



Press release

## **196+ forum Munich: Hospitality UPGRADE Award for innovative start-ups kicks off with a speed dating event**

**“Design the Future” will be held online from 10 a.m. to 12 p.m. on 4 July**

**Munich, 15 June 2023** – 196+ forum Munich, Hospitality Pioneers and GNERATOR powered by GIRA will be coming together once more this year to present the Hospitality UPGRADE Award for innovative start-ups.

**Andreas Martin**, 196+ forum Munich: “We have realised over the last few years’ competitions that start-ups would like direct access to top decision-makers from the hospitality industry and vice versa. That is why we are starting the application process for the Hospitality UPGRADE Award with a speed dating event for these two groups. We will be supported at this kick-off on 4 July by PropTech1 Ventures, a venture capital platform for transformative real estate technologies.”

Start-up founders from across Europe who have a brilliant business idea for the hospitality market in the hotel development, hotel operation and guest journey areas can now register for the hospitality speed dating event “Design the future”, which we are holding on 4 July 2023 to connect them with top decision-makers of the industry: <https://hospitalitypioneers.de/programminhalt/design-the-future/>

Participation is open in particular to innovative solution providers for

- more information and planning certainty for financing, building and maintaining hotel properties and the like, especially when it comes to implementing sustainability and ESG criteria,
- better networked communication between developers, owners and operators, as well as interfaces for building control systems and PMS, to achieve greater energy efficiency and resource conservation, and
- standardising processes such as booking, checking-in and checking-out via digitalisation, but without losing sight of the relevance attaching to the specific brand, tailored experiences and the “human touch”.



The “Design the Future” hospitality speed dating event is being held online between 10:00-12:00 a.m. on 4 July. Each date between a start-up and a hotel expert will last five minutes. Start-ups and hotel experts only need to spend 60 minutes to expand their own hospitality network by ten valuable contacts with top decision-makers from the industry and shape the future together.

196+ forum Munich has already organised the “Define the Challenge” workshop, which dealt with the challenges facing the industry today and tomorrow in order to define the thematic framework for the speed dating event. 17 experts attended and compiled the key results from the areas hotel development, hotel operation and guest journey.

“Design the Future” and “Define the Challenge” are partnered with Hospitality Pioneers and PropTech1 Ventures.

After taking part in the speed dating event, up to five start-ups will have the opportunity to be nominated by an advisory board to go through to the pitch stage. This will be held during the 196+ forum Munich conference at the Hotel Bayerischer Hof on 6 October. The winner of the pitch event will receive the Hospitality UPGRADE Award 2023.

**Christian Fiedler**, Hospitality Pioneers: “Matchmaking at its best! It takes the right partners to implement your plans successfully. And that’s exactly who we’ll bringing together at the ‘Design the future’ speed dating event on 4 July.”

The winner of the Hospitality UPGRADE Award 2023 will be able to be involved in the GIRA GNERATOR initiative, and will be invited to attend a GIRA event. The winner also gets a one-year junior membership of the “Arbeitskreis Hotelimmobilien”, a hotel property organisation centred on the German-speaking region (Germany, Switzerland and Austria), an invitation to attend the 196+ roundtable event in their own country, as well as exhibition space at 196+ forum Munich in 2024. Hospitality Pioneers will be publishing podcasts with all the finalists.



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

The 196+ forum Munich is the European conference for hospitality investment and real estate experts and since 2002 the annual fixture for networking and professional exchange in the field of hospitality and real estate. As a specialist conference, the 196+ forum Munich is a highly qualified communication platform with a versatile stage program, various networking formats for the hospitality real estate industry as well as an established start-up pitch for the "Hospitality Upgrade Award". The highlight is the "Hotel Property Award" ceremony. In 2023, the 196+ forum Munich will take place on October 6 and 7, again at the Hotel Bayerischer Hof Munich and on the second day at KaSpaces. Further information at

<https://196plus.com>

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