



The Boutique & Lifestyle Hospitality Awards 2016 Program Details and Terms

The Boutique & Lifestyle Lodging Association (BLLA) is pleased to announce the annual **Boutique & Lifestyle Hospitality Awards (“BLLA Awards”)**.

OVERVIEW

The BLLA Awards are an opportunity for properties and people to be recognized in achieving overall success throughout a number of important and equally-weighted criteria, as well as for hoteliers to be recognized in a separate round of judging.

ELIGIBILITY

- **Boutique Hotel of the Year 2016:** Boutique Hotels possessing a unique style and design, upscale amenities and food and beverage (breakfast at a minimum) and personalized customer focus.
- **Lifestyle Hotel of the Year 2016:** Lifestyle Hotels, in addition to the above factors, including elements that take the local destination and living features into consideration.
- **Boutique and Lifestyle Hotelier of the Year 2016:** Owners and operators of Boutique Hotels and Lifestyle Hotels.
- **Person of the Year 2016:** Hospitality vendors and suppliers, hotel staff, travel & tourism professionals, anyone in the industry can be nominated to win this award.
- **Hotel Restaurant of the Year 2016:** In the past, hotel restaurants catered only to guests who didn't have a chance to wander outside the hotel. But today, hotels need to service more than just Eggs Benedict for breakfast or Hamburgers for dinner. They need to attract guests and local customers by using polished techniques, local farm fresh produce and technology to market it all. This is a chance for a great establishment to be recognized by the boutique lifestyle industry and achieve all the accolades it deserves! Enter your favorite hotel RESTAURANT

that fits into either the Boutique or Lifestyle category (no need to worry which one it fits - BLLA determines).

HOW TO ENTER

Follow the instructions on the Awards website. If you need assistance, please call BLLA 818-883-4363.

ENTRY DEADLINES

The entry submission period runs through August 31, 2016. All submissions must be received no later than the end of the submission period.

JUDGING

The Awards judging panel consists of industry experts from the design and architecture, hospitality research, advertising, public relations, media, and digital marketing professions. The judges will consider overall excellence in the following areas to choose one winner of each Award and the runner-up.

Following is a review by Award category:

BOUTIQUE & LIFESTYLE HOTEL OF THE YEAR

The judges will consider overall excellence in the following areas to choose one Boutique Hotel of the Year winner and one Lifestyle Hotel of the Year winner:

- Design & Architecture
- Sustainability
- Food & Beverage
- Customer Service both online and off
- Social Media
- Marketing & Sales

HOTELIER OF THE YEAR

Along with a panel of company executives, the judges will also choose one Boutique & Lifestyle Hotelier of the Year, based on the following criteria:

- The nominee must be an industry leader who has made significant contributions on behalf of the hospitality industry in the category of boutique/lifestyle properties and/or brands.
- This industry advocate possesses unparalleled leadership skills, high quality workmanship, and has an outstanding track record in delivering successful programs.

- Past recipient of the Boutique & Lifestyle Hotelier of the Year Award:
 - Fred Kleisner, past CEO of Morgans Hotel Group
 - Tim Dixon, Owner of The Iron Horse Hotel Milwaukee
 - Jonathan Plutzik, Principal Owner and Chairman, The Betsy Hotel, Miami Beach, Florida
 - Paul Ruffino, Hotel BPM, Brooklyn
 - Doyle Graham Jr., Founder, CEO of The Valencia Group
 - Karie Hall, Vice President & General Manager, The Cromwell Hotel Las Vegas

PERSON OF THE YEAR

The Person of the Year Award will be judged by a panel of peers based on completion of a questionnaire where the nominating person or the nominee will write an essay showcasing performance, purpose, philanthropy and other attributes to be considered.

HOTEL RESTAURANT OF THE YEAR

The Hotel Restaurant of the Year will be judged by a panel of peers including F&B professionals on completion of the questionnaire where the essay will be complete showcasing the attributes, quality of food/presentation/entertainment, etc. of the establishment and its relationship to the hotel.

JUDGES

BLLA Awards Judges are instructed not to participate in the evaluation of any property in which they have any affiliation, whether as an employee, officer, director, investor or otherwise. Judges who have a personal or business relationship with a hotelier also may not participate in the evaluation of such hotelier for the Hotelier of the Year award.

AWARDS CEREMONY

Winners will be announced at the annual BLLA Boutique Lifestyle International Leadership Symposium October 24-26, 2016 in Los Angeles and be recognized with an Award during the Gala Awards Dinner & Ceremony, October 25th.

For details on how to register for the conference, sponsor or exhibit, visit www.bllaevents.com, click on BLLA Leadership Symposium.

Note: There will be a limited number of seats at the Gala Awards Dinner available for purchase by award winners and their guests. Contact BLLA directly by emailing: awards@blla.org or calling 818-883-4363, x.3.

GENERAL PROVISIONS

By entering and completing the questionnaire, you agree that: (a) BLLA, and those acting on their behalf shall have the unrestricted right to reproduce, display and otherwise use all materials submitted for publicity purposes relating to the Awards; (b) you will cooperate in providing additional materials if requested; (c) all information you submit is truthful and accurate, and BLLA have the right to verify all information; (d) you will indemnify and hold BLLA, and those acting on their behalf harmless against any and all third-party claims, liability, costs or expenses, including but not limited to attorney's fees, arising from use of materials submitted; (e) you acknowledge and agree that the decisions of judges are final; and (f) BLLA, and their parents, subsidiaries, employees, officers, directors, agents or affiliates shall not be responsible for liability of any kind whatsoever arising out of your participation in the Awards.

Any winner or finalist wishing to publicize that status in any way must comply with the usage policy concerning BLLA's name and logo. See policy below. Any graphics used in connection with such publicity are limited to the official BLLA finalist/winner announcement logos as furnished by BLLA, and such use is subject to BLLA approval.

Policy: BLLA will hereby license the BLLA AWARDS 2016 icon for WINNERS and FINALISTS for commercial and non-commercial Web sites if approved in advance. In addition to complying with all of the following terms, any use of the logo requires an acknowledgement of their registered trademark status and, if the use is on a Web page, the logo must be used as a link to www.blla.org or www.bllaevents.com.

To request additional BLLA Logo artwork, beyond that which is available here, please send email to awards@blla.org indicating where, how, and for what purpose you plan to use the image.