



Press release

196+ forum Munich: “Hospitality UPGRADE Award” competition for innovative start-ups launched

- **Competition applications will be accepted up to 25 August**

Munich, 28 July 2023 – 196+ forum Munich launch “Hospitality UPGRADE Award” competition for innovative start-ups together with Hospitality Pioneers und GNERATOR powered by GIRA.

The prize, which is being offered for the sixth time this year, will be awarded to the company winning the start-up pitch on 6 October, which will take place as part of the 196+ forum Munich Conference at the Hotel Bayerischer Hof, focusing on the topic of “Artificial Intelligence”.

Andreas Martin, 196+ forum Munich: “Progress is being made in the digitalisation of processes in hotels to improve services and thus enhance the guest experience, but also to increase efficiency, conserve resources and provide an improved basis for decision-making. Many still find this too slow a process. Intelligent solutions need to be found in the run-up to the planning and construction process of hotel properties. These would also help to facilitate the digitalisation of certain operational processes in a practical way and to conserve resources. The competition is looking for forward-looking solutions along the entire value chain, from hotel development to hotel operation.”

Start-ups are eligible to take part, which were founded within the past ten years that can demonstrate a scalable business model, and whose market activities are innovative and growth orientated.

Christian Fiedler, Hospitality Pioneers: “Change will not happen without the courage, the visions and the perseverance of young people who are shaping the future. Artificial intelligence will play a major role in achieving this. This change is currently affecting all sectors, and ours is no exception. This is where we want to make a difference with the prize that we are offering.”



Start-ups can submit applications at

<https://hospitalitypioneers.de/programm/hospitality-upgrade-award-2023> up to

25 August. Participation is free of charge.

The UPGRADE advisory board nominates the five finalists on a shortlist, and these finalists will pitch to an expert jury and to stakeholders from the hotel and property industry on the 196+ forum Munich conference stage. They will also be able to attend the entire programme, including the gala evening.

The prize includes a one-year membership of the Hotel Properties Working Group (<http://www.ak-hotelimmobilien.de>), exhibitor space at 196+ forum Munich 2024 and an invitation to attend a GIRA event. Podcasts of Hospitality Pioneers will also be published with all five finalists.

More information about 196+ forum Munich:

196+ forum 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. As a specialist conference, 196+ forum Munich offers a highly-qualified communication platform, with a varied stage programme and various networking formats for the hotel properties industry, as well as an established start-up pitch for the “Hospitality Upgrade Award” competition. It will culminate in the presentation of the “Hotel Property Award”. 2023’s 196+ forum Munich will be held on 6 and 7 October. We are back at the Hotel Bayerischer Hof in Munich, and you can find us at KaSpaces on the second day with workshops on more technical topics. More information is available at <https://196plus.com>

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