What is the concept/ function of your property/ organization? Answer should be less than 300 words.
(04)	Innovation	What impactful criteria(s) that your property/ organization have met or exceeded, comparing to the current industry standard(s)? Answer should be less than 300 words
(05)	Differentiation	What are the your USPs, how it can be a stand-out comparing to the others at the same category. Answer should be less than 300 words
(06)	Quality of Service	On a scale of 1-10, how would you rate your quality of service? It can include any proof of your brand presence that customers review and evaluate. Answer should be less than 300 words
(07)	Social Responsibility	How does your property/ organization prioritize social responsibility? It can be your CSR, ESG effort(s). Answer should be less than 300 words
(08)	For Special Lifetime Achievements Discipline Only	Please state your Cover letter that demonstrate your personal/ team impact, leadership, career accomplishments, influence, ethics and values. Answer should be less than 500 words
(09)	Property/ Organization Name	Enter the name of property/ organization
(10)	Stakeholder/ Owner	Enter the name of stakeholder/ owner or name of the organization
(11)	Your project photo gallery	Upload a maximum of 10 photos credited to your project/ organisation. Images should be less than 5MB and only formats of PNG, JPG or JPEG are accepted.

USAGE OF MEDIA MATERIALS

All rights, including copyrights, as per legal guidelines are maintained by the rightful owner.

AHA shall take the only right of using media materials for non-commercial use purposes, including; Across but not limited to all AHA's communication channels (in both print and digital), AHA's media partners' channels and for AHA Yearbook (in print and digital). AHA will fully credit the source of the information.

Upon registration, participants acknowledge that the submitted images may be used by AHA in exhibitions, print and digital formats for promotional campaigns related to the AHA and Asia Awards Organization. Winners of the 2025 AHA understand that their award-winning materials shall be used by AHA for advertising and marketing initiatives in upcoming events.

It is the responsibility of the participant to guarantee the legality of any content uploaded to AHA.

Should AHA be presented with a copyright infringement complaint, we reserve the right to take down, remove, or un-publish the project without providing any prior notice or consent from the participant.

REGISTRATION

1	<p>Are the awards open for all?</p> <p>Yes. The submission is open for any projects or works related to hotels, hotel developers and managers, recreations and destinations, cruises and yachts, excursions and transportations, airlines and airports located across Asia.</p>
2	<p>Can I enter one project into multiple categories?</p> <p>Yes. Participants can submit single or multiple entries in an unlimited number of entries. Additional fee applies for different award categories you enter.</p>
3	<p>Can I submit multiple entries at one time?</p> <p>Yes. Multiple entries are encouraged for any properties that conduct multi-disciplinary projects.</p>
4	<p>Can I enter one project in multiple award categories?</p> <p>Yes. One project can enter more than one award category, based on the qualified criteria that are mentioned on each award category. However, there is an additional fee for each additional category you enter.</p>
5	<p>Is there any limit to the number of entries I can submit?</p> <p>No. You can submit as many categories as you see fit to your project or work.</p>
6	<p>Can I submit an award-winning project from other competitions?</p> <p>Yes. Past Award-Winning projects in other competitions are eligible to participate.</p>
7	<p>How will I know whether my submission is completed or not?</p> <p>You can access your admin dashboard to check the progress/ status of your entry submission. A clear guideline and overview of submission for each entered category is demonstrated with percentage of completion for you to review, edit and submit.</p>
8	<p>How will I know whether AHA receives my submission or not?</p> <p>Upon completing your submission, you will receive a confirmation email from AHA within 3-5 days to acknowledge your submission and payment of fees.</p>

PAYMENT OF FEES

9	<p>Are there any fees for registration?</p> <p>Entry fee applies for each nomination to selected award category. Early Bird Specials entry fee until 30 November 2024: USD 200 per entry Standard entry fee between 1 December 2024 and 25 February 2025: USD 220 per entry</p>
10	<p>What are payment options for the submission fee?</p> <p>Paypal: You are directed to a third-party payment gateway to complete your payment of fees. Upon confirming your payment, you are granted to your AHA official account to complete the award registration form for each project enrolled.</p> <p>Bank transfer: An alternative method of payment enables you to complete your payment of fees via wire transfer to Asia Awards Organization authorized bank account. Within 24 hours upon receipt of payment, you are granted to your AHA official account to complete the award registration form for each project enrolled.</p>
11	<p>Can I make changes to my entry category after processing payment?</p> <p>No. You can only make changes to project description upon finishing payment of fees. The entered category cannot be adjusted.</p>
12	<p>Can I cancel my payment and get a refund?</p> <p>Should you choose to withdraw your project, kindly email hello@ahawards.co for further instruction; However, the application fee will not be refunded.</p>
13	<p>Are all fees in USD?</p> <p>Yes. All fees are in USD.</p>

PROJECT QUALIFICATION

14	<p>Who is the Judge?</p> <p>A panel of Judges comprised 20 distinctive experts in: hospitality, award-winning chefs, real estate developers, social initiators and journalists/media experts from global agencies.</p> <p>A board of judges will be announced upon the deadline of the registration process.</p>
15	<p>Can I receive a scoring board from judges?</p> <p>Yes. Individual feedback and scoring board will be provided with an additional fee of USD 500 per entry.</p>

AWARDS

16	<p>What do I get if I am qualified to be the winner of 2025 AHA?</p> <p>Each winner is awarded with a 2025 AHA's Winners' Kit, which includes:</p> <ul style="list-style-type: none"> An AHA trophy An AHA Winner certificate A 2025 AHA Hall of Fame Yearbook <p>All digital assets to be used on the winner's online platform: Badge, certificate, Hall of Fame Yearbook.</p>
17	<p>How are the winners announced?</p> <p>All winners are going to be announced upon the completion of the judging process in June 2025. Winners will be announced online in the AHA website and across social media platforms and also media partners channels.</p>
18	<p>Who is eligible to attend 2025 AHA Winners' Night?</p> <p>All winners are eligible to attend 2025 AHA Winners' Night. Each category winner receives an invitation to partake in the Winners' Night.</p>
19	<p>Are there any winner fees?</p> <p>All winners must contribute an amount of \$3,200 USD, granting them 01 ticket to attend Winners' Night, access to the winner's trophy, an award certificate, and the all-inclusive rights associated with the award.</p>