



Press release

196+ hotelforum Munich launches the “Hotel Property Award 2021” competition

- Applications will be accepted until 31 July

Munich, 18 June 2021 – This year’s “Hotel Property Award 2021” competition is being launched right in time for the start of the summer season. **Andreas Martin**, 196+ hotelforum: “In this year too, we will be organising the established European competition for the innovative hotel properties of tomorrow. We know that many hotels have postponed their actual opening dates by several months due to the rigorous travel restrictions applying worldwide, and are opening their doors for the first time in order now to take advantage of the first relaxations of the rules and enable more freedom to travel.”

The competition sees 196+ hotelforum Munich targeting new European hotels that were opened between January 2020 and July 2021. **Martin**: “The growing number of new hotels that have now opened up in Europe is a positive sign, and we are looking forward to seeing interesting hotel concepts. This means that holiday hotels in particular are likely to be steering a path at the right time towards what we hope will be a good summer season.”

Last year’s finalists included two holiday hotels, namely the winner Grand Park Hotel Rovinj, Maistra Hospitality Group, in Croatia, and the Lighthouse Hotel & Spa, Heimathafen Hotels, in Büsum, Germany, as well as the Hotel Ottilia, Brøchner Hotels, a city hotel housed in a former brewery in Copenhagen, Denmark. A total of 40 European hotels competed.

This year’s competition is once again looking for new hotels which are addressing the accelerating pace of change in terms of the framework in which international hotels have to operate, possibly also already influenced by the pandemic, and which have implemented this in terms of their design and their concepts.



This year's event will also be held for the first time under the new umbrella brand 196+. Special attention will be paid once more to innovative hoteliers and hotel concepts.

The Award targets both hotel developers, owners and operators, as well as architects and interior designers. The European industry award welcomes applications from city and holiday hotels all over Europe which stand out from their competitors through a successful interplay between architecture and design as well as innovation. 196+ hotelforum regards a homogeneous combination of the individual aspects to form a winning, economically-successful hotel concept as crucial, regardless of the category into which a particular hotel falls.

Applications to take part in the competition can be made online for a nominal charge of 149 Euro plus VAT. This also qualifies for virtual attendance at the event.

Martin: "This year's 196+ hotelforum Munich will be held on Wednesday, 13 October as a hybrid conference, for the first time under the new umbrella brand 196+. This will entail the individual applicants, and especially the competition finalists, being presented and receiving their awards."

The prestigious prize will be awarded for the 19th time. An expert jury will select up to ten nominees from among all the applicants in early September. The application deadline for participation is 31 July, and the application forms are available at <https://196plushotelforum.submit.to/register/>.

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. Even 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". 2021's 196+ hotelforum Munich will be held on Wednesday, 13 October. You will find more information at <https://196plus.com>



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