

FROM 5th TO 8th
FEBRUARY **2024**

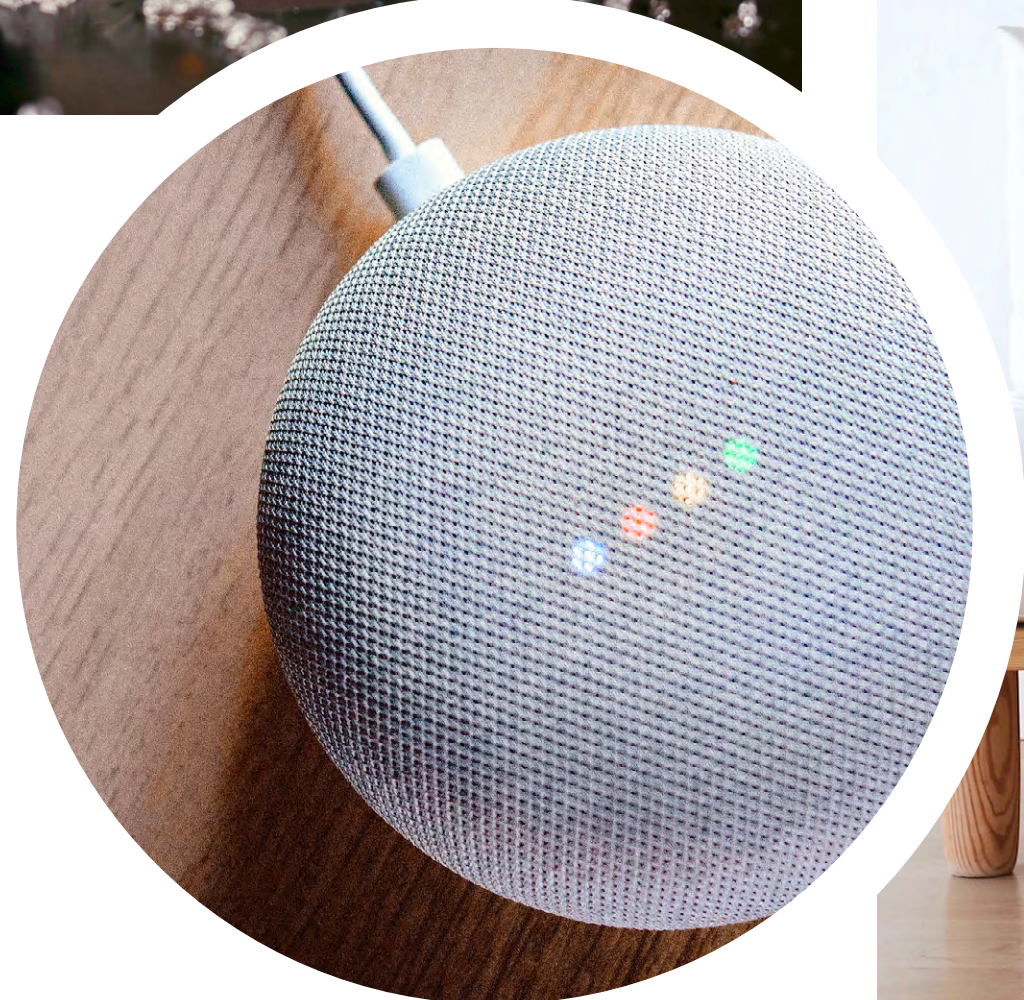


RIVA DEL GARDA
EXHIBITION CENTRE | ITALY

    **#HOSPITALITYRIVA** [hospitalityriva.it](https://www.hospitalityriva.it)

ORGANIZED BY





HOSPITALITY

Italy's leading international trade fair for the hotel and catering industries.

Hospitality - Il Salone dell'Accoglienza is the international event of reference for the Ho.Re.Ca. world, a hub of trends, inspiration and training for operators in the sector.

By showcasing new trends, presenting ideas and offering solutions, the event brings companies and professionals together, expanding **business opportunities and networking**.

The most comprehensive B2B trade fair in Italy is held in one of Italy's main tourist areas – Lake Garda – and encompasses all product sectors related to hospitality and food & beverage in a single event.



THE FAIR

EXHIBITORS

4 thematic areas dedicated to Beverage, Contract & Wellness, Food & Equipment, Renovation & Tech; 3 special areas dedicated to craft beer, mixed drinks and wine tourism; and 4 product tours make Hospitality **unique and complete in terms of what it has to offer.**

636
exhibitors

40.000 *mq* sqm of exhibition space

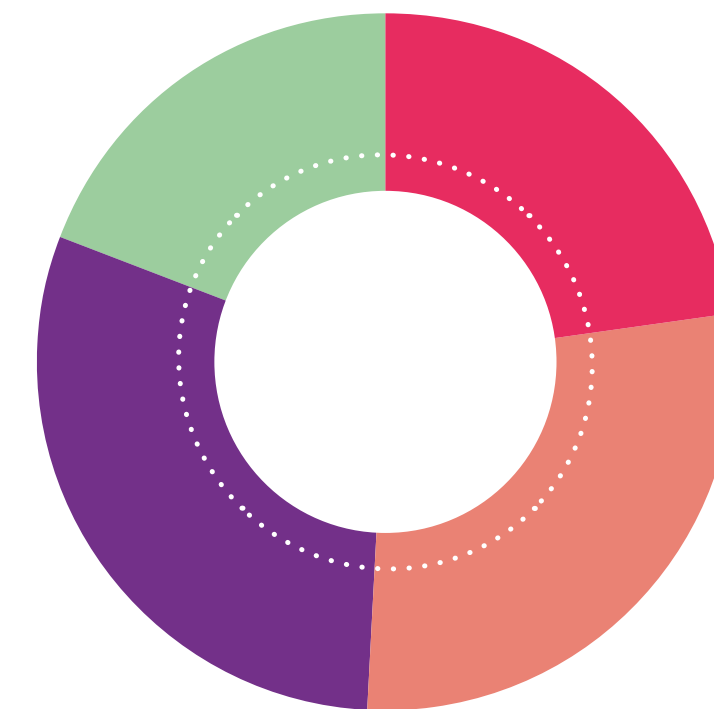
4

Product Tours

- Made in Italy
- Sustainable Products
- Smart Solutions
- Accessible Hospitality

9

Pavillions



- 21% Food & Equipment
- 32% Beverage
- 34% Contract & Wellness
- 13% Renovation & Tech

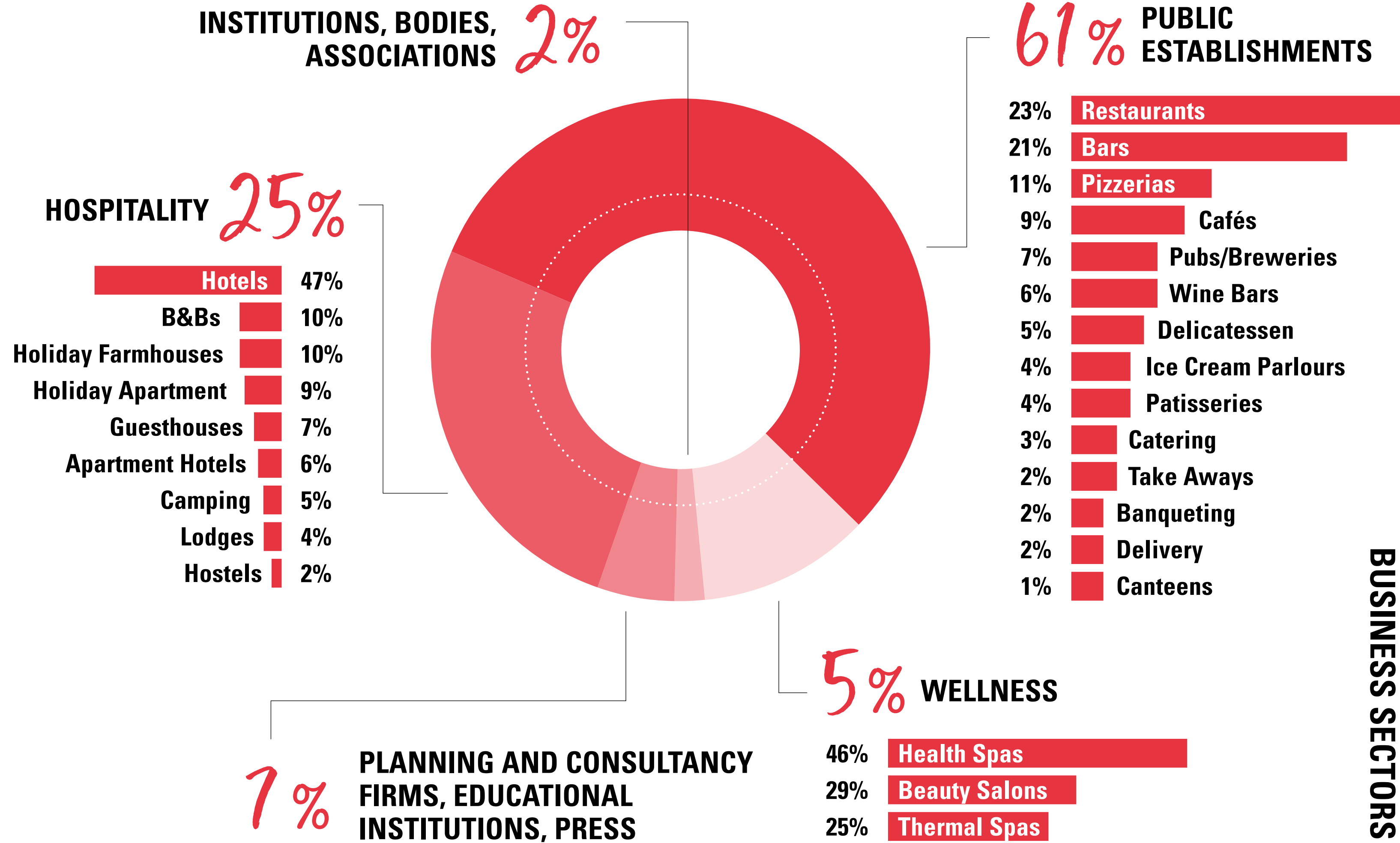
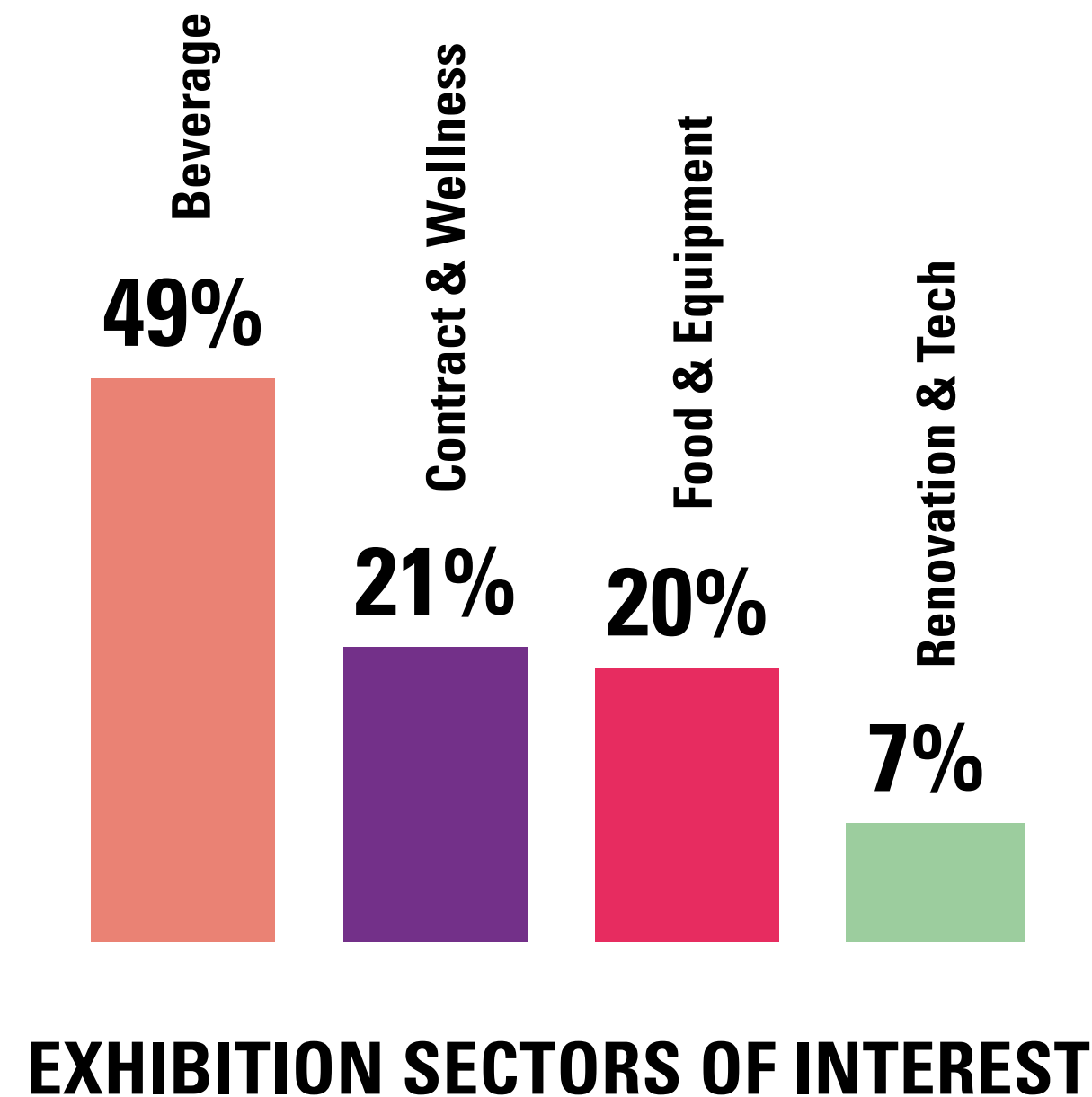


HOSPITALITY IN NUMBERS *

*Numbers refer to the 2023 edition

VISITORS

18.500



HOSPITALITY IN NUMBERS *

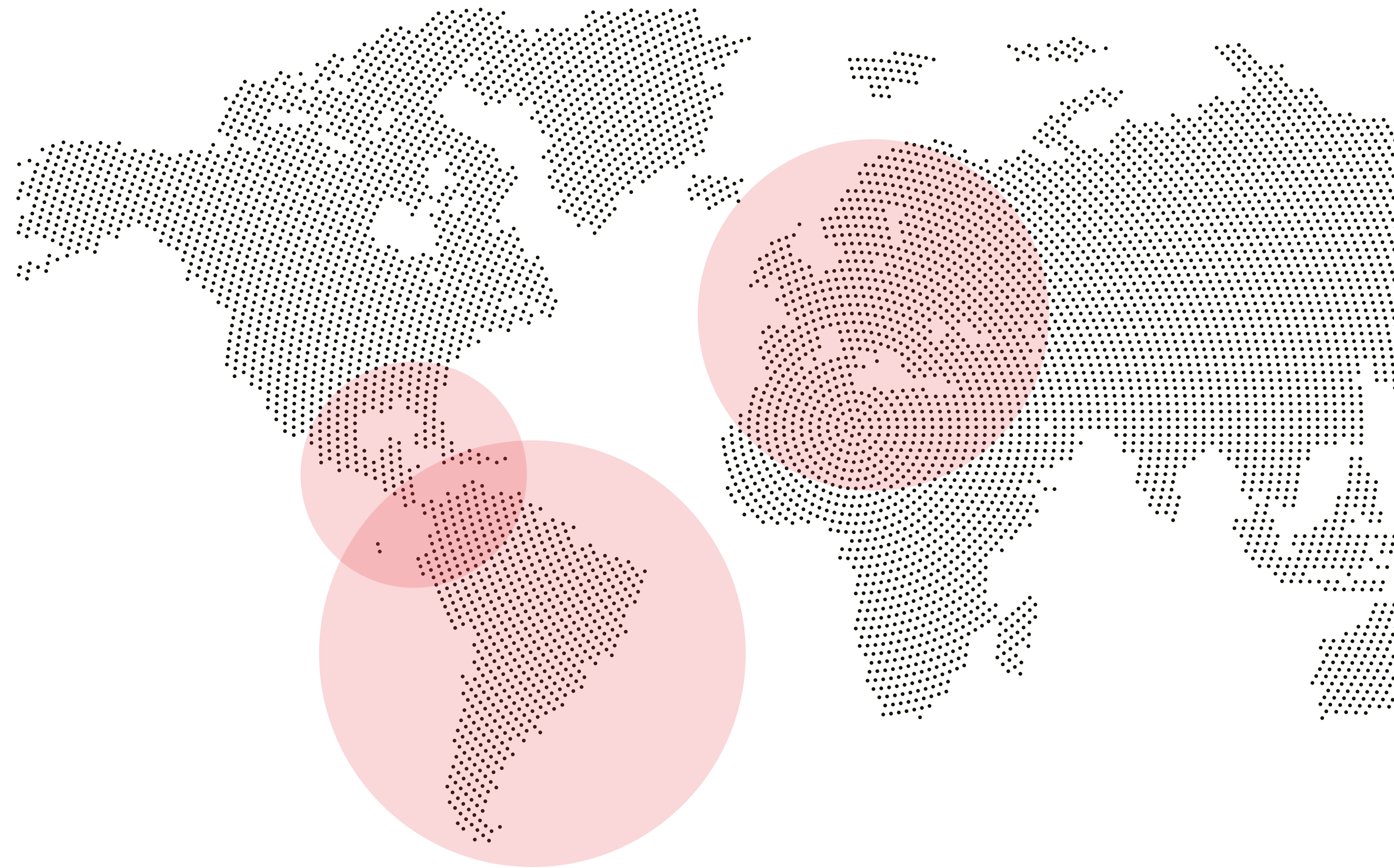
*Numbers refer to the 2023 edition**Surveys based on multiple-choice questions

INTERNATIONALISATION

Hospitality is an international event and thanks to a network of strategic partnerships has developed since 2022 various incoming buyer activities with delegations from the Mediterranean basin, Northern Europe and Latin America.

Buyer Programme

Designed to facilitate relations between supply and demand during the fair by encouraging the planning of B2B meetings, this programme offers selected buyers a customised and exclusive trade show experience.



INTERNATIONAL EVENT

THEMED AREAS

Themed areas offering a unique, complete range guaranteed to satisfy the demands of the entire Ho.Re.Ca. world.



COMPLETE
RANGE

Food & Equipment

Ready-to-use and fresh foods, large installations, cleaning products and machinery and 7 special routes: bio, vegan, halal, gluten-free, lactose-free, kosher and superfood.



Renovation & Tech

Building solutions, automation, IoT technology, management systems, mobile apps, cloud solutions, photography drones and artificial intelligence.



Beverage

Wine, coffee, soft drinks, water, spirits, beer and beer production installations.



Contract & Wellness

Contract furnishings and accessories for indoors, outdoor furnishing ideas, green living, beach style, sustainable micro-mobility solutions, illumination, flooring, equipment and products for health spas and fitness centres.



SPECIAL AREAS

A pavilion entirely reserved for Hospitality's 3 special areas: selected companies, tastings, educational meetings and side events.



RPM

The area dedicated to mixed drinking with:

- > Selected companies in the sector
- > Tastings
- > Educational sessions with internationally renowned bartenders
- > Masterclasses with exhibiting companies



Solobirra

Space dedicated to craft beer with:

- > National and international breweries
- > Tastings
- > Educational meetings
- > Solobirra and Best Label technical and graphic competitions



Winescape

Dedicated to wine and oil tourism with:

- > Selected wineries and oil mills
- > Free tastings
- > Educational meetings



MIXOLOGY, CRAFT BEERS, WINE TOURISM

EVENTS AND EDUCATIONAL MEETINGS

The educational meetings dedicated to professionals in the hospitality and catering industry are the heart of **Hospitality Academy**: 4 days of in-depth analysis and discussion on the most topical market issues, case studies, and practical and operational advice to best meet the challenges of the sector.

Hospitality provides numerous opportunities for discussions and updates thanks also to the widespread side events that enliven the fair.

1

Mainstage

3 Arenas

4

Training Rooms

+ 170 Speakers



DISCUSSIONS AND UPDATES



Credits Costa Rica Bibione Aparthotel



ACCESSIBLE HOSPITALITY

Promoting sustainable and inclusive hospitality

Hospitality looks at the **accessible tourism** market - which in Italy involves over 10 million people and can account for up to 20% of tourism turnover - and how accommodation facilities can **respond to the needs of these guests**.

The topic will be addressed during the fair both through a new exhibition route dedicated to companies with specific products and services, and **through targeted training sessions**.



OUTDOOR BOOM

The new pavilion designed to meet the growing demand for open-air tourism.

At the 2023 edition of Hospitality, there will be a dedicated outdoor itinerary: 2,000 square metres where you will find ideas and inspiration to **rethink open-air spaces** and respond to the growing demand for more sustainable travel and hospitality options.

The Outdoor Boom programme also includes a series of **scenario and educational meetings** to help exhibitors and visitors improve the quality of the services offered to customers, with a view to becoming increasingly *green*.

DIGITAL SPACE

The digital aspect becomes an integral part of the trade fair experience thanks to Hospitality Digital Space, the platform/app that increases business opportunities among participants.

showcase

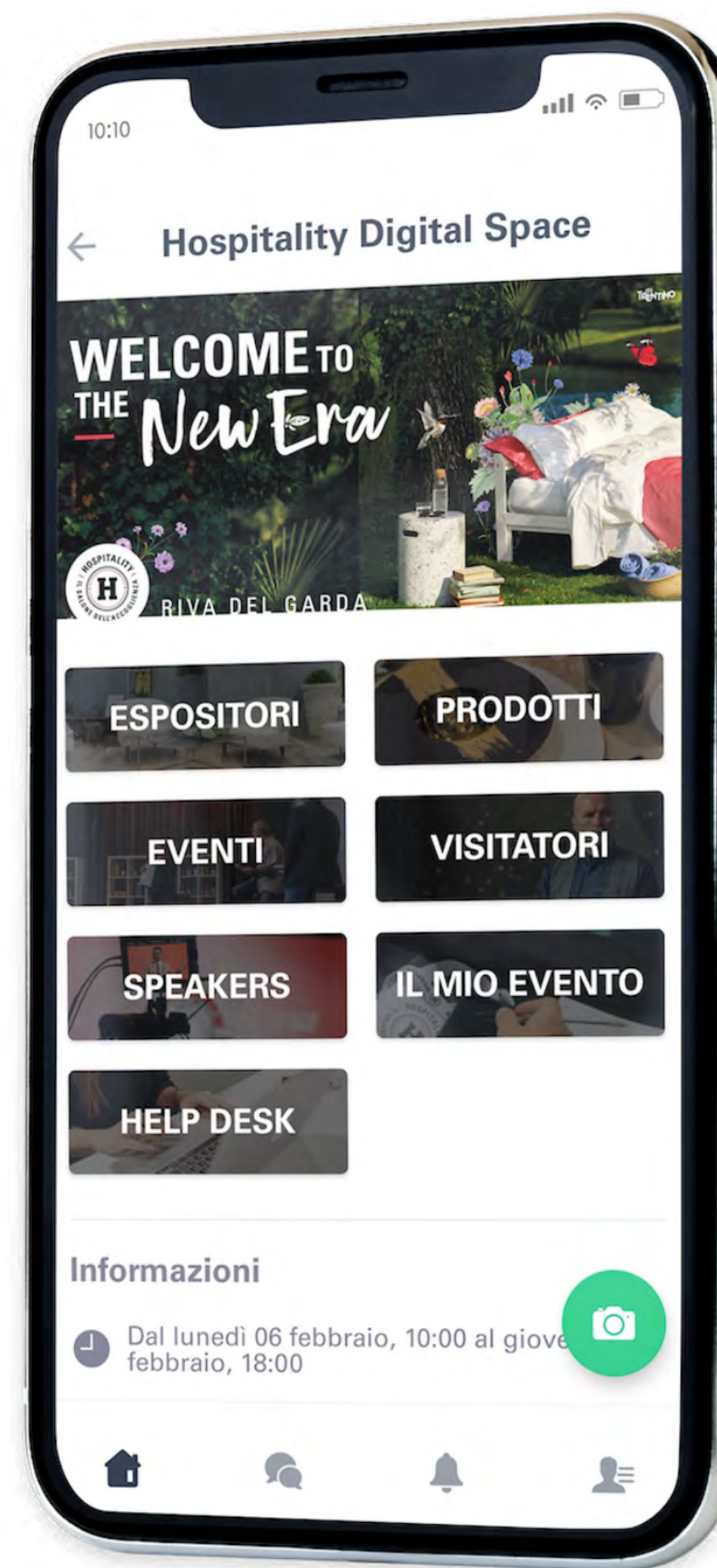
interactive virtual showcase with exhibitor and product catalogue

live

live streaming and unreleased content

connection

direct connection between companies and participants to foster networking before, during and after the fair



agenda

agenda to set and manage appointments with customers

programme

programme of events

contacts

collecting contacts by scanning visitor tickets



DIGITAL PLATFORM



DIGITAL SPACE

MILLIONS OF GENERATED LEADS

An always-connected community

+68k

USERS REACHED WITH DIRECT EMAIL MARKETING

68.400
NEWSLETTER CONTACTS

174.867
USERS IN A YEAR

122.261
VIEWS IN THE MONTH PRECEDING THE FAIR

4.711.000
IMPRESSIONS ON SOCIAL MEDIA
355.000 OF THEM DURING THE 4-DAY FAIR

1.296
LINKEDIN FOLLOWERS

3.243

INSTAGRAM FOLLOWERS

7.311
FACEBOOK FANS

ADVERTISING
VISIBILITY: MAGAZINES, INDUSTRY WEBSITES AND BLOGS, NEWSPAPERS, BILLBOARDS, RADIO, TV



COMMUNITY

TESTIMONIALS

“It was a successful, useful and quality event. Successful because the audience I was able to meet was certainly an attentive and interested one, and the exhibitors’ satisfaction also seemed high. Useful because it gave the opportunity for a 360-degree in-depth look at the world of reception and hospitality with innovative solutions, technologies and products.”

Silvio Barbero University of Gastronomic Science of Pollenzo

“Hospitality is a very good opportunity to come together. On one hand the producers, on the other the ones that are looking for solutions, that are looking for renovation for their hotels”.

Matthias Egner Klafs

“It is a very important fair also for the agricultural sector, for the world of wine production. In Italy, the synergy between agricultural products and tourism is fundamental. It is a very important synergy for the economy, and I think that a fair like Hospitality is important to promote both the hospitality activities and the excellence of the world of wine and agri-food products, as well as the cultural heritage and hospitality in defence of the territory.”

Luca Rigotti Gruppo Mezzacorona

“We are satisfied with the agreement between Faita-Feder-camping and Hospitality, which has allowed many entrepreneurs in lake and mountain resorts to have direct contact with the many important innovations offered by the market. This is the beginning of a path that it is our intention to make it long-lasting and more articulated, enriching an important and nationally recognised event with content.”

Alberto Granzotto
Faita-Feder-camping

“Among the strengths of the 47th edition of Hospitality, in addition to the great organisation behind a trade fair of this magnitude, I found an interesting audience of visitors and exhibitors representing the Ho.Re.Ca. sector at 360°, bringing together the best of each segment of professional hospitality.”

Alberto Alonso General Manager Feria de Valladolid

“Hospitality has always represented a fundamental opportunity for companies in the Ho.re.ca. sector from northern Italy, and we are happy to note that the number of operators from the centre and south of the country who come to the fair to visit us is also increasing. This year we recorded a positive performance and the fair continues to be an important meeting point for us, also thanks to the great attention devoted to the hospitality segment.”

Andrea Gallesi Glant



EXHIBITORS FEEDBACK

SUSTAINABILITY

**A fundamental value.
Environmental ethic, recycling,
fight against waste.**

Being responsible means doing business with care and consideration for the environmental, social and economic impact of our actions.

Sustainability is a fundamental value for Riva del Garda Fierecongressi and every single activity, space, or company we collaborate with is in line with our principles. This is why Riva del Garda Fierecongressi has adopted a **sustainable event management system** (ISO 20121:2013 standard).

[READ THE SUSTAINABILITY REPORT](#)



G R E E N

LAYOUT 2024

SPECIAL AREAS

RIVA PIANETA MIXOLOGY

Everything for mixed drinks



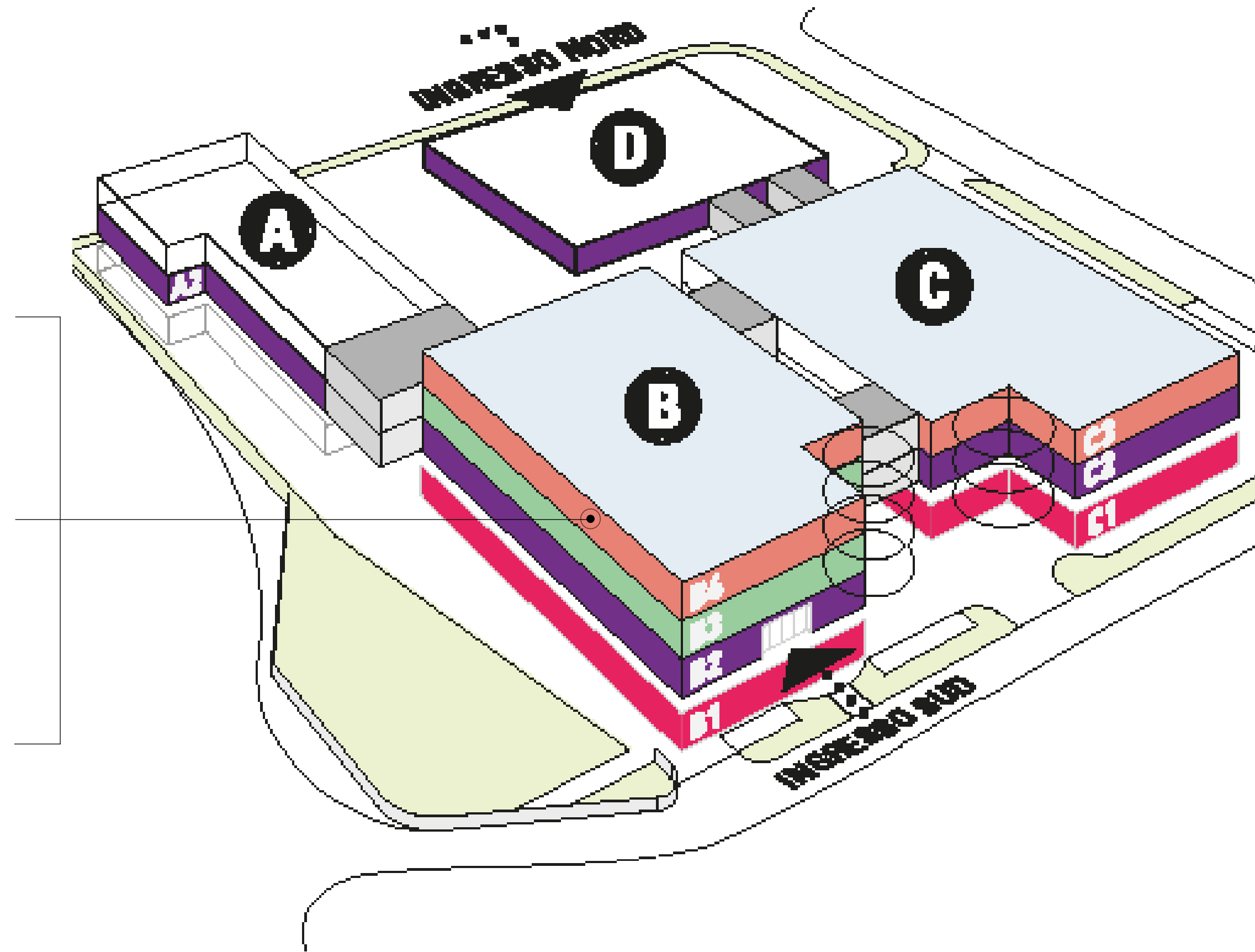
SOLOBIRRA

Space dedicated to craft beer



WINESCAPE

Area dedicated to wine tourism



THEMATIC AREAS



FOOD & EQUIPMENT

food products
packaging
equipment
large plants



CONTRACT & WELLNESS

furniture
supplies and furnishings
outdoor and camping
bathroom, spa and fitness



RENOVATION & TECH

technologies and services
management systems
energy saving solutions
project planning and consultancy



BEVERAGE

alcoholic beverages
non-alcoholic beverages
equipment and machinery



RIVA DEL GARDA EXHIBITION CENTRE



www.hospitalityriva.it

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