



**100%
HOTEL
DESIGN
AWARDS**
2026

Invitation to Participate in the Institution
that showcases contemporary Hotel
Design in Greece and Cyprus!

BY **100%
HOTEL
SHOW**



THE EVOLUTION OF 100% HOTEL DESIGN AWARDS

In recent years, Hotel Design has changed significantly.

Architecture and Interior Design remain fundamental pillars for the design of a modern Hotel.

However, **Hotel Design** is no longer limited exclusively to Space, but now also includes all the visual and functional elements that shape the **Identity of a Hotel**.

From **Spatial Design and Functionality**, to the **Logo**, the **Website** and the **Staff Image**, modern Hotel Design is now a holistic process of creating a unique Identity and Differentiation.

Following this new reality of the Hospitality Industry, the **100% Hotel Design Awards 2026** are evolving, presenting a **renewed category structure** that more comprehensively captures the way modern Hotels and Tourist Accommodations are designed today.

OFFICIAL ANNOUNCEMENT

For the 13th year, the **100% Hotel Show** announces the start of the Submission process for the Hotel Design Competition "**100% Hotel Design Awards**", giving Architects, Designers, Creative Agencies and Professionals of the Hospitality Industry a platform to present their work to the most dynamic businesses in Tourism and Hospitality: Hoteliers, Villa & Upscale Apartments' Owners, Investors, Hotel Management Companies, Media, Luxury Travel Agents and other specialists of the field.

In its new form, the Institution aims to:

- › Highlight the modern trends in Hotel Design.
- › Reward projects that combine Design, Functionality and Commercial Sense.
- › Present projects that play a substantial role in creating a Unique Hotel Identity.
- › Highlight the role of Design as a key tool for differentiation and growth in the field of Hospitality.

DISPLAY OF PARTICIPANTS / WINNERS

- › Entries that are shortlisted for the Competition will be presented in specially designed spaces during the 100% Hotel Show 2026 Exhibition, which will take place from October 23-25, 2026 at MEC Paianias.
- › All Short Listed Entries will be honored during the Awards Ceremony, on Friday, October 23, 2026. Within the same Ceremony, the Awards will also be presented to the Winners.
- › All Finalists will receive systematic exposure across the Digital Platforms the Organizing Company, designsociety.gr and 100% Hotel Specials (the "media" of the 100% Hotel Show). At the same time, special promotion of the Winners will be organized on both of the above Media.



CATEGORIES

The new format of the 100% Hotel Design Awards provides for 3 general Award Sectors:

- › **Completed Projects** (Projects that have been implemented in the last five years and have not participated before in the Competition).
- › **Upcoming Projects** (Projects under development / Studies / Concepts / New Hospitality Design proposals that have not yet been implemented).
- › **Special Categories** (Implemented or active design applications relating to the overall visual and functional identity of Hotel Businesses).

COMPLETED PROJECTS

Resort
City Style Hotel
Boutique Style Hotel
Villa
Luxury Apartment

UPCOMING PROJECTS

Room / Bathroom
Reception / Lobby
Landscape Design
Spa
Restaurant

SPECIAL CATEGORIES

Hotel Logo Design
Hotel Website Design
Hotel Uniforms Design



PARTICIPATION CRITERIA

In the 13th 100% Hotel Design Awards 2026 Competition, the following can participate:

- › Architects
- › Interior Designers
- › Branding & Creative Agencies
- › Web Design Agencies
- › Fashion / Uniform Designers
- › Hotel Businesses
- › Hotel Management Companies
- › Developers
- › Investors
- › Contractors

from Greece and Cyprus, as well as projects in Greece and Cyprus that have been created by professionals from abroad.

Important clarification:

Anyone substantially involved in to the project or application being submitted may submit an entry to the Competition. However, it is recommended that the entry be handled by the main Designer or the Creative Agency responsible for the Project.

PROCESS

The Competition includes the following stages:

- 1. Submission of Entries.** Interested parties send the application file to the Organizing Committee of the Competition. There is no limit to the number of entries per participant.
- 2. Short List Selection.** The Jury evaluates all entries and selects the projects that will be shortlisted.
- 3. Final Evaluation & Awards.** The Jury selects the winners per category, who will be announced during the official Awards Ceremony of the 100% Hotel Design Awards 2026.
- 4. Presentation at the Exhibition.** The Short Listed entries will be presented during the 100% Hotel Show 2026, in a specially designed area of the Exhibition.

DATES

- › **Deadline for sending materials:**
7 September, 2026
- › **Public Vote (online):**
October 10-30, 2026
- › **Exhibition of short listed entries & On site Public Vote:**
October 23-25, 2026, during the 100% Hotel Show Exhibition.
- › **Awards Ceremony:**
October 23, 2026.



PARTICIPATION COST (PER PROJECT)

- › For declaration of participation in 1 award category:
€ 434,00 per entry (€ 350,00 + VAT 24%).
- › For declaration of participation in 2 award categories:
€ 496,00 per entry (€ 400,00 + VAT 24%).
- › For declaration of participation in 3 (or more) award categories:
€ 558,00 per entry (€ 450,00 + VAT 24%).

Note: Participants declare the award categories in which they choose to compete.

The Judging Committee, however, reserves the right to evaluate the Projects also in categories that have not been declared by the participants.

PARTICIPATION MATERIAL

GENERAL GUIDELINES

Each entry file must include:

- › photographic and visual material of the project,
- › a brief description of the concept,
- › technical details of the project,
- › and the details of the contributors to the entry.

All material must be sent digitally in high resolution format.

The Organizing Committee reserves the right to request supplementary material, should this be deemed necessary for the evaluation or presentation of the entry.



PARTICIPATION MATERIAL

GUIDELINES PER CATEGORY

COMPLETED PROJECTS

The entry file must include:

1. 10 to 12 high-resolution photographs of the project, showing:
 - › the overall image of the project,
 - › characteristic spaces,
 - › key design elements,
 - › and details that highlight the design approach.
2. A brief description of the project in Greek and English (max. 150 words per language).
3. The categories in which the project is submitted as a candidate.
4. A one-page technical description -in word and pdf format-, a 500-word description covering the characteristics of the hotel, the study and completion time, the implementation cost, the contractor of the project etc., in both Greek and English.
5. The contributors to the project and the suppliers of hotel equipment (furniture, lighting fixtures etc.).
6. Please complete the following details:

Project Name: _____
Contact Person: GR _____ EN _____
Company Name of Participant: GR _____ EN _____
Photographer's Name: GR _____ EN _____
Site: _____
E-mail: _____
Phone: _____

SUPPLEMENTARY MATERIAL (necessary for a valid entry)

1. Proof of payment for participation in the competition
2. Tax details of the participant

The entry file is submitted digitally to:
e-mail / dropbox link / wetransfer.com [hda@hotelshow.gr], with Subject:
100% HOTEL DESIGN AWARDS | HOTEL NAME | ARCHITECT NAME

Participation cost per entry depending on the number of categories, based on the table above,
payable to **DEMAND FAIRS & MEDIA ΜΕΠΕ**.
(Account No.: **National Bank of Greece** 187/00311-279
IBAN: GR13 0110 1870 0000 1870 0311 279 SWIFT-BIC ETHNGRAA)



PARTICIPATION MATERIAL

GUIDELINES PER CATEGORY

UPCOMING PROJECTS

The entry file must include:

1. 10 to 12 presentation images
 - > renders,
 - > drawings,
 - > moodboards,
 - > concept visuals,
 - > floor plans,
 - > or other presentation material.
2. A brief description of the project in Greek and English (max. 150 words per language).
3. The categories in which the project is submitted as a candidate.
4. A one-page technical description -in word and pdf format-, describing in 500 words the design concept, the functional logic, the aesthetic direction, and the relationship of the concept to the modern needs of hospitality.
5. Please complete the following details:

Project Name: _____
Contact Person: GR _____ EN _____
Company Name of Participant: GR _____ EN _____
Site: _____
E-mail: _____
Phone: _____

SUPPLEMENTARY MATERIAL (necessary for a valid entry)

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PARTICIPATION MATERIAL

GUIDELINES PER CATEGORY

SPECIAL CATEGORIES

For Hotel Logo Design

The entry file must include:

- › logo in high resolution,
- › brand identity applications,
- › mockups or usage applications,
- › brief concept description.

For Hotel Website Design

The entry file must include:

- › screenshots of the website,
- › website link,
- › presentation of key pages,
- › mobile version (if available),
- › brief analysis of design approach and user flow.

For Hotel Uniforms Design

The entry file must include:

- › photographic material,
- › fashion sketches or applications,
- › presentation of different staff roles,
- › brief description of concept, materials and design approach.

Common elements for all SPECIAL CATEGORIES

Please complete the following details:

Project Name: _____
Contact Person: GR _____ EN _____
Company Name of Participant: GR _____ EN _____
Site: _____
E-mail: _____
Phone: _____

SUPPLEMENTARY MATERIAL (necessary for a valid entry)

1. Proof of payment for participation in the competition
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JUDGING COMMITTEE

The Judging Committee of the 100% Hotel Design Awards 2026 will consist of leading figures from the fields of:

- › Architecture
- › Interior Design
- › Hospitality Design
- › Branding
- › Tourism
- › Media
- › Hospitality Business from Greece and abroad.

The members of the Committee will be announced at the end of the entry submission process.

THE EVALUATION CRITERIA

The evaluation of entries is based not only on the aesthetic quality of the design, but also on how the Design meaningfully contributes to:

- › the creation of Identity,
- › Functionality,
- › Differentiation,
- › the Guest Experience,
- › and the overall Commercial value of the project.

The Judging Committee will evaluate:

- › The overall design approach
- › Originality and creativity
- › The consistency of the project's identity
- › Functional and commercial awareness
- › The quality of implementation
- › The relationship between concept and final result
- › The correct use of materials, media and design tools
- › The contribution of design to the differentiation of the hotel product



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ORGANIZATION

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SETE

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