



Press invitation

**196+ forum Vienna: Joint event of PKF hospitality group with WienTourismus and Museum Booster from 27 to 29 November in Vienna**

**Award ceremony "Hotel Innovation Award" during gala dinner in the ballroom of the Vienna City Hall**

**Vienna, October 27, 2022** – From 27 to 29 November, a joint event of PKF hospitality group with WienTourismus and Museum Booster will take place in Vienna for the first time, positioning it as the leading European conference for hospitality, tourism and culture.

During the conference, the newly created industry award "Hotel Innovation Award" will be presented for the first time by the 196+ forum Vienna during the gala dinner on Monday, November 28 in the ballroom of the Vienna City Hall. This award is aimed at innovative hotels or hotel groups across Europe and focuses on a different aspect of innovation in the hospitality sector each year. This year, the focus is on human resources. The award goes to pioneers in this field who stand out from their competitors in terms of differentiation and game changing, scalability and profitability, impact on employees, society and the hotel.

The 196+ forum Vienna conference will take place on Monday, 28 November at the Hilton Park Vienna with around 300 participants from the hospitality, residential, tourism, leisure and museum sectors. The main theme is "Place Making" with a focus on innovation. For this purpose, technology players and game changers from the industry will come to Vienna to address the most important challenges facing the industry and present them in talks, expert discussions and based on case studies. On Tuesday, 29 November, Walk & Talk tours will present the latest hotel projects and connect experts from the tourism and museum industries for an interdisciplinary exchange.

Further information and the detailed program can be found here:

<https://196plus.com/196-forum/196-forum-vienna/>



Participation for media representatives is free of charge. Please register with Martina Rozok, [martina.rozok@196plus.com](mailto:martina.rozok@196plus.com). We look forward to welcoming you in Vienna at the 196+ forum 2022.

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