



AHEAD

AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN

ENTRY GUIDELINES

2025



ABOUT

AHEAD is the only global awards programme for hospitality experience and design, hosting annual ceremonies in Singapore, New York, Dubai and London to celebrate the best new projects and the teams behind them.

Organised by the team behind industry-leading publication Sleeper, AHEAD is now in its eighth year and has become a touchstone of design excellence across the globe, judged by 60+ leading figures from the hospitality design world including architects, interior designers, developers and more.

ENTRY FAQs

How does AHEAD work?

The series is divided into four regions - [Asia](#), the [Americas](#), the Middle East & Africa (MEA), and [Europe](#) - with projects entered according to their location.

What projects are eligible to enter?

Hotels and resorts can enter providing that they opened within the eligible dates (see page 3). Alternative accommodations such as lodges, cabins and tented camps are also welcome to enter, as well as hotel sub-projects such as bars and restaurants.

Who can enter?

We accept entries from a variety of companies, from architects and interior designers to PR representatives and hotel marketing managers. However, we encourage all entrants to work together across project teams to ensure accuracy and quality of submissions.

How can I enter?

Entries open on Friday 31 January. To enter, [register for an account](#) on our online entry platform. You can then start an entry, save your progress and come back to submit (see page 5) before the relevant deadline (see page 3).

How much is the entry fee?

Entry fees apply per category and are tiered, so the sooner you enter, the cheaper:

- **Early fees** (£220) apply to all regions until 28 February 2025, offering a 20% saving.
- **Standard fees** (£275) then apply, with deadlines dependent on project region.
- **Late fees** (£330) come into force for two weeks following standard entry deadlines.

KEY DATES

ELIGIBILITY

PROJECT REGION

ENTRY DEADLINES

Opening dates
Jan 2024 - Apr 2025



Early	Standard	Late
Fri 28 Feb	Fri 25 Apr	Fri 9 May

Opening dates
Jan 2024 - Apr 2025



Early	Standard	Late
Fri 28 Feb	Fri 25 Apr	Fri 9 May

Opening dates
Jan 2024 - Jun 2025



Early	Standard	Late
Fri 28 Feb	Fri 6 Jun	Fri 20 Jun

Opening dates
Jan 2024 - Jul 2025



Early	Standard	Late
Fri 28 Feb	Fri 25 July	Fri 8 Aug

CATEGORIES

BAR, CLUB OR LOUNGE

A hotel bar, club or lounge.

HOTEL CONVERSION

A conversion of an **existing non-hotel building** into a hotel.

HOTEL RENOVATION

A restoration, extension, refurbishment or restructuring of an existing hotel.

LODGES, CABINS & TENTED CAMPS

A single/collection of lodges, cabins or tented camps.

SUSTAINABILITY

A hotel project that has demonstrably followed principles of sustainability throughout both its development and delivery.

EVENT SPACES

A multi-purpose space or series of spaces in a hotel created for staging temporary events, including; ballrooms, conference areas and meeting rooms.

LANDSCAPING & OUTDOOR SPACES

The landscape architecture and/or design of external areas of a hotel.

RESORT

A self-contained resort hotel.

SPA & WELLNESS

A spa and/or wellness facilities within or associated to a hotel.

GUESTROOMS

Hotel bedrooms and en-suite bathrooms (not suites).

HOTEL NEWBUILD

A complete new development of a hotel.

LOBBY

A hotel lobby, reception, foyer and/or public areas (multi-functional areas with no specific purpose).

RESTAURANT

A hotel restaurant.

SUITE

A hotel suite comprising: a bedroom(s); living room area(s); and bathroom(s).

SPECIAL AWARDS

NEW CONCEPT

A new hospitality concept or brand that delivers both outstanding design and guest experience.

OUTSTANDING CONTRIBUTION

Recognising the outstanding contribution of an individual or collective to the hospitality industry.

ACCESSIBILITY

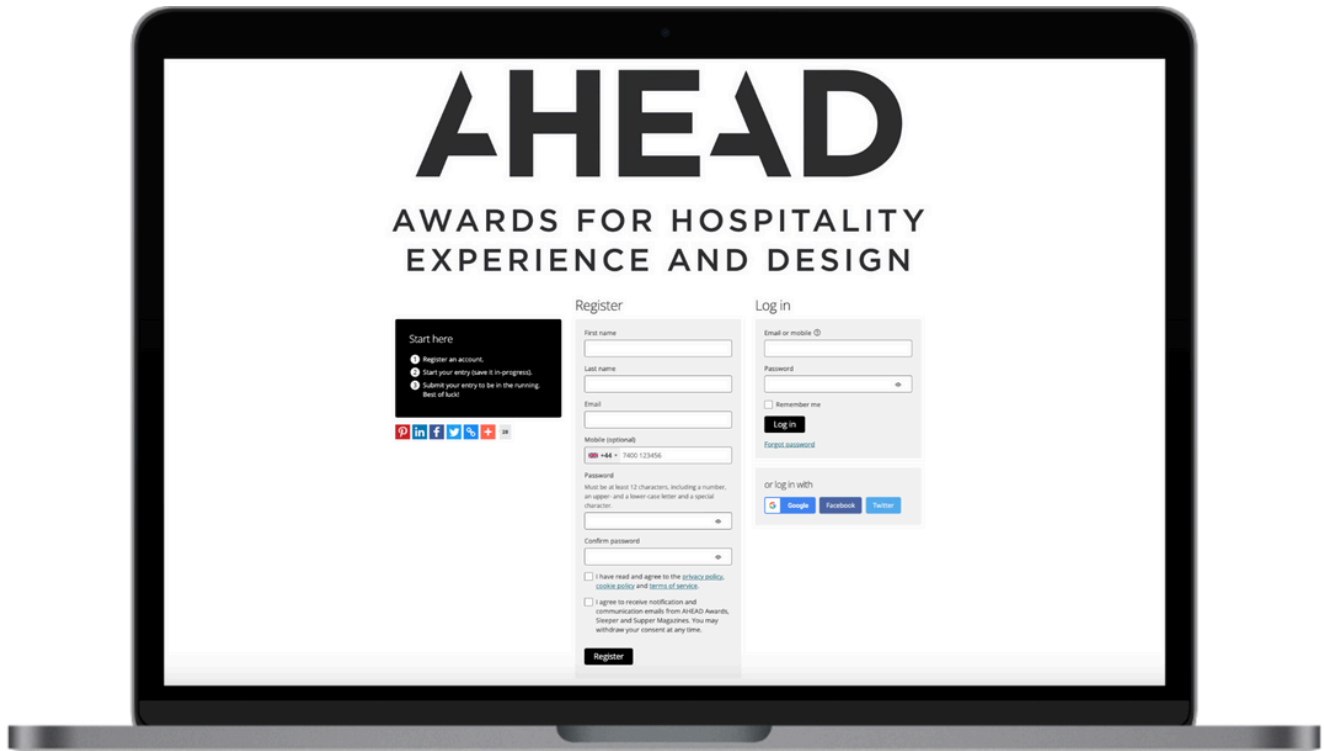
A hotel project that delivers outstanding design and guest experience whilst demonstrating a thorough consideration of accessibility and other issues facing disabled guests and staff.

HOTEL OF THE YEAR

The entry that best combines architecture and design to deliver an outstanding guest experience.

ENTRY INSTRUCTIONS

1) Visit ahead.awardsplatform.com and login or register an account.



2) Click **Start Entry** to begin.

3) Fill in the Details page and click **Save + Next**. This will save your progress so you can come back and complete your entry at your convenience.

4) As part of the entry process, we require the following information:

- Entrant details (name, company and email)
- Project details (location, opening date, developer/investor, operator, architect and interior designer)
- A 250-word overview of the project
- A 500-word category-specific summary
- 6 high-resolution, landscape images of the project
- A 60-90second video/narrated slideshow of the project

5) Once you reach the Confirmation page, check you've provided the necessary information and read Sleeper Media's [terms and conditions](#) before clicking **Submit Entry**. You will then be redirected to our secure payment portal. Please note, your entry will only be submitted once payment has processed.

NEXT STEPS

JUDGING & SHORTLISTING

Once entries close, each regional judging panel votes for its shortlist, consisting of four to five projects per category (excluding Special Awards). If your entry is shortlisted, you will be contacted. Each panel then convenes for a final judging session to whittle down a winner in each category and determine the Special Awards recipients.

AWARDS CEREMONIES

The winners will be announced at regional awards ceremonies, for which each shortlisted project (not entry) will receive one complimentary ticket with the option to purchase additional tickets. The ceremony dates are as follows:

AHEAD ASIA 2025 | SINGAPORE | FRIDAY 12 SEPTEMBER
AHEAD AMERICAS 2025 | NEW YORK | THURSDAY 16 OCTOBER
AHEAD MEA 2025 | DUBAI | MONDAY 3 NOVEMBER
AHEAD EUROPE 2025 | LONDON | THURSDAY 27 NOVEMBER

AHEAD GLOBAL

The series concludes with a Global finale to decide the best of the best – the AHEAD 100 list is unveiled, comprising the projects that received the most votes from the judges, before the winner of the coveted Ultimate Accolade is announced, drawing the series to a close.

CONTACT

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SOCIALS

