**HAMA US Asset Management Achievement Award**

**First Round Submission Form**

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| **Project Name** |  |
| **Submitter Name** |  |
| **Company Name** |  |
| **Contact Details** |  |

Answers to the following should be kept short in bullet point format and should demonstrate measurable results. We also encourage you to share supplemental information (e.g. presentation, brochure, weblinks, etc), although priority will be given to the answers below. You may also include one or two pictures of the subject property/properties, ideally depicting before and after construction works (if applicable).

1. Asset/investment description:

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1. Overall investment strategy with rationale and key objectives:

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1. Outline the asset management plan explaining specific initiatives linked to the investment strategy:

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1. Results from the asset management initiatives that demonstrate improved operating performance and/or increased real estate value (this may include but not limited to detailed operating KPI improvements, market penetration/positioning, customer review scores, real estate valuation uplift, etc):

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1. Environmental, Social, and Governance Criteria – explain how ESG considerations were incorporated in the planning stage and how the actual implementation impacted results (this may include but not limited to details in terms of ESG certification or uplift thereof, decarbonization progress, ROI for ESG capex and use of subsidy schemes (where available)):

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1. Where applicable, explain how the hotel/s adjusted to any project or market challenges, andhow they have been able to make the most of any growth opportunities resulting from such challenges.

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1. Outline what specificity/aspects makes your asset(s) “unique” and why you believe that your project should be chosen as the winner:

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**Information for Submitters**

**Please send completed form to** [**award@hamagroup.org**](mailto:award@hamagroup.org) **no later than April 27, 2025.**

**AWARD BACKGROUND AND JUDGING CRITERIA:**

The award was established to recognise the key role played by hotel asset management in sustainably growing asset value and driving underlying investment returns. When evaluating each submission, the judging panel score each project on a scale of 1 to 5 using the following criteria:

1. Assessment of overall strategy with clear goals: Asset description, project background (action plan, timelines, KPIs, etc), investment rationale, key objectives and deliverables.
2. Asset management actions that are clearly linked to strategy: Specific initiatives, challenges overcome, innovative and creative tactics across areas such as operations, physical asset, brand/operator selection, contracts and legal, space utilisation, investment management, etc.
3. Directly attributable value enhancement with demonstrable results: Operating KPI improvements, market penetration/positioning, customer review scores, real estate valuation uplift, etc.
4. Assessment of early results and amendment of strategy or asset management actions to improve results: Details of strategy adjustments (or new strategies) due to challenges, implementation and results
5. Environmental, Social, and Governance strategy and actions: Details of policies, priorities and achievements regarding Environmental (e.g. energy use, waste, pollution, natural resource conservation, treatment of animals as well as actions to mitigate environmental risks), Social (e.g. relationships with suppliers, employees, customers and local communities), and Governance (e.g. reporting transparency, internal control, audits and leadership).

**CONFIDENTIALITY:**

The HAMA US Asset Management Achievement Award Committee and the judging panel will treat all information submitted in applications as confidential and materials shall not be used for any other purposes outside of the HAMA US Asset Management Achievement Award. Please note, that the Award Committee reserves the right to request official proof of the data submitted to verify its authenticity. The Award Committee will contact you directly in case it requires any additional information, has any questions with regard to the submission or has shortlisted a submission.

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