



Press release

## **196+ hotelforum Munich hotelforum presents the Hospitality UPGRADE Award 2021 for innovative start-ups in cooperation with GNERATOR powered by GIRA**

**Five finalists will be given the opportunity to make a pitch during the 196+ hotelforum conference on 13 October, focusing on “digital and sustainable”.**

**Applications can be submitted by 6 September.**

**Munich, 16 August 2021** – 196+ hotelforum Munich and Hospitality Pioneers (Gastgewerbe Magazin) will be handing out the Hospitality UPGRADE Award together for the fourth time, once more in cooperation with GNERATOR powered by GIRA. The prize will be presented to the winner of the techno pitch on 13 October during the 196+ hotelforum conference.

**Andreas Martin**, 196+ hotelforum Munich: “GNERATOR powered by GIRA will be guiding us once again this year as an industry partner to support the pace of innovation and digital transformation in the hospitality industry. For several years now, we have been working together with Gastgewerbe Magazin to encourage young start-ups to offer innovative solutions with digital technologies for the entire value chain, starting from the development of a hotel, through to its operation, and further still. The focus in future is however to be more on the issue of sustainability.”

We are looking for tech start-ups from the European area that use their digital solutions, combined with a future-orientated business model, to **sustainably** improve the following hotel sectors:

- processes and performance in operational hotel management,
- guest experience for hotel guests – both private and business travellers – before, during and after their stay in the hotel, as well as



- planning, processes, materials and supply of the property, energy and construction sectors that are relevant for hotel projects and hotel operations.

**Markus Fromm-Wittenberg**, start-up ambassador at the GNERATOR powered by GIRA initiative: “We can see a trend among committed newcomers to use new technologies to create smart solutions in response to the pressing health, sustainability and climate issues of our time. We see a great opportunity here for the hotel industry to adapt these innovations, or even develop completely new ideas in order to secure competitive advantages in the long term. The digital representation of the guest journey is certainly part of this development, for example to optimise resources and to counteract the acute shortage of skilled staff.”

Start-ups are eligible to participate which

- have **sustainable digital** solutions for the hospitality industry,
- were established within the past five years,
- can present a scalable business model,
- are innovative and growth orientated, and
- have already completed a first pilot project.

Applications can be submitted at <https://hospitalitypioneers.de/hotelforum-upgrade-award>. Participation is free of charge.

In September, several specialised experts form an advisory board which will nominate five start-ups from among all the applications that are submitted to compete with one another in the techno pitch on 13 October. The winner of the Hospitality UPGRADE Award 2021 will be nominated by an expert jury made up of several people and will receive a fellowship with mentoring and network access in the GIRA GNERATOR, exhibitor space at 196+ hotelforum Munich 2022, as well as a one-year junior membership of the Arbeitskreis Hotelimmobilien, a hotel property organisation with a focus on the D.A.CH. region.



**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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