

OFFICIAL PRESS RELEASE
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Boutique Hotel Awards
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THE SERRAS HOTEL WINS WORLD'S BEST CITY HOTEL AT THE 2017 BOUTIQUE HOTEL AWARDS

The No.1 hotel on Trip-advisor for the whole of Spain

The winners of the **World Boutique Hotel Awards 2017** were announced on 9th November 2017 at the glittering Awards ceremony held at the **Merchant Taylors' Hall**, London. The annual ceremony brought together an array of boutique hotel owners, travel and lifestyle press and travel industry influencers from all four corners of the world. This year's keynote speech was delivered by Wladimir Klitschko, two-time world heavyweight champion boxer and newly turned boutique hotelier.

Situated in a wonderful location overlooking the port, the building which was once Picasso's studio is now the most popular hotel in the city. With 28 rooms and boat-shaped baths big enough for two, our judges loved the stunning views from The Serras' comfortable and quiet oasis. The judges particularly acclaimed the beautiful design of the hotel with a mixture of traditional styles and contemporary materials. Our judges also complimented the food experience, simple yet outstanding, describing the fries on the roof as the best they ever had.

We are proud to announce that **The Serras Hotel, Barcelona** was named **World's Best City Hotel**.

"Boutique bliss in the heart of Barcelona "
2017 Boutique Hotel Awards Judge

"If God was to order a boutique city hotel, The Serras would be it"
2017 Boutique Hotel Awards Judge



The Best City hotel category is one of the most hotly contested award categories in the entire competition. To win the title of World's Best, The Serras was selected over some truly outstanding regional winners.

- Riad Kheirredine, Morocco
- Fer Hotel, Turkey
- Adge Apartment Hotel, Australia
- TwentySeven Hotel, Amsterdam
- Akyna Manor, Thailand
- Home Hotel, Argentina

INFORMATION ON THE AWARDS

The Boutique Hotel Awards is the first and only international awards organisation exclusively dedicated to recognising unique excellence among boutique hotels. The Awards, now in its 7th year, honours the people behind these outstanding properties and bringing together members of The Master Key Society ; where relationships are built exclusively among the Award Winners by facilitating hotel exchange visits between them.

AWARDS PROCESS

What makes a Boutique Hotel Award meaningful? Simply put, the hotels and private villas are actually visited . It is the only independent awards organisation in hospitality where each and every property is visited personally by an experienced hotel judge which specialises in each category and too where decisions on winners depend on true first-hand guest experience at the property.

The winners were selected from over 600 Nominees in over 80 countries. Each entrant was nominated by a member of the Awards Nomination Committee, comprised of 70 leading trailblazing travel experts whose business it is to be in the know on the extraordinary boutique hotels. The Awards then coordinate hundreds of judge evaluation visits to each shortlisted nominee. The judges document all aspects of the guest experience covering five categories; dining and entertainment, design, facilities, location and most importantly staff service and overall emotional impact. These extensive hand-written evaluations are finally pored over by our Awards Panel who decide our regional and World's Best Award winners.

For the full judge review, visit: <http://www.boutiquehotelawards.com/luxury-hotels/the-serras-hotel>

