



**100%  
HOTEL  
DESIGN  
AWARDS**  
2025

BY **100%  
HOTEL  
SHOW**

**SUNDAY  
16 NOVEMBER  
2025**

**MEC PAIANIA**

# 12<sup>th</sup> 100% HOTEL DESIGN AWARDS 2025

Invitation to Participate in the Most  
Important Hotel Design Competition  
for Greece and Cyprus!

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## OFFICIAL ANNOUNCEMENT

The 100% Hotel Show announces the start of the submission process for the 12th Hotel Design Competition “100% Hotel Design Awards”.

As part of the competition, Architects and Designers have the opportunity to showcase their work to the most dynamic professionals in the Tourism sector: Hoteliers, Villa & Upscale Apartments Owners, Travel Agents, Tour Operators, Media, Construction Companies, Financial Consultants, Marketing Managers, and other industry specialists.

At the same time, and beyond the immediate exposure for the participants, the 100% Hotel Show has created and is developing the institution of the “100% Hotel Design Awards”, aiming to:

- › Record and present the latest trends in Hotel Architectural Design, while also rewarding practices that create competitive hotels, contributing to the growth of Greek Tourism.
- › Highlight the role of good design in creating a Unique Identity and its contribution to enhancing the experience and overall image of Luxury Accommodations and Villas.

## PARTICIPANTS / WINNERS SHOWCASE

- › The entries that make it to the Shortlist of the competition will be showcased in Special Areas during the 100% Hotel Show. Exhibition, which will take place from 15th to 17th November 2025 at the MEC Paiania.
- › All Shortlisted entries will be honored during the Awards Ceremony on Sunday, 16th November 2025. During the same ceremony, the awards will also be presented to the winners.
- › All Finalists will be systematically featured on the online platforms of the organizing company, [designsociety.gr](https://designsociety.gr) and 100% Hotel Specials (the “media” of the 100% Hotel Show). Additionally, special promotion will be organized for the winners on both of these platforms.



## AWARD CATEGORIES

### MAIN CATEGORIES

- › Resort
- › City Style Hotel
- › Villa
- › Boutique Style Hotel
- › Luxury Apartment

### SPECIAL CATEGORIES

- › Lighting Design
- › Sustainable Hotel Design
- › Room / Bathroom
- › Lobby / Foyer / Reception
- › Surrounding Area
- › All Day Restaurant
- › Wellness Centre
- › Special Prize for non-implemented Project
- › Special Audience Prize
- › Special Award for Best Photoshooting

## CRITERIA FOR PARTICIPATION

In the 12th competition of 100% Hotel Design Awards 2025, eligible to participate, are:

- › Architects / Architectural Studios from Greece and Cyprus, for projects that they have been created all over the world, which were implemented (or the research has been conducted for not implemented ones) during the last 5 years, and have not participated in the contest in the previous years.
- › Projects in Greece and Cyprus that have been created (or, the research has been conducted for not implemented ones) by architects/architectural offices from all over the world.
- › For the «Special Prize for Best Photoshooting» category, Photographers – collaborators of the Architectural Offices that designed the Project, or the Project Owners (Hoteliers - Management Companies etc.)

### Important Clarification:

*Whoever is related to the project (Architects, Designers, Hoteliers, Operators, Investors-Developers) can submit a participation.*

*In any case, it is recommended for the head architect or designer of the project to curate the participation.*



## PROCEDURE

The 12th 100% Hotel Design Awards 2025 contest includes the following stages (in terms of time and action):

1. During the first stage, the person of interest (Architects, Designers, Owners of hotels, Photographers Operators, Investors-Developers) should send to the contest's organizing committee their application package. There is no limit to the number of applications from each participant. The first stage leads to a short-list selection.
2. The second stage includes a closed jury meeting at a reasonable time before the 100% Hotel Show and selection among short listed selected projects. The awards will be announced and awarded at a high-level ceremony, to be held on 16 November 2025.
3. The projects & products that will be selected in the shortlist will be presented during the 100% Hotel Show fair, which will take place on 15- 17 November 2025, at MEC Paiania. The visitors of the fair will have the chance to vote for their favorite participation, which will win the audience award. The announcement of the project that won the audience award will be made after the fair.

## DATES

- › **Submission start date:** May 30, 2025
- › **Final date for submitting materials with "Early Bird" discount:** May 30, 2025
- › **Final date for submitting materials without discount:** June 20, 2025
- › **Public Voting (Online):** November 1-30, 2025
- › **Exhibition of shortlisted entries & Onsite Public Voting:** November 15-17, 2025, during the 100% Hotel Show Exhibition
- › **Awards Ceremony:** November 16, 2025

## PARTICIPATION FEE

- › For participation in up to 2 prize categories: **€434,00 per participation (€ 350,00 + 24% VAT).**
- › For participation in 3 to 4 prize categories: **€496,00 ανά φάκελο (€400,00 + 24% VAT).**
- › For participation in 5 to 6 prize categories: **€558,00 ανά φάκελο (€450,00 + 24% VAT).**

### PARTICIPATION FEE WITH "EARLY BIRD" DISCOUNT

#### FOR SUBMISSION OF THE COMPLETE NOMINATION FILE BY 30/5/2025

- › For participation in up to 2 prize categories: **€372,00 per participation (€ 300,00 + 24% VAT).**
- › For participation in 3 to 4 prize categories: **€434,00 per participation (€350,00 + 24% VAT).**
- › For participation in 5 to 6 prize categories: **€496,00 per participation (€400,00 + 24% VAT).**

**Note:** The participants will indicate the prize categories they choose to compete in. The Jury, however, reserves the right to evaluate Works in categories not declared by the participants.



## MATERIAL FOR PARTICIPATION

The submitted folder for each project, must include:

1. 10 -12 (not more) characteristic photos of the project. These should indicate in any case:
  - 1a. The general picture.
  - 1b. A characteristic room.
  - 1c. A typical bathroom.
  - 1d. The lobby / foyer / reception
  - 1e. Restaurant / bar (if applicable).
  - 1f. Spa (if applicable)
  - 1g. Landscape interventions (if applicable)
  - 1h. Three additional photos of the participants' choice, or characteristic drawings
2. Short description of the project - in word format, both in Greek and English (max. 100 words in each language).
3. The categories in which the project is submitted as a candidate.
4. Technical description of one page- in word and pdf format, describing in 500 words the characteristics of the hotel, the time of study and completion, the cost of implementation, the developer of the project both in Greek and English.
5. The project contributors and the suppliers of hotel equipment (furniture, light fixtures.)
6. Completed, the following details:

Project Name: \_\_\_\_\_  
Contact Person: GR \_\_\_\_\_ EN \_\_\_\_\_  
Name of the Participant: GR \_\_\_\_\_ EN \_\_\_\_\_  
Name of the Photographer: GR \_\_\_\_\_ EN \_\_\_\_\_  
Site: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_

## ADDITIONAL MATERIAL

(necessary for a valid participation)

1. Proof of payment for participation in the competition
2. Participant's tax information

The material can be submitted digitally by:  
e-mail / dropbox link / wetransfer.com [info@hotelshow.gr], with  
the subject 100% HOTEL DESIGN AWARDS | HOTEL NAME | ARCHITECT NAME.

Entry fee per case according to the number of categories, based on a table above, payable to **DEMAND FAIRS & MEDIA MEPE**.

(Account No: NATIONAL BANK 187/00311-279

IBAN: GR13 0110 1870 0000 1870 0311 279 SWIFT-BIC ETHNGRAA)



## THE JURY

100% Hotel Design Awards 2025 jury will be determined soon. It will be composed by personalities of the Architecture, Design, and Tourism sectors, as well as by representatives of institutional organizations and media of those fields, from Greece and abroad.

The jury members will change every year. A jury member who has been a member in the last two years, cannot be selected. The Jury members will be selected by DEMAND FAIRS & MEDIA MEPE, organizer of 100% Hotel Show, in cooperation with the Advisory Committee.

The names of the jury will be announced at the end of the submission of entries.

## EVALUATION CRITERIA

The evaluation criteria are not based only on good and creative design but also in commercial success. Regardless of how impressive is a project in terms of aesthetics or design, the jury will examine how each winning project responds to the customer needs. The jury will be looking for entries which seek strict and structured design, demonstrating reasonable use of the project budget in order to contribute to the “experience” of the visitors and participate in the creation of a “theatrical scene.” The submitted material should clearly demonstrate why this project deserves to be selected for an award and how design has helped the project to reach an awarding level.

### WHAT DO THE JURY MEMBERS SEARCH FOR

- › Comparison between the initial information and the final solution.
- › Evidence of an innovative approach with clever use of space and materials.
- › Sensitivity to operational issues, as well as requirements on cultural heritage and urban design, sustainability and the environment.
- › Personalization and design innovation and how they enhance the visitors’ experience.
- › Successful resolve of budget issues, construction and timetables.
- › Issues of comfort, practicality, durability and ease of use.
- › Compelling facts and figures.



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#### ORGANIZATION

**DEMAND**  
FAIRS & MEDIA

Μέλος • Member

**SETE**

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