



Press release

196+ hotelforum Munich: Launch of the call for entries for "Hotel Property Award 2022"

- **Applications for the competition open until June 30**
- **20th anniversary of 196+ hotelforum Munich**

Munich, May 9, 2022 - 196+ hotelforum Munich is launching the call for entries for the "Hotel Property Award 2022," which is aimed at European hotels that were newly built and opened between January 2021 and July 2022 or that were converted and repositioned after complete closure. This year's competition is again looking for innovative hotel concepts that have addressed the ever more rapidly changing conditions for the international hotel industry and implemented this regionally in terms of design and concept.

The call for entries addresses hotel developers as well as owners, operators and architects. City and vacation hotels from all over Europe that stand out from the competition with a successful overall concept of architecture, design and innovation can apply for the award. The decisive factor is the homogeneous combination of the individual aspects into a successful and economically hotel concept, regardless of the hotel's categorization.

Andreas Martin, Managing Director and co-founder of the competition, which is being held for the twentieth time, says: "For this year's competition, we are once again expecting a large number of creative applications from hotels from all over Europe, which have intensively dealt with the current economic and tourism conditions as well as the changed travel behaviour during the planning phase. We look forward to presenting the individual applicants and in particular the 10 nominated hotel businesses of the competition on October 6 and to awarding the finalists. We also want to review the development of the hotel industry based on the many applications of the last 19 years."



The application takes place online, for the participation in the competition a nominal fee of 149 euros plus value added tax is raised, which includes at the same time a virtual participation in the event.

Martin: "The 196+ hotelforum event has taken place under difficult conditions the last two times. This year, we are finally planning to host the conference again in combination with the traditional gala evening in the ballroom of the Hotel Bayerischer Hof, where the winner will be honored. Also this year, we will offer a live stream of the conference stage and the award ceremony."

The prestigious award will be presented for the twentieth time. An expert jury will select up to 10 nominees from all applicants in early September. The deadline for entries is June 30, and application forms are available at <https://hotelpropertyaward.alpha-awards.com/landing/en>.

More information about 196+ hotelforum Munich:

196+ hotelforum Munich is the European Hotel Development Conference, which has been a regular annual feature accommodating networking and exchanges between experts when it comes to hotel properties since 2002. As a hybrid conference, 196+ hotelforum Munich will offer a highly-qualified communication platform for the hospitality industry, with a varied stage programme and various networking formats. It will culminate in the presentation of the "Hotel Property Award". 2022's 196+ hotelforum Munich will be held on Thursday, 6 October at the Hotel Bayerischer Hof. 196+ events are a brand of the PKF hospitality group. You will find more information at <https://196plus.com>

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