



Press release

## **196+ hotelforum: 36 hotels from seven countries compete for the European "Hotel Property Award"**

**Munich, 28 July 2022** - This year, 36 hotels from seven countries have applied for the European "Hotel Property Award", which will be presented at the 196+ hotelforum conference on Thursday, October 6.

20 applicants come from Germany, the other hotels from Italy (5), Austria (5), Switzerland (3), France (1), Iceland (1) and Portugal (1).

**Andreas Martin**, chairman of the jury: "We are very pleased that with Iceland in the north and Portugal in the south of Europe, two countries are participating in the competition for the first time. The field of applicants as a whole clearly shows that the boundary between the classic vacation hotel industry and the typical city hotel is becoming increasingly blurred. In between, 'serviced apartment' brands with hotel-like character are developing. Vacation hotels exhibit urban character traits and city hotels increasingly emphasize retreat areas with a recreation factor. Whether 'bleisure' or 'workation' destination, with a total of 36 applications we are almost back to the level of 2018 and 2019 in terms of applicant numbers, so the interdisciplinary expert jury has the difficult task of making a choice, what is once again a very heterogeneous field of applicants ranging from budget to luxury."

This year's competition was open to hotels newly built and opened in Europe between January 2021 and July 2022, or refurbished and repositioned after complete closure. At the jury meeting in early September, up to ten nominees will be selected from all applications and presented during the 20th anniversary celebrations of the 196+ hotelforum in Munich.

The evaluation of the submitted applications is based on the interplay of the following criteria, regardless of the hotel's categorization: architecture and design, integration into the project environment, sustainability and technical innovation, originality of the concept, and economic viability.



Please find attached the overview of the applications for the "Hotel Property Award 2022". Pictures are available under the following link: [☐ Pictures](#). Please refer to the copyright information for photo credits. If no information is available, the hotel name is to be indicated in each case.

**More information about 196+ hotelforum:**

196+ hotelforum 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 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 gala evening on the occasion of the presentation ceremony for the "Hotel Property Award" on Thursday, 6 October 2022, once more at the Hotel Bayerischer Hof Munich. An additional programme at KaSpaces is planned until midday on 7 October. You will find more information 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)