



Press release

196+ hotelforum: Kick-off for the announcement of the Hospitality UPGRADE Award for innovative start-ups in cooperation with GNERATOR powered by GIRA

Five finalists will be pitching at the 196+ hotelforum in Munich on 6 October

The application deadline is 11 August

Munich, 15 July 2022 – 196+ hotelforum and Hospitality Pioneers (Gastgewerbe Magazin) will be announcing the Hospitality UPGRADE Award together, once more in cooperation with GNERATOR powered by GIRA. The prize will be presented to the winner of the techno pitch on 6 October at the 196+ hotelforum conference.

Hotel owners and operators are increasingly being called on to make their contribution to providing better environmental and climate protection, but also to lend appropriate expression to the “S” and “G” from “ESG”, referring to “social” and “corporate governance”, if they wish to be economically successful. Hotel guests are also making increasing demands when it comes to climate protection aspects during their travels and when staying in hotel properties. It has furthermore been shown that sustainable hotels are at an advantage when it comes to employees.

Andreas Martin, 196+ hotelforum: “This means that the industry needs to find solutions to the future challenges of the ESG criteria if they wish to succeed in an era of climate change, environmental pollution, pandemics, globalisation, staff shortages and digital transformation.”

Christian Fiedler, Gastgewerbe Magazin: “The competition appeals to start-ups from all over Europe making a relevant contribution to sustainability in the hotel industry with efficient, future-orientated solutions along the entire value chain from hotel development to operation, including the guest experience and employer branding.”

Markus Fromm-Wittenberg, Start-up ambassador at GNERATOR: “Topics such as cradle to cradle, closed cycle management, recycling and the careful use of



resources are becoming increasingly important. This alone is creating new scope for innovation with business ideas relating to sustainable construction and CO₂-neutral properties.”

The GNERATOR opens up opportunities that arise from the symbiosis of traditional sectors with their wealth of experience and start-ups’ unconventional perspective and agile way of working.

This year marks the 20th jubilee of the conference, and the winner of the Hospitality UPGRADE Award will be selected at the 196+ hotelforum. The five finalists will be pitching for the Award in front of a jury of experts. An advisory board made up of experts will nominate the five finalists beforehand.

Companies are eligible to participate which were established within the past five years, are active on the market, and can present a scalable business model.

The winner of the Hospitality UPGRADE Award 2022 will be included in the GNERATOR start-up initiative, and will receive a one-year membership of the Hotel Properties Working Group (Arbeitskreis Hotelimmobilien), will be able to take part in the 196+ roundtable in their home country, will be allocated exhibitor space at 196+ hotelforum 2023, and will receive an invitation to attend a GIRA event. Podcasts of Hospitality Pioneers will be published with all the finalists.

Applications will be accepted up to 11 August at <https://196plus.com/196-forum/196-hotelforum/hospitality-upgrade-award/>. Participation is free of charge.

More information about 196+ hotelforum:

196+ hotelforum 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. As a hybrid conference, 196+ hotelforum 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 gala evening on the occasion of the presentation ceremony for the “Hotel Property Award” on Thursday, 6 October 2022, once more at the Hotel Bayerischer Hof Munich. An additional programme at KaSpaces is planned until midday on 7 October. You will find more information at <https://196plus.com>



Your contact for press enquiries:

Martina Rozok

T +49 30 40044681

M +49 170 2355988

martina.rozok@196plus.com

www.196plus.com