



Press invitation

Invitation to the 196+ forum Milan from 16 until 17 April
Presentation of the "Hotel Design Award 2023"

Milan, 27 March 2023 - The 196+ forum Milan was first held in 2014 under the name "hotel & tourism forum Milan". Since then, it has become Italy's benchmark event for hospitality investment and design. The event is an international networking platform where industry participants come together to share ideas.

This year the 196+ forum Milan starts on Sunday, 16 April with an excursion through the city center of Milan. Explore Milan from a different perspective and get introduced to the latest hotel projects and highlights of the metropolis. The last stop of the tour will be the reception of 196+ forum Milan at one of the leading rooftop bars in Milan. Expect live music, drinks and the perfect atmosphere to mingle.

The conference part takes place on Monday, 17 April 2023 at nhow Hotel Milan, Via Tortona 35. At the conference, leading hospitality investors, developers and operators address key challenges of the industry. One highlight of the evening will be the festive dinner. Expect modern Italian cuisine with an international twist, for all attendees. Once again you are welcome to take the opportunity to connect with our speakers, moderators and likeminded souls. During our festive dinner the winner of the „Hotel Design Award 2023“ will be presented.

Please find the complete program here:

<https://196plusevents.swoogo.com/196plusforummilan2023/agenda>

Media representatives are welcome to register at

https://196plusevents.swoogo.com/196plusforummilan2023/register?code=Press&req_type_id=304823

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