



Press release

## **196+ forum Munich: 33 hotels from ten countries have applied for the European “Hotel Property Award 2024”**

**Munich, 16 August 2024** – 33 hotels from ten countries have applied this year for the European “Hotel Property Award 2024”, which will be presented at the Hotel Bayerischer Hof Munich on **Wednesday, 9 October** as part of the 196+ forum Munich Conference.

A strong field of applicants has once more come from Germany, whilst the remaining hotels are located in Austria, Croatia, Denmark, Finland, Hungary, Italy, the Netherlands, Serbia and Switzerland.

**Andreas Martin**, Jury Chairman: “Repurposing of existing properties from other types of property, as well as re-positioning hotel properties which were no longer up-to-date, which have been entirely or partly demolished, or replaced by a new hotel brand after being revitalised and made more attractive, have formed the majority among this year’s entrants. This ultimately comes as no surprise, but has been developing over the last few award competitions, and is also reflected in what is happening on the market at the moment, where the framework for completely new developments tends to be difficult. The resort hotel industry is also well represented once more, accounting for roughly one-third of the applicants, and is increasingly becoming established as an asset class that investors need to take seriously. A challenging task once more awaits the specialist interdisciplinary jury when it comes to nominating a set of finalists from a heterogeneous set of applicants with entirely different business concepts, from both urban and rural settings, as well as from the coast and in the mountains.”

This year’s competition was open to hotels in Europe that were newly built and opened between January 2023 and July 2024, or have been refurbished and repositioned during this period after having been completely closed. Up to ten nominees will be selected from among all the applications at the jury meeting



which will be held at the beginning of September, and these will be presented at the 196+ forum Conference in Munich.

The interplay between the following criteria is vital to the evaluation of the applications that have been submitted, regardless of the category into which a particular hotel falls: architecture and design, integration into the project environment, sustainability and technical innovation, the originality of the concept, as well as cost-effectiveness.

You will find enclosed a list of the applications for the “Hotel Property Award 2024”.

Image material can be obtained by clicking on this link: [Hotel Property Award 2024](#). Please refer to the copyright information for photo credits. If no information is available, please state the name of the respective hotel.

**More information about 196+ forum Munich:**

196+ forum Munich has been a regular annual feature accommodating networking and exchanges between experts when it comes to hotel properties since 2002. As a specialist conference, 196+ forum Munich offers a highly-qualified communication platform with a varied stage programme, diverse networking formats for the hotel properties industry, as well as an established start-up pitch for the “Hospitality UPGRADE Award” competition. It will culminate in the presentation of the “Hotel Property Award”. 2024’s 196+ forum Munich will be held on 9 October, once more at the Hotel Bayerischer Hof in Munich, and will be supplemented by guided “Walk & Talk tours” in central Munich on 10 October. More information is available at <https://196plus.com>.

**Your contact for press enquiries:**

Martina Rozok  
T +49 30 40044681  
M +49 170 2355988  
[martina.rozok@196plus.com](mailto:martina.rozok@196plus.com)  
[www.196plus.com](http://www.196plus.com)