



Press release

hotelforum: Start-up Avisio from Vienna wins Hospitality UPGRADE Award 2020

- **Five start-ups from hotel management, guest experience and real estate management are competing in the hotelforum techno-pitch**
- **GENERATOR powered by GIRA acting as Tech Partner for the first time**

München, 9 October 2020 – hotelforum presented the Hospitality UPGRADE Award to technically-sophisticated young companies for the third time together with the *Gastgewerbe* Magazin. This is the first time that GENERATOR powered by GIRA has acted as a tech partner to this competition from the industry. This year's winner is the start-up **Avisio** from Vienna with a digital merchandise management platform. The 6-member jury made a selection from the five nominated start-ups that competed in the techno pitch as part of the hotelforum conference on 7 October. Applications were received from a total of 31 start-ups from nine countries.

Advisory board member **Markus Fromm-Wittenberg**, start-up ambassador at GENERATOR powered by GIRA: "The jury didn't make it easy for themselves, and it was a close race. Avisio impressed the jury with a high level of benefit in terms of the cost factor. **Christian Fiedler**, *Gastgewerbe* Magazin and speaker of the jury, adds: "In the end, founder **Matthias Depenbusch** impressed the jury with his commanding presentation and convincing answers to all the questions". The five nominees were:

Avisio, Vienna (Digital merchandise management platform)
Hotellistat, Munich (Market analyses digitalised with revenue management)
Room.Building.Partner, Bremen (Digital spatial hotel planning in 3D)
Squarelovin, Hamburg (Visual marketing & storytelling)
Tutaka, Hamburg (Central purchasing platform with a sustainable footprint)



As the winner of the Hospitality UPGRADE Award 2020, Avisio will receive network access in GNERATOR powered by GIRA via a fellowship with mentoring. An exhibitor space at hotelforum 2021, as well as a one-year junior membership of the Hotel Properties Working Group, will also be provided free of charge.

More information about hotelforum:

hotelforum is the European Hotel Development Conference, which for 18 years now has been a regular annual feature accommodating networking and exchanges between experts when it comes to hotel properties. hotelforum continues to offer a highly-qualified communication platform even as a hybrid conference with a live stage in Munich where a limited number of people are able to attend in person, and consists of a varied stage programme, virtual breakout sessions, opportunities for exhibitors, and various networking formats for the hospitality industry. It culminated in the presentation of the “Hotel Property Award” on **Wednesday, 7 October**. You will find more information at www.hotelforum.org.

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