

Media Release

For immediate release

OVOLO CONTINUES IT'S MARKETING VICTORIES AT THE 2021 HM AWARDS

At the 19th iteration of the HM Awards, designer hotel collection, Ovolo Hotels, was acknowledged for Hotel and Accommodation Excellence for being one of the country's top hotel brands. Off the back of winning "Brand of The Year" two years running, Ovolo was nominated for 42 awards winning "Marketing Campaign of The Year" for the second year in a row and "Upscale Hotel of The Year" whilst also being Highly Commended for 3 other categories on Friday 3rd December 2021 at Sydney's Town Hall.

Ovolo evolved last year, announcing on World Vegetarian Day, October 1, the group would be going vegetarian for 365 days. A never-before-seen initiative on a worldwide hotel group level. With a rise in consumer interest and understanding of the benefits aligned with plant-based and vegetarian cuisine, this change embodied Ovolo's philosophy of connecting with its customers' wants.

"After winning Brand of the Year two years running, it is amazing our Ovolo marketing team was recognised again for all their efforts in 2021," said Group Marketing Director, Stephen Howard. "Whilst the Best Marketing Campaign award was specifically for our [Year of the Veg](#) campaign, this also represents all the great work our team have done with the likes of our Suite Ride, Staycay Your Way and our Wonder. Full. Project - we kept going in a time when it mattered most!"

Guests and diners were able to nourish their bodies and feed their souls at Ovolo's unique kitchen and bar concepts, inspired by fresh and locally sourced produce, ethical eating, and conscious cuisine. Alongside, seasonal cocktails and wines sourced from some of Australia's most progressive producers will also feature.

The collection's Brisbane Hotel, Ovolo The Valley which is designed around the theme of a whimsical oasis and has one of Brisbane's best vegetarian restaurants ZA ZA TA, further brought home the title "Upscale Hotel of The Year" on Friday.

The HM Awards are the leading industry awards in the region, curated to applaud the leading properties, departments, people and brands in Australia, New Zealand and the South Pacific.

As released by HM Awards, over 1250 entries were received this year.

AWARDS:

- **MARKETING CAMPAIGN OF THE YEAR**
 - Year Of The Veg
- **UPSCALE HOTEL**
 - Ovolo The Valley

HIGHLY COMMENDED:

- **HOTEL BAR**
 - Alibi, Ovolo Woolloomooloo, Sydney, NSW
- **BOUTIQUE HOTEL**
 - Ovolo South Yarra
- **BUSINESS HOTEL**

- The Inchcolm By Ovolo

Celebrating 11 years of hotels, kitchens & bars, Ovolo are a guest-centric business connecting guests to the little luxuries they love, all effortlessly included. They pride themselves on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services with the vision to innovate, disrupt, and offer guests an experience like no other. The brand has remained strong during this challenging year, never faltering from their passionate guest attitude of – forever fabulous, unconventional, and never boring (F.U.N.).

Currently owning and operating 13 hotels and 8 restaurants across Hong Kong and Australia, Ovolo shows no sign of slowing down.

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About Ovolo:

The Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala and first entered the real estate market in 2002; then further expanded into the hotel industry in 2010. Ovolo Hotels quickly became one of Hong Kong and Australia's most dynamic independent owner operated hospitality firms by providing guests with the best in effortless living across hotels and food and beverage outlets.

The Ovolo Group is a collection of contemporary hotels that keep you connected to the little luxuries you love, all effortlessly included. The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services like the mini bar and breakfast, with cutting-edge technology. Ovolo Hotels have been acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year", at the 2019 and 2020 HM Awards.

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four hotels and three restaurants in Hong Kong, and eight hotels and seven restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane.

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they'll find. These include Nishi Apartments in Canberra Australia, The Sheung Wan by Ovolo and The Aberdeen Harbour in Hong Kong, and Mamaka Kuta Beach in Bali Indonesia.

As of March 2021, Dash Living collaborated with Ovolo Hotels to launch two new generation of serviced rental solutions in Hong Kong. A total of 135 rooms and suites that form part of a new generation of serviced rental solutions for hyper-mobile millennials will be available for booking. The Aberdeen by Dash Living, soon-to-be converted from Mojo Nomad By Ovolo, offers 79 rooms ranging from studios to executive suites. The 56-room The Sheung Wan By Ovolo, only remaining under Ovolo's management for stays under 7 days, will offer units from studio, one bedroom, to family room options.

Ovolo acknowledges the Traditional Owners of the lands on which we are located. We recognise their continuing connection to land, waters and culture, and pay our respects to their Elders past, present and emerging.