



Press release

Leading conference for hospitality, tourism and culture in Vienna: Joint event of PKF hospitality group, Vienna Tourist Board and Museum Booster

- **Common slogan of the conference days is "Place Making"**
- **Highlight: Gala dinner in the ballroom of the Vienna City Hall with presentation of the "Hospitality Innovation Award"**

Vienna, April 21 2022 - From November 27 to 29, a joint event of PKF hospitality group with Vienna Tourist Board and Museum Booster will take place in Vienna for the first time, positioning it as the leading European conference for hospitality, tourism and culture.

The organizers, **Michael Widmann** (Global CEO PKF hospitality group), **Norbert Kettner** (Managing Director Vienna Tourist Board) and **Sofia Widmann** (Managing Director Museum Booster) are certain: "The convergence of our three events - 196+ forum Vienna of PKF hospitality group, Vienna Tourism Conference of Vienna Tourist Board and Museum Leadership Forum of Museum Booster - creates a common focus."

The common slogan this year is "Place Making". The focus is on the exchange and interaction of all participants. During the three days, the events of the three initiators will take place, with the conference (196+ forum) bringing together participants and speakers from the hotel industry, tourism and culture.

The highlight for all guests is the gala dinner in the ballroom of the Vienna City Hall. The "Hospitality Innovation Award" will be presented that evening. On the following day, curated tours of new hotels, visitor attractions, museums and restaurants will complete the program.

"With our joint event, we will further strengthen Vienna's role as a leading global hotspot for hospitality and tourism," the organizers conclude.



About PKF hospitality group:

PKF hospitality group is an internationally recognised leader in hospitality and tourism consulting. With a team of 100 consultants in 20 offices (including Kyiv) on all continents and an experience of almost 100 years, PKF hospitality group offers focused consulting services in the environment of the hotel, serviced living, tourism, and leisure investments - including feasibility studies, valuations, operator search, project development, financing and investment consulting, asset management, research & benchmarking as well as strategic consulting.
www.pkfhospitality.com

Media contact:

Martina Rozok
T +49 30 40044681
M +49 170 2355988
martina.rozok@pkfhospitality.com
www.pkfhospitality.com

About Vienna Tourist Board:

The Vienna Tourist Board is the official destination marketing and management organization for Vienna. It provides many service offers, tips and much information for Viennese tourist businesses. The Vienna Tourist Board is the official destination marketing and management organization for the City of Vienna. Established in 1955, the board's mandate includes representing the tourist interests of the city, promoting the destination worldwide, assisting visitors with information and services, contributing to tourism measures instigated by the municipality, and promoting an understanding among local residents for the tourism industry and its economic, cultural and social significance. www.vienna.info

About Museum Booster:

MUSEUM BOOSTER is a Vienna-based research & consultancy company with a focus on the influence of new media technologies on museums and cultural institutions. The mission of MUSEUM BOOSTER is to help museum managers and experts in the cultural field to select, evaluate and implement emerging technologies. In particular, the focus is on tools and ideas which have a positive effect on museums and can create a strategic advantage.
www.museumbooster.com