

The
SH★**RTYZ**
2026

Judges Report

Celebrating excellence across the short-term rental industry

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Welcome

The Shortyz 2026 brought together some of the most innovative, commercially ambitious and guest-focused businesses operating across the global short-term rental and alternative accommodation sectors.

This year's entries reflected an industry continuing to evolve at pace, with judges noting particularly strong progress in the areas of AI integration, operational scalability, guest personalisation, sustainability and direct booking strategy.

Across all categories, the strongest submissions combined measurable commercial performance with clear operational discipline, strong customer outcomes and a compelling long-term vision.

The judging process highlighted an industry that is becoming increasingly sophisticated, balancing technology and automation with hospitality-led service and human connection.



Priya Khaira
Editor, ShortTermRentalz, IHM

Event Information

The Shortyz 2026

Tuesday 21st April 2026

The Westin London City

Presented by ShortTermRentalz and International Hospitality Media

Judges

Many thanks to our independent judging panel who have made the awards possible by sparing us their time and expertise.



Amy Hinote
Editor
VRM Intel

Amy Hinote is the founder and editor of VRM Intel, a leading media and education platform for the professional vacation rental industry. With more than 10 years' experience across property management, supplier relations and industry analysis, she is a recognised voice within the short-term rental sector. Her background in finance, marketing and vacation rental operations brings valuable commercial and industry insight to the judging panel.



Hilary Lancaster
CEO
Fusion Interiors Group

Hilary Lancaster is a multi-award-winning interior designer and the CEO and Creative Director of Fusion Interiors Group, a global design firm with 10 international studios. With more than 25 years of experience, she specialises in high-end hospitality, luxury residential and brand-led interior design projects. Her international design expertise and deep understanding of guest experience bring a valuable creative perspective to the judging panel.



Fiona Campbell
CEO
ASSC

Fiona Campbell MBE is the Chief Executive Officer of Association of Scotland's Self-Caterers and a leading advocate for Scotland's tourism and self-catering sector. Since 2015, she has played a key role in representing the interests of independent accommodation businesses and shaping industry conversations around regulation and sustainable tourism. Her extensive sector knowledge and policy expertise bring valuable strategic insight to the judging panel.



Andrew Fenner
CEO
STAA

Andrew Fenner is the former CEO of the UK Short Term Accommodation Association, where he led industry advocacy and policy engagement for the UK short-term rental sector from 2022 to 2026. During his tenure, he played a key role in professionalising the industry, expanding the Short Stay Summit and founding the Global Association Network. His expertise in regulation, governance and sector leadership brings valuable strategic insight to the judging panel.



Jessica Gillingham
CEO
Abode Worldwide

Jessica Gillingham is the Founder and CEO of Abode Worldwide, a specialist PR and communications agency focused on the global hospitality and property technology sectors. With more than 20 years of industry experience, she is recognised for helping high-growth travel and proptech brands build authority and visibility internationally. She brings strong expertise in brand strategy, innovation and hospitality technology to the judging panel.



Jason Sprenkle
CEO
Keydata

Jason Sprenkle is the co-founder and outgoing CEO of Key Data Dashboard, one of the leading business intelligence platforms for the vacation rental industry. A highly respected figure in the short-term rental sector, he previously founded Glad to Have You and is also an owner of luxury property management company 360 Blue. Recognised with the Pioneer Award at the 2026 Shortyz Awards, he brings deep expertise in data, revenue performance and industry innovation to the judging panel.



Amber Hurdle
Founder
Amber Hurdle Consulting

Amber Hurdle is a globally recognised brand and reputation strategist, keynote speaker and author, and the founder of Amber Hurdle Consulting. She combines neuroscience, psychology and marketing strategy to help high-growth businesses strengthen brand loyalty, culture and reputation. Her expertise in leadership, brand positioning and customer engagement brings a valuable commercial and strategic perspective to the judging panel.



Terry Brown
Programmes manager
The Travel Foundation

Terry Brown is a Senior Programmes Manager at The Travel Foundation, specialising in destination management, climate action and sustainable tourism across Latin America and the Caribbean. With more than 20 years of experience in tourism and international development, they lead sustainability initiatives focused on responsible growth and destination stewardship. Their expertise in ESG, climate strategy and sustainable tourism brings an important environmental perspective to the judging panel.



Eva Stewart
Partner
GSIQ Tourism Insights

Eva Stewart is the Co-founder and Global Managing Partner of GSIQ Tourism Insights, specialising in tourism research, consumer insights and market intelligence. With more than 14 years of experience, including senior roles at YouGov, Oxford Economics and Euromonitor International, she is a recognised expert in travel trends, destination strategy and consumer behaviour. Her strong analytical background and industry insight bring valuable research-led expertise to the judging panel.



Mark Murray
Director of operations
The Influence Room

Mark Murray is the Director of Operations at The Influence Room, bringing extensive experience in customer success, digital optimisation and marketing technology. With previous leadership roles at companies including Yieldify and Havas Media Group, he specialises in operational strategy, user experience and digital growth. His expertise in customer engagement, platform performance and partnership management adds a valuable commercial and operational perspective to the judging panel.



Toivo Halvorsen
CEO
Dharma

Toivo E. Halvorsen is the CEO of Dharma Hospitality Solutions, a hospitality technology and management company focused on short-term rentals, corporate housing and hybrid hospitality. With more than 17 years of industry experience, he is recognised for combining technology, AI and operational strategy with a strong emphasis on guest experience and human-led hospitality. A regular speaker on innovation and profitability within the sector, he brings valuable operational and technology expertise to the judging panel.



Anne Gardner
Executive director
VRMA

Anne Gardner is the Executive Director of the Vacation Rental Management Association, where she leads strategic planning, advocacy and member engagement for the global vacation rental sector. With more than 20 years of experience in trade association leadership and organisational strategy, she brings deep expertise in policy, education and industry development. Her strong background in association management and stakeholder engagement makes her well placed to evaluate leadership and innovation across the sector.



Olivier Ponti
Director of market intelligence
and insight Amadeus

Olivier Ponti is the Director of Market Intelligence & Insights at Amadeus, one of the world's leading travel technology companies. With more than 20 years of experience in tourism intelligence and destination marketing, he specialises in analysing global travel data to identify emerging trends, forecast demand and support strategic decision-making. A regular keynote speaker at major international travel events, he brings deep expertise in travel analytics, market performance and industry forecasting to the judging panel.



Damian Sheridan
CEO
SCALE

Damian Sheridan is the Co-Founder and CEO of SCALE, a global events and networking platform for short-term rental professionals focused on sustainable business growth. With more than 22 years of experience in travel, SEO and direct booking strategy, he is also the founder of The Book Direct Show, a leading conference dedicated to reducing OTA dependency. His expertise in direct bookings, industry growth and operator education brings strong commercial and strategic insight to the judging panel.



Neely Khan
Founder the Third
AWC (home of Kahani)

Neely Khan is a UK-based storyteller, copywriter and the owner of AWC, where she created "kahani", a framework combining Generative Engine Optimisation (GEO) with hospitality storytelling. With a strong background in brand positioning, content strategy and luxury hospitality marketing, she helps travel and short-term rental brands stand out. Her expertise in creative communications, guest engagement and digital visibility brings a fresh marketing perspective to the judging panel.

Sustainability

Shortlisted

- Park City Lodging

A compelling and well-rounded submission that strongly reflects the spirit of the award. The Living for Open Space initiative, collaboration with municipalities, and wider destination leadership demonstrate a genuine commitment to protecting the communities tourism depends on. The connection between commercial growth and sustainability is both clear and credible. To strengthen the entry further, additional quantitative operational data and greater clarity around recent structural changes would add further rigour to an already strong case.

- SLO by Nestor

A technically outstanding submission demonstrating genuine leadership in heritage retrofit and environmental performance, supported by independently verified results that set a high benchmark for the sector. The entry would be strengthened by further articulation of its community impact and wider social ESG commitments. Providing clearer evidence of how the business supports and benefits the local community beyond the guest experience would enhance future submissions.

Winner

- Villa Finder

A strong and well-rounded submission demonstrating genuine ESG breadth. B Corp certification, GSTC membership, destination conservation experiences and community micro-loans show sustainability is embedded across the business. The platform model creates a scalable approach, with community impact growing alongside commercial growth.

Best Sales and Marketing

Shortlisted

- Hospitable

A clear and well-structured submission that demonstrates a strong understanding of its target audience and overall market positioning. The entrant presents a focused strategy supported by measurable results and a logical breakdown of execution, making the impact easy to follow.

- Homes and Villas by Marriott Bonvoy (HVMB)

A strategically focused submission that demonstrates a clear understanding of its target audience, supported by strong results and impressive business outcomes. The entrant presents an effective and well-executed email marketing strategy with clear evidence of commercial impact. To strengthen the entry further, greater emphasis on the creative execution, including stronger detail around design choices and visual elements, would help bring the campaign to life more fully.

- Autorank by Otamiser

A bold and attention-grabbing submission that demonstrates a willingness to take creative risks and generate conversation around the brand. The entrant delivers some encouraging commercial outcomes and a clear attempt at disruptive marketing. However, the overall strategy and target audience definition lacked clarity, and the connection between the campaign concept and wider brand messaging could have been articulated more convincingly. Greater detail around campaign measurement and creative rationale would strengthen the entry further.

- Homhero

A genuinely fresh and disruptive submission that stands out for its originality and willingness to take creative risks. The entrant delivers a bold campaign concept that feels both memorable and well executed, supported by strong results and clear audience engagement. It is particularly encouraging to see such a brave and innovative approach within the industry.

- Wynwood House

A well-executed and strategically strong submission that successfully blends PR, influencer marketing, creative storytelling and brand collaboration into a cohesive campaign. The entrant demonstrates a clear understanding of audience engagement, supported by impressive commercial results and strong overall execution. The integration of creative and strategic elements is particularly effective and helps the campaign stand out.

- Truvi

A creative and original submission that demonstrates strong commitment and thoughtful execution over an extended period of time. The entrant clearly invested significant effort into building a distinctive campaign, with particularly strong social media engagement and audience reach. While the overall impact was slightly less commercially powerful than some other entries in the category, the creativity and dedication behind the campaign are highly commendable.

- HostGPO

An inspiring and thoughtfully executed submission that demonstrates a strong creative concept supported by impressive conversion rates and clear long-term brand impact. The entrant presents a well-developed campaign with strong emotional appeal and effective execution throughout. To strengthen the entry further, greater clarity around the target audience's mindset and emotional motivations would help sharpen the strategic positioning even more.

Winner

- AirDNA

A polished and strategically strong submission that demonstrates a clear understanding of its target audience and campaign objectives. The entrant provides a clear breakdown of strategy, strong audience alignment and measurable results that clearly show effective execution and commercial impact. The sophisticated pull-through across the campaign is particularly impressive, resulting in a confident and well-evidenced entry.

Consumer Champion Award

Shortlisted

- Villa Tracker

A strong submission demonstrating a clear commitment to consumer trust, transparency and quality assurance within the luxury villa sector. The entrant has identified a genuine market gap and responded with a well-curated platform focused on verified properties and reputable operators. The emphasis on clarity, safety and ease of booking is particularly compelling. Additional consumer metrics or measurable outcomes would strengthen an already credible entry.

- OC Adventure Homes

A strong and well-considered submission demonstrating a proactive approach to consumer protection and guest experience. The entry shows clear attention to quality assurance, with robust operational systems that ensure consistency, cleanliness and safety across all properties. The thoughtful approach to managing guest behaviour through design-led solutions, rather than enforcement, is particularly noteworthy and reflects a strong commitment to both guests and the wider community.

- **My Event Concierge**

A well-structured submission demonstrating a clear commitment to consumer protection, operational consistency and service quality. The entrant shows strong attention to supplier vetting, hygiene standards and risk management, creating a professional and accountable guest experience. The centralised booking model and consideration for residential communities are particularly noteworthy. Further evidence of customer satisfaction or measurable service outcomes would strengthen the entry further.

- **Lodgify**

A thoughtful submission that demonstrates a clear understanding of the needs of independent hosts and the role they play in delivering positive guest experiences. The entrant presents a strong, accessible platform focused on improving communication, consistency and operational reliability without unnecessary complexity. The commitment to supporting smaller hosts, rather than shifting focus solely to larger operators, is particularly compelling. Greater evidence of measurable guest or host outcomes would further strengthen the case.

- **Simply Owners**

A well-rounded submission that presents a clear and consumer-focused alternative to traditional OTAs. The emphasis on transparency, direct guest-owner communication and rigorous verification processes demonstrates a strong commitment to trust and fairness within the holiday rental sector. Strong customer feedback and high owner retention further reinforce the credibility of the platform. To strengthen the entry further, more measurable evidence of consumer impact beyond review scores would add additional depth.

- **Key Data**

A strong and technically detailed submission that demonstrates clear leadership in data-driven intelligence for the short-term rental sector. The entrant presents a compelling case for how accurate, anonymised analytics can support better operational standards, consumer trust and responsible tourism growth. The emphasis on data integrity, usability and industry collaboration is particularly credible.

- **HostGPO**

A distinctive and innovative submission that addresses a clear operational gap within the vacation rental sector. The entrant demonstrates a strong understanding of host needs through curated partnerships, industry education and a focus on improving consistency, safety and professionalism across stays. The scale of growth achieved since launch is particularly impressive. Additional evidence of direct consumer or guest impact would further strengthen the submission.

Winner

- **Supercalla**

An outstanding and highly polished submission that demonstrates genuine leadership in premium holiday property management. The entrant presents a compelling hospitality-led model underpinned by rigorous operational standards, exceptional guest satisfaction and strong commercial performance. The focus on high-touch service, curated growth and long-term value creation is particularly impressive. The submission combines clear evidence of consumer trust with a disciplined and highly credible growth strategy.

Best Urban Property Management Company

Shortlisted

- **Pass the Keys**

A strong and well-structured submission demonstrating consistent performance at scale. The entrant is particularly impressive in guest satisfaction, marketing execution and the strength of its franchise model, while showing disciplined, quality-led growth in challenging urban markets. Innovation is evident throughout, although slightly less differentiated than some competing entries.

- **Wynwood House**

A solid submission demonstrating an impressive asset base and clear commercial resilience. Strong retention levels and consistent demand fundamentals provide credibility to the overall performance of the business. To strengthen the entry further, more detailed supporting evidence across several judging criteria would add greater depth and impact.

- **Italianway**

A large and well-established operator demonstrating impressive scale and sustained long-term growth. Strong investment in technology and infrastructure clearly supports the business's expansion strategy and operational model. However, the submission would benefit from greater depth, clarity and more consistent recent performance data. While the guest experience and marketing approach are solid, they feel less differentiated than those of the strongest contenders in the category.

- **HeimHost**

A strong submission demonstrating impressive ADR performance and growing credibility with institutional partners. The entrant shows clear strengths in its direct booking strategy and ability to attract high-value corporate demand, supported by solid operational foundations. To strengthen the entry further, additional evidence around guest satisfaction and innovation would provide a more rounded case.

- **Bloqq**

A highly impressive and fast-growing submission with a clear and differentiated business model. The entrant demonstrates particular strength in innovation, guest experience and addressing real operational challenges within the BTR and PBSA sectors. The revenue strategy and client-focused delivery are both sophisticated and well executed. Additional headline financial metrics would further strengthen what is already a top-tier entry and strong contender in the category.

- **Hybrid Resi**

A strong submission demonstrating clear strengths in direct booking strategy, cost control and scalable operations. Innovation appears well embedded across the business, with tangible and measurable impact throughout the model. The "Hybrid Living" proposition is particularly well defined and aligned to evolving urban consumer demand.

- **Propr**

A highly impressive, data-driven submission demonstrating controlled growth at significant scale. The entrant performs strongly across all areas, particularly in distribution strategy, operational structure and the consistent delivery of guest experience. The business shows clear commercial maturity through international expansion and channel diversification. Greater insight into profitability and performance benchmarking would further strengthen what is already a leading contender in the category.

Winner

- **Nestor**

A standout submission demonstrating exceptional growth, operational efficiency and performance at scale. The entrant combines advanced technology with strong commercial discipline and a clearly defined premium positioning. Innovation, guest experience and profitability are particularly well balanced, with strong supporting evidence provided across the judging criteria.

Best Use of AI and Technology

Shortlisted

- **Enso Connect**

A strong and forward-thinking submission that demonstrates a clear understanding of how AI can streamline the guest journey while driving operational efficiency and revenue growth. The entrant combines intelligent automation with practical usability, supported by impressive performance metrics and credible customer feedback.

The responsible and measured approach to AI rollout is particularly noteworthy, helping the innovation feel both scalable and reliable.

- Breezeway

A strong and forward-thinking submission that demonstrates a clear understanding of how AI can streamline the guest journey while driving operational efficiency and revenue growth. The entrant combines intelligent automation with practical usability, supported by impressive performance metrics and credible customer feedback.

- Guesty

The entrant presents a clear and credible approach to guest communication, with a strong emphasis on accuracy, trust and operational alignment. The real-world case study and focus on maintaining high hospitality standards make the proposition particularly compelling and differentiated.

- Hospitable

A strong and well-rounded submission that showcases a practical and intelligent approach to property automation. The entrant effectively combines smart device management with operational efficiency, guest convenience and measurable sustainability benefits. The scale of adoption and seamless integration across workflows are particularly impressive, creating a solution that feels both highly relevant and easy to implement.

- Jurny

A highly innovative submission that presents a compelling vision for AI-driven hospitality operations. The entrant successfully demonstrates how coordinated AI agents can streamline complex workflows while maintaining a seamless and human-feeling guest experience. The breadth of functionality and focus on intuitive usability are particularly impressive, positioning the platform as a forward-thinking and scalable solution for modern hospitality businesses.

- HostAI

A highly commercial and insight-driven submission that clearly identifies a major structural challenge within the hospitality sector. The entrant presents an ambitious and innovative AI-powered approach to driving direct bookings, supported by impressive growth figures and strong client results.

- MrAlfred (Quickpass)

A strong and practical submission that demonstrates a clear understanding of the operational challenges surrounding guest check-in within the short-term rental sector. The entrant presents a seamless and highly user-friendly solution that improves both guest convenience and operational efficiency, supported by strong adoption and positive customer feedback. To strengthen the entry further, more detailed performance metrics around guest satisfaction or operational savings would add greater depth to an already credible proposition.

Winner

- Hostaway

A confident and well-executed submission that showcases the effective integration of AI across the short-term rental journey. The entrant demonstrates a strong balance between operational efficiency and guest experience, with automation designed to feel seamless rather than intrusive. The breadth of AI functionality, combined with impressive adoption and satisfaction metrics, makes the overall proposition particularly compelling.

Team of the Year

Shortlisted

- Hostify

A well-rounded submission that demonstrates a strong commitment to employee wellbeing, flexibility and long-term professional development. The entrant presents a positive and collaborative workplace culture supported by clear business growth, strong retention and a people-first approach to leadership. The integration of ESG values and employee empowerment is particularly compelling. To strengthen the entry further, more measurable data around employee engagement and the direct impact of ESG initiatives would add additional depth to an already credible case.

- **We Stay**

A thoughtful and people-focused submission that demonstrates a genuine commitment to employee wellbeing, flexibility and team culture. The entrant presents a strong connection between staff support, guest experience and sustained business performance, supported by impressive growth figures and consistently high customer satisfaction scores. The emphasis on community engagement and long-term employee retention is particularly compelling.

- **Operto**

A strong and well-balanced submission that demonstrates a clear commitment to employee wellbeing, collaboration and long-term professional development. The entrant effectively connects team culture with operational performance, highlighting how cross-functional collaboration and continuous innovation support both customer success and business growth. The emphasis on sustainability and employee engagement further strengthens the overall case. To enhance the entry further, more detailed examples of measurable employee impact would add additional depth and distinction.

- **Finest Retreats**

A strong and commercially impressive submission that clearly demonstrates the impact of a highly engaged and customer-focused team. The entrant combines significant business growth with consistently excellent customer feedback, highlighting the strength of its relationship management and operational delivery. The emphasis on local employment and community investment adds further credibility to the wider business approach. To strengthen the entry further, additional detail around employee development and internal culture would provide a more rounded picture of the team behind the results.

- **Abode Luxury Rentals**

A compelling and values-driven submission that demonstrates a genuine commitment to employee wellbeing, long-term development and responsible growth. The entrant presents a thoughtful people-first culture supported by strong retention, clear leadership investment and consistently high service standards across multiple markets. The integration of community stewardship and practical ESG initiatives adds further depth to an already impressive and well-balanced entry.

- **Key Data**

A strong and people-focused submission that demonstrates a clear commitment to employee wellbeing, flexibility and positive team culture within a fully remote environment. The entrant effectively links strong internal engagement with impressive commercial performance, customer satisfaction and continued global growth. The emphasis on inclusivity, community contribution and long-term employee support adds further credibility to an already well-rounded and thoughtful entry.

Winner

- **Hybrid Resi**

A highly impressive and well-rounded submission that demonstrates exceptional alignment between team culture, operational performance and commercial success. The entrant presents a clear people-first approach supported by measurable business growth, zero staff attrition, strong ESG integration and consistently high service standards. The balance between technology, wellbeing and operational discipline is particularly compelling, creating a scalable model that feels both sustainable and genuinely people-focused.

Best Property Management System

Shortlisted

- Hostaway

The entrant presents a highly integrated and scalable solution, combining AI, automation and channel management with strong customer support and continuous innovation. The breadth of functionality and measurable operational efficiencies are particularly impressive. To strengthen the entry further, a slightly sharper focus on the platform's key differentiators would help the strongest innovations stand out even more clearly.

- Eviivo

A comprehensive and highly accomplished submission that demonstrates clear leadership within the PMS and channel management space. The entrant presents an impressively integrated platform with strong automation, deep OTA connectivity and a broad range of built-in functionality designed to simplify operations at scale. The combination of technical innovation, customer satisfaction and measurable efficiency gains is particularly compelling. To strengthen the entry further, a slightly more concise structure would help the platform's strongest differentiators stand out even more clearly.

- Lodgify

A clear and well-targeted submission that demonstrates a strong understanding of the needs of independent hosts and smaller operators. The entrant presents an accessible, user-friendly platform with robust channel management capabilities, strong OTA partnerships and a clear focus on simplifying day-to-day hosting operations.

- mr.Alfred

A well-rounded submission that clearly understands the operational pressures faced by modern property managers. The platform brings a wide range of functions into one place in a way that feels practical and genuinely useful, particularly around automation, guest communication and day-to-day operations. The strong government partnerships also help the entry stand out and add real credibility within the UAE market. To strengthen the submission further, more detailed evidence of measurable customer outcomes would help bring the overall impact to life even more clearly.

- Hostify

The platform's flexibility across different rental models, combined with its focus on automation, compliance and ease of use, gives the entry strong commercial relevance. The depth of OTA connectivity and commitment to customer support also stand out as key strengths. At times, the submission tries to cover a very broad range of features, so a tighter focus on the most distinctive innovations and measurable outcomes would make the overall impact even stronger.

- Avantio

A highly polished and technically strong submission that demonstrates clear leadership in integrated property management technology. The entrant presents a genuinely unified ecosystem with impressive operational efficiencies, particularly around AI-driven automation, onboarding and guest communications.

- Hostfully

A confident and well-executed submission that demonstrates strong product delivery, continuous innovation and a clear understanding of operational usability. The entrant successfully balances advanced functionality with an intuitive user experience, making complex workflows feel accessible and efficient for property managers.

Winner

- Guesty

A highly accomplished submission that demonstrates clear market leadership through scale, innovation and product depth. The entrant presents a sophisticated and genuinely enterprise-ready platform, with impressive advances in AI, automation and operational usability backed by strong commercial growth and extensive OTA partnerships. The breadth of functionality and pace of product development are particularly impressive.

Guest Experience Award

Shortlisted

- **Pass the Keys**

A strong and well-managed submission that highlights authentic property character alongside a clear commitment to hands-on guest care and operational quality. The entrant presents a credible and personable approach that feels well aligned with the expectations of today's travellers. While the overall operation is clearly effective, stronger evidence around customer retention and repeat booking performance would further strengthen the entry.

- **Supercalla**

A standout submission that delivers a highly curated and emotionally intelligent approach to hospitality. The entrant demonstrates a strong sense of uniqueness and authenticity, with a guest experience that feels genuinely personal and thoughtfully crafted. The emphasis on human connection and high-touch service gives the entry real warmth and distinction within the category.

- **Amsterdam Group Villa**

One of the strongest submissions overall, with a highly distinctive group concept and a clear focus on experiential hospitality. The entrant combines strong design, personal hosting and memorable guest experiences in a way that feels both cohesive and commercially effective. The evidence of repeat appeal and customer connection is particularly impressive.

- **The Marlo (part of Native by Numa)**

A very well-rounded and commercially convincing submission that combines strong retention performance with a thoughtful, community-led approach. The entrant successfully blends service, design and technology into a polished and cohesive guest experience. The balance between operational strength and brand positioning makes this a particularly credible and compelling entry.

- **RENTAL12**

A strong hospitality-led submission that places clear emphasis on personal service and thoughtful guest experiences. The entrant presents a polished and flexible offering, with the human element standing out particularly well throughout the entry. While the technology and retention aspects feel credible, these areas would benefit from stronger supporting evidence to match the strength of the wider guest experience presented.

- **Finest Retreats**

A strong premium group-stay submission that showcases impressive facilities alongside a well-supported concierge offering. The entrant presents a polished and commercially appealing proposition, particularly for larger group experiences. While the operational quality is clear, the entry would be strengthened by deeper evidence of guest loyalty and a more distinctive emotional brand connection.

- **St Davids Aparthotels**

A thoughtful and well-executed submission that presents a strong sense of place alongside consistently high operational standards. The entrant delivers a credible and commercially solid proposition with clear attention to quality and guest experience. While the overall offering feels reliable and well managed, it is slightly less differentiated than some of the strongest entries in the category.

Winner

- **Skol Apartments Marbella**

A standout submission that demonstrates an exceptional approach to guest loyalty and relationship-led hospitality. The entrant provides some of the strongest evidence of retention in the category, supported by a highly personalised and genuinely human approach to guest care. The combination of strong operational performance and authentic customer relationships makes this an especially compelling entry.

Best leisure property management company

Shortlisted

- **Abode Luxury Rentals**

A strong and thoughtfully positioned submission that demonstrates a disciplined, hospitality-led approach to luxury property management. The entrant presents a credible strategy centred on long-term stewardship, relationship-building and measured growth, supported by strong homeowner retention and guest engagement. The emphasis on team culture and personalised service is particularly compelling.

- **Italianway**

A comprehensive submission demonstrating impressive scale, sustained growth and a strong commitment to technological innovation within the property management sector. The entrant presents a well-developed operational model supported by in house platforms, guest loyalty initiatives and a clear focus on service quality. The integration of AI and smart technology to enhance both guest and owner experience is particularly noteworthy. Greater detail on measurable consumer outcomes and operational impact would strengthen the entry further.

- **We Stay**

A polished submission with a strong premium brand identity and clear emphasis on design and guest experience. The entrant presents a positive growth narrative and a well-defined market position. To compete more strongly at the highest level, the entry would benefit from more robust supporting data and clearer measurable outcomes across key areas.

- **Moving Mountains**

A strong, guest-focused submission with a clear hospitality-led ethos and thoughtful approach to both owner and guest relationships. The entrant demonstrates a well structured operational model, supported by strong service delivery and premium brand positioning. The evolution of the product and customer experience is well presented. To strengthen the entry further, more consistent quantitative evidence and clearer commercial performance metrics would be beneficial.

- **Pass the Keys**

A highly credible submission demonstrating a strong and scalable operational model supported by excellent systems and infrastructure. The entrant shows consistently high guest satisfaction at scale, alongside impressive marketing performance and solid commercial growth. Overall, the entry presents a confident and well-executed business with clear strengths across both operations and consumer experience.

- **Guest365**

A strong submission demonstrating a thoughtful, data-led approach to navigating economic challenges and maintaining portfolio stability. The entrant shows a clear focus on owner relationships, operational adaptability and long-term resilience through a diversified strategy. The commercial understanding behind the model is evident throughout. To strengthen the case further, clearer performance metrics and more quantitative evidence would provide greater substantiation for the claims made.

- **Finest Retreats**

A strong and well-rounded submission demonstrating impressive growth, successful expansion and a clear commitment to innovation. The entrant's investment in proprietary technology and focus on service standards and customer satisfaction are particularly noteworthy. Overall, the entry presents a credible and forward-thinking business model. Greater financial detail would further strengthen the case.

Winner

- **Supercalla**

An outstanding submission that excels across all areas, combining exceptional guest experience with strong brand execution and clear commercial strength. The use of data and real-world examples is particularly effective, giving the entry both credibility and impact. The premium positioning is consistently demonstrated throughout, making this a true benchmark submission for the category.

Most effective use of social media

Shortlisted

- Lodgify

A thoughtful and community-led submission that demonstrates a strong understanding of audience engagement within the hosting sector. The entrant has created authentic, relatable content formats that successfully encourage participation and conversation rather than one-way brand messaging. Campaigns effectively amplify real host voices and strengthen community connection. More measurable engagement or campaign performance data would help further demonstrate the impact of the strategy.

- Truvi

A highly creative and community-driven submission that stands out for its authenticity and strong understanding of its target audience. The entrant successfully moved beyond traditional brand marketing to create genuinely valuable, shareable content that resonated across the vacation rental community. The organic amplification strategy and emphasis on real industry voices were particularly impressive, generating strong engagement without paid promotion. Greater long-term performance metrics or evidence of sustained impact would add further weight to an already compelling campaign.

- Only Provence

A polished and highly focused submission with a clear understanding of the luxury travel audience. The entrant's property-led content strategy and commitment to authentic, high-quality visuals create a strong sense of trust and premium positioning. The consistent brand identity and emphasis on direct engagement are particularly effective. Additional performance metrics would help further demonstrate the commercial impact of the strategy.

- Homes & Villas by Marriott Bonvoy (HVMB)

A well-executed and strategically layered submission demonstrating a strong understanding of premium travel audiences and full-funnel social marketing. The entrant effectively combines brand partnerships, platform-native content and precision retargeting to drive both engagement and conversion. The use of performance data and cohesive multi-channel execution adds strong credibility to the campaign. Further creative differentiation would help elevate an already impressive strategy

- Wynwood House

A confident and well-executed submission that combines strong lifestyle branding with clear commercial performance. The entrant demonstrates an impressive ability to blend aspirational storytelling, influencer partnerships and conversion-focused marketing into a cohesive social strategy. The scale of growth, audience engagement and direct booking impact is particularly noteworthy. At times, the submission could benefit from sharper prioritisation of key achievements to make the strongest results stand out even more clearly.

- Vincimus Stays

A clear and commercially focused submission that demonstrates a disciplined approach to social media strategy. The entrant effectively uses targeted messaging and consistent branding to support direct bookings, repeat business and contractor engagement, rather than pursuing vanity metrics. The strong alignment between content, operational positioning and measurable business outcomes is particularly impressive. The entry could be strengthened further with more insight into audience engagement quality beyond conversion metrics.

- Skol Apartments Marbella

A thoughtful and highly focused submission that demonstrates a strong understanding of relationship-led marketing and customer retention. The entrant has built a calm, authentic social ecosystem centred on reassurance, familiarity and repeat behaviour rather than aspirational luxury messaging. The integration of WhatsApp, email and social content into a cohesive retention strategy is particularly effective. More detail around broader audience growth and acquisition would add further depth to the overall case

Winner

- **Maison Privee**

A polished and commercially strong submission that demonstrates a clear understanding of how social media can support both brand growth and direct revenue generation. The entrant effectively combines aspirational content, performance-led campaigns and responsive engagement to drive bookings and strengthen brand trust. The dual focus on guest acquisition and property owner confidence is particularly well executed. Strong measurable outcomes and consistent strategic alignment make this a standout entry in the category.

Best app

Shortlisted

- **Enso Connect**

A highly impressive and forward-thinking submission that demonstrates a sophisticated use of AI to enhance both guest experience and operational efficiency. The entrant presents a clear and well-integrated platform that combines automation, personalisation and revenue generation without compromising hospitality standards. The measurable impact across response times, upsell revenue and guest satisfaction is particularly compelling. Overall, this is a strong, commercially credible entry with clear innovation at its core.

- **Operto**

A strong and well-structured submission that demonstrates a clear understanding of how automation can improve both guest experience and operational performance. The entrant presents a cohesive platform that successfully combines smart access, communication and revenue generation into one streamlined ecosystem. The measurable gains in efficiency, ancillary revenue and guest adoption are particularly impressive. Further detail around long-term guest retention or satisfaction outcomes would strengthen an already credible case.

- **AirDNA**

A highly impressive and data-rich submission that demonstrates clear leadership in short-term rental intelligence and market analytics. The entrant has successfully evolved the platform into a more engaging, lifecycle-driven product that supports users from discovery through to long-term optimisation. The combination of strong product development, intuitive design and measurable commercial impact is particularly compelling. The entry is well evidenced throughout and presents a highly credible, scalable solution for the sector.

- **Guesty**

A strong and commercially minded submission that demonstrates a clear understanding of mobile-first hospitality operations. The entrant effectively showcases how its integrated app ecosystem improves responsiveness, guest experience and operational efficiency, supported by credible client testimonials and measurable business impact. The focus on flexibility, revenue generation and seamless user experience is particularly compelling. A more concise presentation of key achievements would have helped the strongest points stand out even further.

- **Finest Retreats**

A thoughtful and operationally strong submission that demonstrates how technology can strengthen trust and transparency between property managers and owners. The entrant effectively highlights the app's practical impact on efficiency, compliance and guest experience, supported by clear examples of operational improvements and strong customer feedback. The focus on preventative maintenance and real-time visibility is particularly compelling. A tighter structure and sharper emphasis on standout commercial results would have made the submission even more impactful.

-
- Hostify

A well-rounded submission that places customer experience and long-term partnership at the heart of its strategy. The entrant demonstrates a strong understanding of the operational challenges faced by property managers, combining automation, flexibility and personalised support to deliver tangible value across both guest and operator experiences. The emphasis on scalability and ease of use is particularly effective, supported by a clear commitment to ongoing product evolution. At points, the entry could have benefitted from more concrete performance metrics to further strengthen the commercial impact of the story.

- Lodgify

A clear and user-focused submission that demonstrates a strong understanding of the needs of independent hosts. The entrant effectively combines practical functionality with thoughtful design, creating a mobile experience that supports responsiveness, operational control and day-to-day simplicity. The consistent product development cycle and strong user engagement metrics help reinforce the platform's relevance and adoption. The entry is particularly compelling in how closely product evolution is tied to real customer feedback and usage behaviour.

Winner

- SuiteOp

An outstanding submission that combines operational simplicity, guest experience and revenue generation into a highly cohesive platform. The entrant demonstrates a clear understanding of both operator and guest pain points, delivering measurable impact through intuitive design, automation and monetisation tools. The commercial results and depth of operational integration are particularly impressive. A highly credible winner that stands out for both innovation and practical execution.

Best OTA

Shortlisted

- Simply Owners

A strong submission with a clear and well-articulated direct booking value proposition. The entrant demonstrates solid customer retention, with renewal rates particularly standing out, alongside consistently positive review performance. The focus on long-term customer value and loyalty gives the overall entry strong commercial credibility.

- Villa Finder

A strong and well-rounded submission that demonstrates impressive growth, high customer satisfaction and a clear focus on service quality. The entrant combines meaningful repeat booking performance with a high-touch guest experience, particularly through its multilingual support and 24/7 concierge offering.

- Italianway

A confident submission that stands out for the clarity and scale of its growth story. The entrant provides some of the strongest and most explicit expansion metrics in the category, giving the business momentum and commercial success clear credibility.

- Villa Tracker

A well-positioned submission that demonstrates a clear understanding of the B2B travel trade market and the value of curated supply. The entrant presents a focused strategy centred on enquiry quality rather than volume alone, helping the proposition feel both commercially smart and operationally sustainable.

Winner

- ReloQuest

A commercially strong submission that presents a compelling enterprise growth story driven by a centralised marketplace model and proprietary AI capabilities. The entrant demonstrates a clear understanding of scale, automation and conversion optimisation, with technology positioned effectively as a driver of operational and commercial performance

Best Ancillary service provider

Shortlisted

- Bubbles and Bins

A practical and commercially relevant submission that addresses a genuine operational and compliance challenge within the sector. The entrant demonstrates a clear understanding of real-world pain points, delivering a solution that feels both useful and easy to implement.

- Key Data

A very strong submission built around a clear and commercially compelling “property-level automated demand engine” proposition. The entrant presents a convincing strategy supported by credible press coverage and a strong understanding of modern distribution and demand generation.

- Guesty

The submission presents a strong and commercially relevant case for embedded payments and fraud prevention at scale. The entrant clearly understands the operational importance of secure, seamless financial workflows and demonstrates how these tools can reduce friction for both operators and guests.

- Breezeway

Breezeway demonstrated exceptional breadth across its operational platform, offering a comprehensive end-to-end solution that spans the full guest lifecycle. Backed by strong client satisfaction scores and compelling real-world results, Breezeway made a confident and well-rounded case for this award.

- Enso Connect

Enso Connect stood out for its guest-facing user experience, with the judges highlighting the simplicity and elegance of its "one link" portal and one-click upsell functionality as practical innovations for operators. The solid Captterra rating base provides credible third-party validation of the platform's quality and user satisfaction.

- Piki

Piki impressed the judges with its clear and well-defined category creation, positioning insurance-enabled flexible cancellation as a compelling and differentiated offering within the short-term rental space. The strong Trustpilot profile lends meaningful third-party credibility to the submission and speaks to consistent customer satisfaction. To build on this foundation, the judges would welcome greater detail on the scale of adoption and measurable impact.

- Babyquip

BabyQuip addresses a genuine gap in the market for families travelling with young children. The submission was well-supported by extensive customer ratings and positive third-party write-ups, making it one of the stronger entries in terms of user reception. The judges would encourage BabyQuip to complement this with more operational and commercial metrics in future submissions to further substantiate the scale of its impact.

Winner

- Hostbuddy AI

HostBuddy AI delivered an exceptionally compelling submission, with third-party review signals strongly corroborating the platform's claims around ease of use and quality of automation. The judges found this alignment between stated strengths and independent validation particularly persuasive, setting the entry apart from the field.

Best interior design

Shortlisted

- Rental12

A sophisticated and systems-driven approach to short-term rental design, with the AZULIS brand identity translated consistently across properties through a restrained material palette, precise proportions and a strong sense of spatial calm. Judges felt the submission would benefit from stronger visual documentation to fully evidence the quality of execution.

- HostGPO

A warm and personally resonant submission built around a compelling central concept, with Scandinavian heritage and the theme of human connection informing every design decision across the dual-home configuration.

- The Marlo – Native by Numa

A confident and well-articulated submission that demonstrates a clear design vision carried through with consistency and ambition. The balance of aesthetic quality, operational practicality and heritage sensitivity made this a compelling entry.

- Vincimus Stays

A purposeful and commercially intelligent submission that makes a compelling case. The judges felt the concept had a clear point of difference, and would encourage the team to push the visual storytelling further in future submissions to match the strength of the written narrative.

- We Stay

A grounded and commercially convincing submission that demonstrates evidence of real-world results. The balance of heritage character and contemporary refinement is well-judged, and the in-house Design Studio model clearly brings cohesion and accountability to the process.

- The Heim

A bold and conceptually distinctive submission demonstrating real creative confidence and technical control. The commercial results, with both properties significantly outperforming portfolio and market averages on ADR, give strong validation to the design-led approach.

Winner

- SLO by Nestor

A beautifully considered submission that translates a clear design philosophy into cohesive, residential-scale spaces with impressive material restraint and craft integrity. The collaboration with Kitesgrove and Edward Carter is evident throughout, producing interiors that feel distinctive.

Best holiday site operator

Shortlisted

- Skol Apartments Marbella

A confident and commercially impressive submission, with 90% direct bookings, 85% occupancy and a 15% revenue increase painting a compelling picture of a business firing on all cylinders. The generational transition adds a genuine human dimension to the story, and the loyalty metrics

Winner

- Meadow Falls

A warm, values-driven submission that perfectly embodies what great hospitality looks like at a human scale. Backed by a 56% increase in operating profit and a fiercely loyal guest base, Meadow Falls proved that care, consistency and a clear sense of purpose are a winning formula. A deserving winner.

Best safety and security initiative

Shortlisted

- Operto

Operto presented a well-integrated safety solution with a clear focus on property access management, and the supporting guest feedback lends credible validation to the system's real-world value. Scalability across large portfolios was noted as a particular strength by the judges. To elevate future submissions, the judges would encourage a stronger focus on quantifiable, data-led evidence to fully demonstrate the platform's impact.

- Cleverfi

Cleverfi presented a clear and accessible solution, with the judges recognising its cost-effectiveness and scalability as genuine strengths that make it a practical option for a wide range of operators. However, the submission was held back by a lack of measurable evidence of impact on safety outcomes, and the judges would strongly encourage this to be addressed in future entries to better reflect the platform's real-world value.

- Minut

Minut delivered a practical and technology-driven submission that was strengthened by the inclusion of real-world user feedback, lending credible operational weight to the platform's claims. The judges recognised the solution as effective in practice, and would encourage future entries to more explicitly quantify safety outcomes and draw a clearer distinction between operational efficiency gains and direct safety impact.

- Finest Retreats

A strong submission that impressed the judges with its highly scalable solution and strong cross-device accessibility, ensuring consistent completion of safety checks across properties. The platform's standardised compliance processes reflect clear alignment with industry best practice. The judges noted that quantified evidence of impact would strengthen future entries further, but overall considered this a confident and well-rounded submission.

- Well & Good Professional Services

A strong submission that impressed the judges with its highly scalable solution and strong cross-device accessibility, ensuring consistent completion of safety checks across properties. The platform's standardised compliance processes reflect clear alignment with industry best practice. The judges noted that quantified evidence of impact would strengthen future entries further, but overall considered this a confident and well-rounded submission.

- Truvi

Truvi presented a scalable and commercially viable solution, with the 98% success rate and well-documented user feedback providing credible and tangible evidence of impact. The judges acknowledged the platform's clear strengths, though felt there was an opportunity to push the submission further in demonstrating how the solution moves the needle for the category as a whole.

Winner

- Breezeway

A well-structured and operationally relevant submission that impressed the judges with its standardised approach to safety assessments, a particularly valuable proposition in a fragmented and inconsistent market. The programme demonstrated clear strategic thinking and practical applicability for operators at scale.

Closing Reflections

The Shortyz 2026 showcased an industry operating with growing confidence, maturity and innovation.

Across every category, the judges recognised businesses that are redefining modern hospitality through operational excellence, strong leadership, intelligent technology integration and genuine guest-centric thinking.

While AI, automation and scalability were recurring themes throughout the judging process, the strongest submissions consistently balanced technology with human connection, authenticity and hospitality-led service.

This year's winners represent not only category leadership, but the broader direction of travel for the short-term rental industry.

Congratulations to all shortlisted and winners.

About ShortTermRentalz

ShortTermRentalz is the leading news and content platform dedicated to the global short-term rental and alternative accommodation industry.

Part of International Hospitality Media, ShortTermRentalz delivers news, interviews, analysis, webinars, awards and industry insight for operators, suppliers, investors and hospitality professionals worldwide.

www.theshortyz.com

Key Industry Themes From The Judges

AI with operational purpose

The strongest technology submissions demonstrated how AI can improve efficiency, guest communication and revenue generation without compromising hospitality standards. Judges consistently rewarded solutions that balanced automation with usability and human experience.

Hospitality-led growth

Across guest experience, property management and social media categories, judges repeatedly recognised brands that combined strong commercial growth with thoughtful, personalised guest engagement.

Measurable performance matters

The most successful submissions clearly demonstrated operational and financial outcomes through occupancy, ADR, retention, direct booking performance, revenue growth and customer satisfaction metrics.

Premium positioning continues to strengthen

Many winning entries demonstrated strong premiumisation strategies, combining elevated branding, design quality and hospitality standards with scalable operational models.

Sustainability is evolving

Judges noted a growing maturity in ESG approaches across the industry, with stronger evidence of operational integration, community impact and measurable environmental performance.

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