

hospitality events
for curious minds



Hotel Property Award 2021

13 October 2021



about 196+ hotelforum Munich

196+ hotelforum Munich is the European Hotel Development Conference, which for 19 years now has been a regular annual feature accommodating networking and know-how transfer between industry experts when it comes to hotel properties. 196+ hotelforum Munich will continue to offer a highly-qualified communication platform even as a **hybrid conference**, and will consist of a varied stage programme, breakout sessions, opportunities for exhibitors, and various networking formats for the hospitality industry.

2021's event will be held on **Wednesday, 13 October** for the second time as a hybrid conference and will culminate in the presentation of the "Hotel Property Award".



about 196+ hotelforum Munich

Nominees, the finalists and the winner of the competition will be presented and awarded during the conference.

The event targets **decision-makers** from the European hotel and real estate industry consisting of delegates from hotel groups, banks, owners, developers, real estate investors, construction companies and suppliers, as well as architects, interior designers, hoteliers and hotel real estate consultants and brokers.

You will find more information at

[Hotel Property Award](#)



about the Hotel Property Award



The prestigious industry Award targets hotels that **were completed and opened in Europe between January 2020 and July 2021**. The prize goes to a hotel which stands out from among its competitors in terms of architecture, design and innovation, no matter whether it is a luxury or a budget hotel, a chain hotel or privately managed, short or long stay, city hotel or holiday resort. 196+ hotelforum Munich regards a homogeneous combination of all the individual aspects to form a winning, and ultimately economically-successful, hotel concept as crucial, regardless of the category into which a particular hotel falls.



about the Hotel Property Award



An **expert jury** will select up to ten nominees from among all the applicants in **early September**.

All applicants will be introduced during the conference and the nominated hotels will be showcased as part of the digital exhibition area.

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 facade)
- › **integration into the project's surroundings**
- › **design** (interior fittings)
- › **innovation** (planning and construction, design)
- › **operation and technology** (innovative, sustainable, digital)
- › **profitability** (construction cost vs. expected RevPar)

previous Hotel Property Awards have been presented to:

Grand Park Hotel Rovinj, Croatia (2020) | Schgaguler Hotel, Castelrotto/Italy (2019) | QO Amsterdam (2018) | Bretterbude, Heiligenhafen (2017) | Hotel Reichshof Hamburg CURIO Collection by Hilton (2016) | Hotel Zoo Berlin (2015) | Holzhotel Forsthofalm, Leogang/Austria (2014) | Radisson Blu, Nantes/France (2013) | Topazz, Vienna/Austria (2012), 25hours HafenCity, Hamburg (2011) | Roomers, Frankfurt am Main (2010) | Lindner Hotel Tierpark Hagenbeck, Hamburg (2009) | 25hours by Levis, Frankfurt am Main (2008) | Schlosshotel Elmau, Elmau (2007) | Daniel, Graz/Austria (2006), Colosseo, Europapark Rust (2004) | Hotel Amigo Brussels & Accor Suite Hotel Hamburg (2003) | Hilton Cologne (2002)



Hotel Property Award winners



Grand Park Hotel Rovinj
Croatia (2020)



Schgaguler Hotel
Castelrotto/Italy (2019)



QO Amsterdam/Netherlands (2018)



Bretterbude
Heiligenhafen/Germany (2017)



Hotel Reichshof Hamburg
CURIO Collection by Hilton/Germany
(2016)



Hotel Zoo Berlin/Germany (2015)

how to apply?

Please read the **instructions and Conditions of Participation** before you start the application process. We charge a nominal fee of 149 € (net, plus VAT) for participating in the competition. The fee includes virtual participation for one person at the 196+ hotelforum Munich event on 13 October 2021. The application has to be submitted online.

The final submission deadline is 31 July 2021. You should expect to take about 45 minutes to enter all the necessary information in the online form and upload any additional photographs, plans, etc.

Should you have any questions prior to applying, please contact:

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