Press release

196+ forum Munich: Jury selected ten nominated hotels for “Hotel Property Award 2026”

Munich, 9 September 2026 – For the “Hotel Property Award 2026,” which will be presented during the 196+ forum conference on Wednesday, 7 October at Hotel Bayerischer Hof in Munich, the interdisciplinary jury has nominated ten hotels from five countries, chosen from 24 submissions across eleven European countries.

Among the nominees are three hotels each from Germany and Austria, two from Spain, and one each from Italy and the Netherlands. Only two of the nominees are standalone new constructions, while three resulted from the conversion and repositioning of existing hotels. Three nominees are the result of the conversion of a school building, a stately residence, and a historic post office, respectively. Another entry utilizes the historic facade of a former bank building in combination with a new structure housing the hotel’s guest rooms, and on the site of a former tobacco factory, whose buildings have been preserved, a hotel has also been created within a modern mixed-use high-rise.

Andreas Martin, speaker of the jury: „Of the 24 nominees for the award Hotel Property of the Year, the vast majority once again consist of existing properties that have previously served a wide variety of purposes. Providers of so-called “serviced apartments” are increasingly focusing on high-end real estate locations equipped with a mix of services, enabling them to compete even with the higher-end hotel segment.“

The 12-member expert jury includes professionals from the fields of architecture and building technology, hotel operations, development, financing, as well as representatives from media and academia.

According to 196+ forum Munich, the following criteria were decisive in the jury’s selection of nominees:

- Architecture, design and originality of the concept (Innovation)

- Integration into the project environment (Destination)
- Sustainability and technical innovations (Future)
- Economic viability and profitability of the hotel (Investment)

The ten nominated hotels in alphabetical order:

#	Hotelname	City, Country
1.	ARCOTEL Tabakfabrik	Linz, Austria
2.	Brach Madrid	Madrid, Spain
3.	Casa Cook Madonna	Madonna di Campiglio, Italy
4.	Hotel De Zeevaartschool	Vlissingen, Netherlands
5.	Hotel Schani City	Vienna, Austria
6.	Kimpton Main Frankfurt	Frankfurt am Main, Germany
7.	Silt & Sand Langeoog	Langeoog, Germany
8.	SLS Barcelona	Barcelona, Spain
9.	The Florentin by Althoff Collection	Frankfurt am Main, Germany
10.	Wilde, Vienna Fleischmarkt	Vienna, Austria

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Previous winners of "Hotel Property Award":
Cocoon Theresienwiese, Munich, Germany (2025), OLM Nature Escape Sand-Taufers, South Tyrol, Italy (2024), Falkensteiner Hotel Montafon, Austria (2023), Hotel Wilmina Berlin (2022), Ruby Luna Düsseldorf (2021), Grand Park Hotel Rovinj, Croatia (2020), Schgaguler Hotel Kastelruth (2019), QO Amsterdam (2018), Bretterbude Heiligenhafen (2017), Reichshof Hamburg CURIO Collection by Hilton (2016), Hotel Zoo Berlin (2015), Holzhotel Forsthofalm Leogang, Salzburg region (2014), Radisson Blu Hotel Nantes (2013), Hotel TOPAZZ Vienna (2012), 25hours HafenCity Hamburg (2011), Roomers Frankfurt (2010), Lindner

Park-Hotel Hagenbeck (2009), 25hours Frankfurt (2008), Schloss Elmau Luxury Spa & Cultural Hideaway (2007), Hotel Daniel Graz (2006), Colosseo Erlebnishotel Rust (2004), Rocco Forte Hotel Amigo Brussels and Accor Suite Hotel Hamburg (2003), Hilton Cologne (2002).

More information about 196+ forum Munich:
196+ forum Munich is the European conference for hospitality and real estate experts and since 2002 the annual networking fixture for professional exchange in the field of hospitality real estate. As a specialist conference, 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 2026, 196+ forum Munich will take place on October 7, followed by "walk & talk" tours on October 8 to special hospitality-related locations in Munich's city center. Further information at https://196plus.com/

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