

NEW



# GLOBAL BRANDED RESIDENCE AWARDS 2026

*For those who define the experience*

*The Global Branded Residence Awards 2026 recognise excellence in the rapidly expanding **branded residences sector**.*

**Date: Thursday 1<sup>st</sup> October 2026**

**Location : Dubai**

[www.GlobalBrandedResidenceAwards.com](http://www.GlobalBrandedResidenceAwards.com)



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# A Welcome from Boutique Hotel News



Hear from Eloise Hanson, BHN editor and head judge of the awards:

## Welcome!

The **Global Branded Residence Awards** is the first of its kind, hosted by **Boutique Hotel News**, the leading global boutique, lifestyle and luxury hotel media brand, part of the International Hospitality Media portfolio.

Branded residences are experiencing unprecedented global growth and have firmly established themselves as one of the most dynamic sectors within hospitality and real estate. According to the consultancy Global Branded Residences, there are now more than 1,800 completed and announced projects worldwide, with the sector expanding by approximately 140–150% over the past decade.

The Middle East and Europe have emerged as major engines of growth, recording expansion of around 350% and 260% respectively, while the model is now established across 90 countries, including 25 new markets. **These awards recognise the innovation, best practice, partnerships and strategic vision to ultimately drive supply and demand growth.**

To celebrate the launch of the Global Branded Residence Awards, 17 award categories are up for grabs. Open to real estate owners, developers, operators, brands and service providers worldwide, the awards will shine a light on best practice and sector leadership.

Winners will be revealed at a five-star awards ceremony, bringing together senior decision-makers from across hospitality, development, investment, architecture and design. With operators delivering new projects at record pace and developers increasingly shaping the competitive landscape, this sector is entering a defining decade.

This is your opportunity to connect with the leaders driving this transformation and to celebrate excellence at the forefront of branded residential growth. I look forward to welcoming you.

**“The Global Branded Residence Awards are testament to the incredible growth in this sector over recent years. I’m honoured to be a Judge at these inaugural Awards, which will shine a light on best practice and celebrate some of the brightest talents in the industry.”**



**Chris Graham**  
Managing Director  
Graham Associates



A large, elegant cursive signature of Eloise Hanson in white ink.

[www.GlobalBrandedResidenceAwards.com](http://www.GlobalBrandedResidenceAwards.com)



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# Branded Residence Market: A growing opportunity

*The branded residence sector is experiencing remarkable growth.*

The geographical reach of branded residences continues to broaden, with key hotspot cities being at the forefront. **Dubai (pictured)**, continues to lead the global market, alongside Miami, while rapid expansion is being seen across Saudi Arabia, Southeast Asia, Mexico and Southern Europe, highlighting the sector's increasingly diversified geographic growth.

**A branded residence is a residential property linked to a well-known brand, most often a luxury hotel, that includes high-end services and amenities, or bespoke residences in urban or resort locations. These properties are available for purchase and are professionally managed, offering a lifestyle that combines the comforts of a private home with the perks of a five-star hotel.**

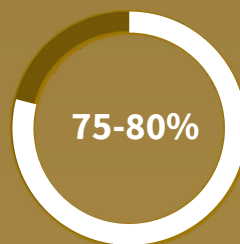
“2025 has been another resounding year for branded residences globally with the total number of schemes expected to rise from 764 (December 2024) to 910 by the end of 2025, reflecting a staggering year-on-year growth of 19%. This year alone, we see 25 countries offering their first ever branded residential project, 39 new hotel brands and 19 new non-hotel brands.”

## WHAT DOES THIS MEAN FOR SPONSORS?

Branded residences consistently command a pricing premium over non-branded luxury stock, while offering hospitality brands a capital-light growth model through management and branding fees making this sector strategically significant for investors, operators and developers alike.



GLOBAL  
BRANDED  
RESIDENCE  
AWARDS



75-80%

Approximately 75–80% of global branded residences remain affiliated with hotel operators, though luxury non-

hotel brands, including fashion houses and automotive marques, continue to expand their presence.

*Savills Global Branded Residences Report 2025/26*

[www.GlobalBrandedResidenceAwards.com](http://www.GlobalBrandedResidenceAwards.com)

# Why Sponsor?

## UNIQUE POSITIONING

Sponsoring gives your brand high-impact exposure **before, during, and after** the event. All sponsors receive logo placement and naming recognition on event marketing materials, the official awards website, email newsletters, and at the gala itself (on-stage signage, AV screens, programs, etc.). Your brand will feature prominently on the Global Branded Residence Awards website and be actively marketed to our 40k database.

## PRIME BRAND VISIBILITY

The Global Branded Residence Awards is a flagship event in the hospitality and real estate calendar. As a sponsor you will gain prestige by association, positioning your organisation as a leader committed to excellence in the luxury residential hospitality market.

## TARGETED AUDIENCE ACCESS

The Awards bring together a curated audience of fashion, jewellery, automotive and hotel brand executives, branded residence project developers, owners, luxury real estate agents, design professionals, and hospitality service providers. As a sponsor, you can meet, greet and network with this community in an exclusive setting. Forge new relationships, strengthen existing ones, and connect with potential clients.

## UNMATCHED NETWORKING

Each sponsorship package includes a high profile area. Treat your key clients, partners, or prospects to a memorable night out. You and your guests will enjoy a five-star evening, including aperitifs, three-course meal and drinks coupled with personalised hospitality, creating an ideal atmosphere to build relationships



[www.GlobalBrandedResidenceAwards.com](http://www.GlobalBrandedResidenceAwards.com)

# Award Categories

*We have 18 awards up for grabs of which you can enter at no cost, and one award decided by the Boutique Hotel News team.*

- Best urban branded residence
- Best resort branded residence
- Best luxury brand affiliation residence
- Best architecture/ exterior design
- Best interior design
- Best in-room supplier
- Innovative use of technology
- Best sales and marketing campaign
- Best broker or sales agency (voted for)
- Innovator of the Year
- Industry Icon
- Future concept award
- The Americas: Best Branded Residence
- Europe: Best Branded Residence
- Middle East & Africa: Best Branded Residence
- Asia-Pacific: Best Branded Residence
- Strategic partner of the year
- **World's best branded residence**



# Timeline

APRIL  
2026

Entries Open

AUG.  
2026

Entries Deadline

MID-AUG.  
2026

Judging Period Starts

MID-AUG.  
2026

Public Voting Opens

SEPT.  
2026

Shortlist Announced

OCT. 1  
2026

Winners Announced  
at the Global Branded  
Residence Awards

[www.GlobalBrandedResidenceAwards.com](http://www.GlobalBrandedResidenceAwards.com)

# Sponsorship Packages

## HEADLINE SPONSOR

£14,995

- 10 premium tickets
- Premium front row table seating directly beside stage
- PR sponsorship announcement
- Solus stage opportunity to address the audience at start of ceremony
- 60 sec brand video to be played
- Stage award presenting opportunities
- Exclusive video interview
- Social media support
- Pre and post-event eshots to the Global Branded Residence Awards website database
- 50% discount on ALL BoutiqueHotelNews.com / UrbanLiving.News digital advertising
- Full GDPR compliant attendee contact list

## SILVER SPONSOR

£9,995

- 6 premium tickets
- Premium front row table seating directly beside stage
- 30 sec brand video to be played
- Stage award presenting opportunities
- Exclusive video interview
- Social media support
- Pre and post-event eshots to the Global Branded Residence Awards website database
- 50% discount on ALL BoutiqueHotelNews.com / UrbanLiving.News digital advertising
- Full GDPR compliant attendee contact list

## BRONZE SPONSOR

£5,995

- 4 premium tickets
- Front row table seating
- 30 sec brand video to be played
- Stage award presenting opportunities
- Social media support
- 50% discount on ALL BoutiqueHotelNews.com / UrbanLiving.News digital advertising
- Full GDPR compliant attendee contact list



GLOBAL  
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*For those who define the experience*

**Contact Katie to discuss bespoke sponsorship opportunities!**



**Katie Houghton**

VP commercial partnerships - hospitality

Email: [katie@internationalhospitality.media](mailto:katie@internationalhospitality.media)

Telephone: +34 711 02 42 31

[www.GlobalBrandedResidenceAwards.com](http://www.GlobalBrandedResidenceAwards.com)

# SPONSORSHIP TERMS AND CONDITIONS

**1. Definitions** For these terms and conditions the Awards organisers, International Hospitality Media (IHM), will be referred to as “The Organisers”. The term “Awards” means the event detailed online at [shorttermrentalawards.com](http://shorttermrentalawards.com) and the term “Sponsor” means the company, firm or person described in these Terms & Conditions who have signed the Sponsorship Agreement “Contract”.

**2. General Terms and Conditions** The person or persons signing the Contract shall be deemed to have full authority to do so on behalf of the Sponsor. The Contract and these Terms and Conditions shall be constructed in accordance with English law and the Parties hereby submit to the jurisdiction of the English Courts.

## **3. Cancellation of Awards**

**3.1** The Organisers reserve the right to postpone or cancel the Awards. In the event of a decision to postpone the Awards, the Organisers will immediately contact the Sponsor with the new date and will agree with the Sponsor that the Organiser should hold the Sponsorship money against a future event. The Organisers reserve the right to relocate the Awards to another venue without changing the terms of Sponsorship. The Sponsor does not have the authority to demand cancellation of the event. In the event of cancellation with no new date rescheduled, the Organisers will return Sponsorship money.

**3.2** If the Awards attracts fewer delegates than anticipated by either the Organisers or the Sponsor, no refund will be given. **3.2** If the Awards attracts fewer delegates than anticipated by either the Organisers or the Sponsor, no refund will be given. Similarly, if the event attracts more delegates than anticipated by either the Organisers or the Sponsor, there will be no additional charge incurred by the Sponsor.

**4. Payment Terms** Upon acceptance of the Contract an invoice for the full amount will be issued and is payable immediately. Under no circumstances will a Sponsor be allowed to participate in the Awards and the benefits outlined in the contract will be withdrawn, if any Awards invoice payment is outstanding. Please be advised that upon receipt of this contract an invoice from IHM for the appropriate amount will be sent to you with detailed instructions of payment terms and conditions.

**5. Compliance with local legislation** The Sponsor must comply at all times with all relevant legislation and regulations of the country where the Awards is held.

## **6. Video rights, Licences and Electronic messages**

**6.1** From time to time, photographs and video recordings may be made at the Awards or in the venue, which may include images of Sponsor, its employees, agents and related merchandise and displays. Sponsor may not hinder, obstruct or interfere in any way with such photography or recordings whether by the Organisers, its agents, attendees, or other exhibitors, and hereby consent to the Organisers’ use of such recordings for commercial purposes.

**6.2** To the extent necessary to fulfil Branded Residence Awards express obligations hereunder, the Sponsor hereby grants the Organisers a nonexclusive, royalty-free, revocable, non-transferable worldwide licence (without the right to sub-licence) to use the Sponsor’s trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, graphic files and images.

**6.3** By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving commercial e-mail messages from the Organisers, its affiliates and partners, as well as third parties licensed to send such messages to Sponsor by any of the foregoing. By providing the data herein, Sponsor agrees that such data may be used by the Organisers and its subsidiaries and their affiliates. Sponsor and their contacts should they not wish for their details to be shared. Full details of our privacy policy can be viewed on the website.

**7. Insurance** The Sponsor shall take out and maintain at all times public liability and employee liability insurance against personal injury, death and loss of property.

**8. Liability** The Sponsor shall indemnify and keep indemnified The Organisers, their affiliates and their respective officers, directors, The Sponsor shall indemnify and keep indemnified The Organisers, their affiliates and their respective officers, directors, shareholders, employees and agents all claims, liabilities, losses, suits, damages, judgements, expenses, reasonable costs (including reasonable legal costs) and charges of any kind arising (“Loss”) out of the wilful default or negligence of the Sponsor or its employees, servants or agents provided only that any such Loss was reasonably foreseeable at the time this contract was made and that the Organisers shall take reasonable steps to mitigate the same.