

# Online application

## Hotel Property Award 2023



Winner Hotel Property Award 2022

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## Contact

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## Information for completing the online form

Please first read the instructions before preparing the necessary documents and then starting the entry process. Once you have registered by entering your name, your e-mail address and address data regarding **the submitting company** in the application tool, you may start with the submission process ("**new entry**" button). Once you have registered, you will receive an **e-mail confirming your registration** and asking you to confirm your e-mail address. You will also receive a link to the application tool, which will allow you to log in there again at any time and to continue your application, as well as to review, edit or print your submissions.

Please note that none of the information will be saved unless you click on the "**Speichern und weiter / Save and continue**" button at the bottom of the form pages. For this to work, all boxes in the form that are marked with an \* have to be completed. Once you have completed all the boxes, you can go to the overview page of your submission, where you can **send off the final version of your application by clicking on the "Submit" button**. Once you have **sent off the application**, the system will send you an e-mail to the e-mail address that you have provided to confirm that you have submitted your application. The **final submission deadline is 31 July 2023**. You should expect to take about 45 minutes to enter all the necessary information in the form and upload any additional photographs, videos, plans, etc. Should you have any questions prior to applying, please contact us at [hotelpropertyaward@196plus.com](mailto:hotelpropertyaward@196plus.com).

## SECTION 1: General information

### 1. Participation fee

We charge a nominal fee of 149 € (net, plus VAT) for participating in the competition for the Hotel Property Award. The amount is due with the final submission of the application. The amount will be invoiced separately.

### 2. Eligible projects and selection process

Up to two hotels may be submitted per year by each company applying. The hotels must be located in Europe and have been constructed and opened between January 2022 and June 2023 inclusive. The winners will be selected in the following three stages:

1. Application process (in German or English)
2. Jury deliberation, decision and nomination by the 196+ forum Munich jury (in September)
3. The award ceremony (in October)

### 3. Application process for the Hotel Property Award 2023

Any company involved in the planning, construction and operation of the hotel may take part. However, the applicant must obtain all necessary permissions from the companies involved in the realisation of the hotel project and the operation of the hotel, both past and present. The application needs to be submitted to 196+ forum Munich by 31 July 2023 at the latest. Each hotel can only take part in the competition once, and no hotel can apply two years in a row.

#### 4. Nomination by the 196+ forum Munich jury

The jury will select up to ten nominees and thereof three finalists from among the **completed** applications that have been submitted. The jury will normally meet at the beginning of September of the respective competition year. All nominated applicants will then be immediately informed of the jury's decision. Additional documentation may be needed for the presentation of the nominees during the 196+ forum Munich event (e.g. additional photographs, videos, etc.). The organisers will communicate further details to the nominees once the jury has reached its decision.

#### 5. Award ceremony

The award ceremony of the Hotel Property Award 2023 will take place during the 196+ forum Munich event on 6 October 2023. This will be the first time the winning hotel is made known. An official representative of each hotel that has been shortlisted should attend the 196+ forum Munich event in order to accept the award should the hotel be selected. All nominated hotels including the three finalists will receive an award.

#### 6. Your application for the Hotel Property Award 2023

Please complete all the fields in the application form below. Boxes marked with \* (section 3) are mandatory fields that are required in order to be able to initially store the application form. You will then automatically receive a confirmation e-mail entitling you to alter or complete the documentation that you have submitted up until the submission deadline.

### SECTION 2: Conditions for participation

#### 1. Selection criteria

All hotels completed and opened in Europe between January 2022 and June 2023 are eligible to take part in the competition. Each hotel can only take part in the competition once, and no hotel can apply two years in a row. If it should be a conversion of an existing hotel, massive changes and a reorientation must be recognisable. Furthermore, the hotel must have been closed before reopening. Hotels that have been renovated during ongoing operations are excluded from participation.

#### 2. Authorised number of projects

Each company may submit a maximum of two hotels, provided that these conform to the conditions for participation.

#### 3. Application process

Each participating company must submit a fully-completed application form for every hotel that is to take part in order to allow the organisers to decide on admittance to the application process. Should the hotel have been planned and realised by more than one company, the company submitting the application form needs to inform the other companies accordingly and obtain from them any permissions that may be required. The application forms should be officially submitted to 196+ forum Munich by 31 July 2023.

#### 4. Application documents

The jury reserves the right not to admit to the competition any documents that are incomplete or do not comply with the guidelines.

#### 5. The duties of the jury and nomination

All completed application documents submitted to 196+ forum Munich within the above timeframe will be admitted for evaluation by the jury. The jury has the task of selecting up to ten nominated hotels and thereof three hotels as finalists. The decision of the jury will be primarily influenced by a number of different, non-exclusive, criteria:

- the originality of the accommodation concept,
- architectural quality (building and façade),
- integration into the project's surroundings,
- design (interior fittings),
- innovation (planning and construction, design, operation and technology, as well as related processes, environment/sustainability), as well as
- profitability.

Items marked with \* in sections 4-7 must be answered completely. Incomplete application documents may be excluded from the application process. The jury's decision is final and not subject to appeal.

#### 6. Additional material for the final stage of the application

The companies whose hotels have been selected by the jury will be informed of their nomination in writing. They may need to submit additional material, such as a short description of the project in English and/or further photographs, videos of the project. This material may be showcased in the exhibition area and/or at the digital event platform as part of the 196+ forum Munich event. All three finalists will agree to be available for any film recordings and allow the 196+ forum Munich film crew access to the hotel and to any other relevant areas of the hotel property.

#### 7. Hotel Property Award ceremony 2023

The results of the competition will be announced during the 196+ forum Munich event on 6 October 2023. At least one official representative of each nominated hotel should take part in the event in order to accept the award for the winner. All nominated hotels will receive an award. For the representatives of the nominated hotels, one (1) free ticket for the physical event will be provided.

#### 8. Competition and the jury's decision

No claims may be asserted concerning the application system, the jury's choice of nominees, finalists and the winner, or any other aspects concerning the competition. The companies accept the present conditions of participation by registering for the competition and the Hotel Property Award 2023.

## 9. Use of photographs and project-related information

The organisers are entitled to publish the photographs and videos provided and the following hotel-related information (namely: name of owner, operator, developer, architect, interior designer, hotel category, construction time, number of rooms) as part of the presentation of the applicants, on the 196plus website, the digital event platform, in press releases, in social media, in trade journals, conference documents (print/digital) or in an event app, as well as during the 196+ forum Munich conference on 6 October 2023. The submitting company must clarify the use of the copyrights prior to the application, as well as the concomitant labelling. Participation is deemed to constitute confirmation that the proper picture copyrights have been obtained. 196+ forum Munich reserves the right to transfer any compensation claims resulting from inadequate labelling of image or video material from the application documents to the participating company. When submitting the image material, please make sure that all images are uploaded as JPG files in print quality (300 dpi) with the **image rights properly marked**.

## 10. Submitting complete information

All fields marked with \* are mandatory and must be completed. This particularly applies to **investment costs** (section 6, No. 11) and **performance data** (section 7, No. 11). The hotel will be automatically disqualified from the competition if the requested information is not submitted in full. **N.B.:** These data are only made available to 196+ forum Munich and the 196+ forum Munich jury for evaluating the submitted application. Neither 196+ forum Munich nor the 196+ forum Munich jury members will publish them or use them for any other purposes.

### SECTION 3: Information about the company submitting the hotel application\*

- Name of the company
- Street / No.
- Zip code
- City
- Country
- Contact person for the application
- E-mail
- Phone
- Function within the context of the hotel project (architect, project developer, etc.)
- Billing address

### SECTION 4: Hotel\*

- Category
  - If the hotel is a revitalisation of an existing hotel the prerequisite for participation is the prior closure of the hotel
    - New construction or
    - Conversion (original use as an office, industrial building, etc.?) or
    - Conversion (original use as office, industrial building, etc.?) + new construction or
    - Revitalisation of an existing hotel following closure (original categorisation?) or
    - Revitalisation of an existing hotel following closure (original categorisation?) + new construction

- Hotel name (stick to the correct spelling! The hotel name is used for all marketing activities.)
- Date of completion (between 1 January 2022 – 30 June 2023)
- Street / No.
- Zip code
- City
- Country
- Website

## SECTION 5: Suitability to receive the award\*

Concise description of why the hotel should win the award (USP) | 2,000 characters incl. spaces

## SECTION 6: Profile of the hotel\*

### 1. Segment

- City hotel, resort hotel, other
- Other

### 2. Operating concept

- Full-service hotel, bed & breakfast, motel, hostel, conference hotel, resort, seasonal operation (opening dates), other
- Other

### 3. Classification

- Official classification (no star, 1 star, 2 stars, 3 stars, 4 stars, 5 stars, other categories)
- Other

### 4. Description of location (part of town or city, neighbourhood, stand-alone, lake, etc.)

600 characters incl. spaces

### 5. Size of land (sqm)

### 6. Gross floor area (GFA) in the hotel building (sqm)

- Above ground
- Underground

### 7. Number of floors

- Above ground
- Underground

## 8. Rooms

When assigning rooms, please decide on one room category, multiple entries are not possible.

- Number of rooms (total)
  - Single rooms
  - Double rooms
  - Family rooms
  - Barrier-free rooms
  - Suites
- Room per category (in sqm, from/to) | 1,000 characters incl. spaces
- Price structure (price ranges for the different room categories) | 1,000 characters incl. spaces

## 9. Parking spaces

- Total parking spaces
  - Outside
  - Underground parking space

## 10. Construction period (months)

## 11. Total investment costs

Only for the evaluation by 196+ forum Munich and 196+ forum Munich jury members. None of this data will be published or used by 196+ forum Munich.

- New construction
  - Land (€)
  - Construction- and additional costs (above ground/underground, incl. fees, etc.) (€)
  - FF&E (€)
  - Total investment costs (€)
  - Costs per room (€)
- Existing building
  - Land (€)
  - Existing building (€)
  - Construction- and additional costs (above ground/underground, incl. fees, etc.) (€)
  - FF&E (€)
  - Total investment costs (€)
  - Costs per room (€)
- Existing building + new construction
  - Land of **existing building** (€)
  - Existing building (€)
  - Construction- and additional costs (above ground/underground, incl. fees, etc.) (€)
  - FF&E (€)
  - Total investment costs (€)
  - Costs per room (€)
  - Land of **new construction** (€)



- Construction- and additional costs (above ground/underground, incl. fees, etc.) (€)
- FF&E (€)
- Total investment costs (€)
- Costs per room (€)
- **Total investment costs existing building + new construction (€)**

## 12. Number of staff

- Full time
- Part time
- External staff (cleaning company, etc.)

## 13. Operator

## 14. Owner

## 15. Project developer

## 16. Architect

## 17. Interior designer

## SECTION 7: Hotel details\*

### 1. Target guest group

1,000 characters incl. spaces

### 2. Keywords regarding unique characteristics

200 characters incl. spaces

### 3. Short description of the building's architecture

1,000 characters incl. spaces

### 4. Short description of the interior design concept

1,000 characters incl. spaces

### 5. Special aspects relating to technical innovations (planning, construction, processes and technology)

1,000 characters incl. spaces

## 6. Special aspects relating to sustainability and certificates (BREAM, DGNB, LEED, etc.)

1,000 characters incl. spaces

## 7. Special aspects relating to accessibility

Please describe your barrier-free concept, especially for hotel and bathrooms, which, in addition to the legal and purely technical requirements, further develops barrier-free architecture and shows how barrier-free rooms can be consistently implemented functionally and aesthetically. | 1,000 characters incl. Spaces

## 8. Short description of F&B outlets

- No. of restaurants
- No. of bars
- Other (snack machine, guest kitchen, etc.)
- Style, type of food and seating capacity per outlet (in keywords)

## 9. Short description of conference area

- Choice yes/no
  - Total area (sqm)
  - No. of meeting rooms
  - State space available with parliament-type seating (per available meeting room) | 500 characters incl. spaces
  - Other / special features | 500 characters incl. spaces

## 10. Short description of spa area

- Choice yes/no
  - Total area (sqm)
  - Spa and fitness offer | 1,000 characters incl. spaces

## 11. Performance data

KPI's (Key Performance Indicator) + USALI (Uniform Systems of Accounts for the Lodging Industry) based on:

- Actual figures or forecast 1st complete operating year
- Forecast 4th complete operating year (representative year)
- Actual figures current YTD 2023

Only for the evaluation by 196+ forum Munich and 196+ forum Munich jury members. None of this data will be published or used by 196+ forum Munich.

### Actual figures or forecast 1st complete operating year (please mark accordingly)

- Room Occupancy in % (OCC)
- Average Daily Room Rate in € (ADR)
- Revenue per available room in € (RevPAR)
- Revenue mix in €
  - Logis (€)
  - F&B (€)
  - Other (€)
  - Total revenue (€)

### Forecast 4th complete operating year (representative year)

- OCC (%)
- ADR (€)
- RevPAR (€)
- Revenue mix in €
  - Logis (€)
  - F&B (€)
  - Other (€)
  - Total revenue (€)

### Actual figures current operating year 2023 YTD

- OCC (%)
- ADR (€)
- RevPAR (€)
- Revenue mix in €
  - Logis (€)
  - F&B (€)
  - Other (€)
  - Total revenue (€)

## 12. Preview images

Please upload here the two most representative images of the hotel (facade / room picture) as JPG files in print quality (300 dpi) with identification of the image rights in the file name. These images will be primarily used in order to present your hotel (trade journals, 196plus website, conference brochure, etc.)

- Exterior view/façade
- Room

## SECTION 8: Upload files

Here you have the possibility to upload further pictures, plans, press releases, presentations, advertising videos and video clips in a collective folder.

For an overview that is as complete as possible, we recommend submitting the following material in addition.

When uploading the respective file, please pay attention to the exact indication (e.g. view standard room, view restaurant "name", view lobby). Please note that all images should be submitted as JPG files in print quality (300 dpi) indicating clearly the intellectual property rights of the photographs and videos submitted.

- Map indicating the hotel location (radius 2 km and radius 10 km / 2 pictures)
- Aerial view of the hotel (if available / 2 pictures)
- **Exterior view / façade\* (1 additional picture, different from the already uploaded pictures)**
- The hotel in its surroundings (2 pictures)
- Interior views (2 pictures)

- Reception area (2 pictures)
- Restaurant (2 pictures)
- Lobby (2 pictures)
- **Rooms\* (1 additional picture, different from the already uploaded pictures)**
- Barrier-free rooms (2 pictures of the barrier-free hotel rooms with sanitary rooms, which illustrate the structural realization of the barrier-free concept)
- Bathroom (2 pictures)
- Spa area (if applicable / 2 pictures)
- Conference area (if applicable / 2 pictures)
- Two special features of the hotel (e.g. design details / 2 pictures)
- Architectural plans (e.g. preliminary drawings, a selection of non-dimensioned plans is sufficient / 3 files)
- Selected press articles (up to 5 articles)
- Videos, presentations (up to 2 files)
- **Virtual hotel tour\* (lobby, reception, F&B outlets, conference, spa, standard room category, others) recorded e.g. via mobile phone with or without explanations possible (no professional video recording necessary)**