

TRENTINO



EDIZIONE
50
2-5 FEBBRAIO 2026

**2 – 5
FEBRUARY
2026**

50th EDITION • RIVA DEL GARDA

THE
PEOPLE
INDUSTRY



📷 f 📺 in #HOSPITALITYRIVA

hospitalityriva.it

ORGANIZZATO DA



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



THE PEOPLE INDUSTRY

Hospitality 2026: celebrating the value of people who make unique every hospitality experience

The Ho.Re.Ca. industry is driven by **passion and dedication** to provide exceptional experiences to its customers. To ensure its continued growth in a rapidly evolving world, it is essential to consider the needs of the **people who make up its beating heart**.

With this idea in mind, the Hospitality communication campaign was born, reflecting the event's constant attention to the challenges of the sector and focusing on the importance of **promoting a culture of inclusion, continuous training, and social responsibility** within the industry.



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.**

749
exhibitors

46.500 *mq* sqm of exhibition space

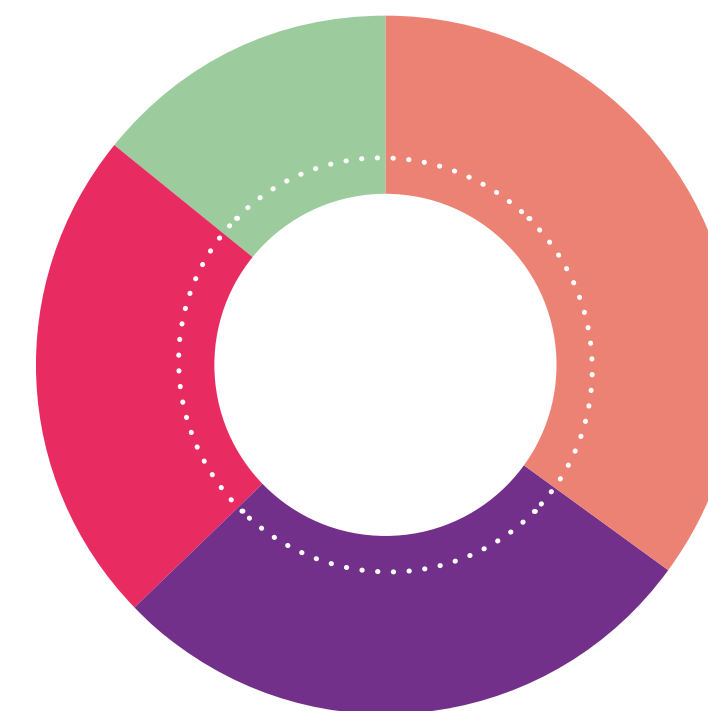


Product Tours

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



Pavillions



35% Beverage

28% Contract & Wellness

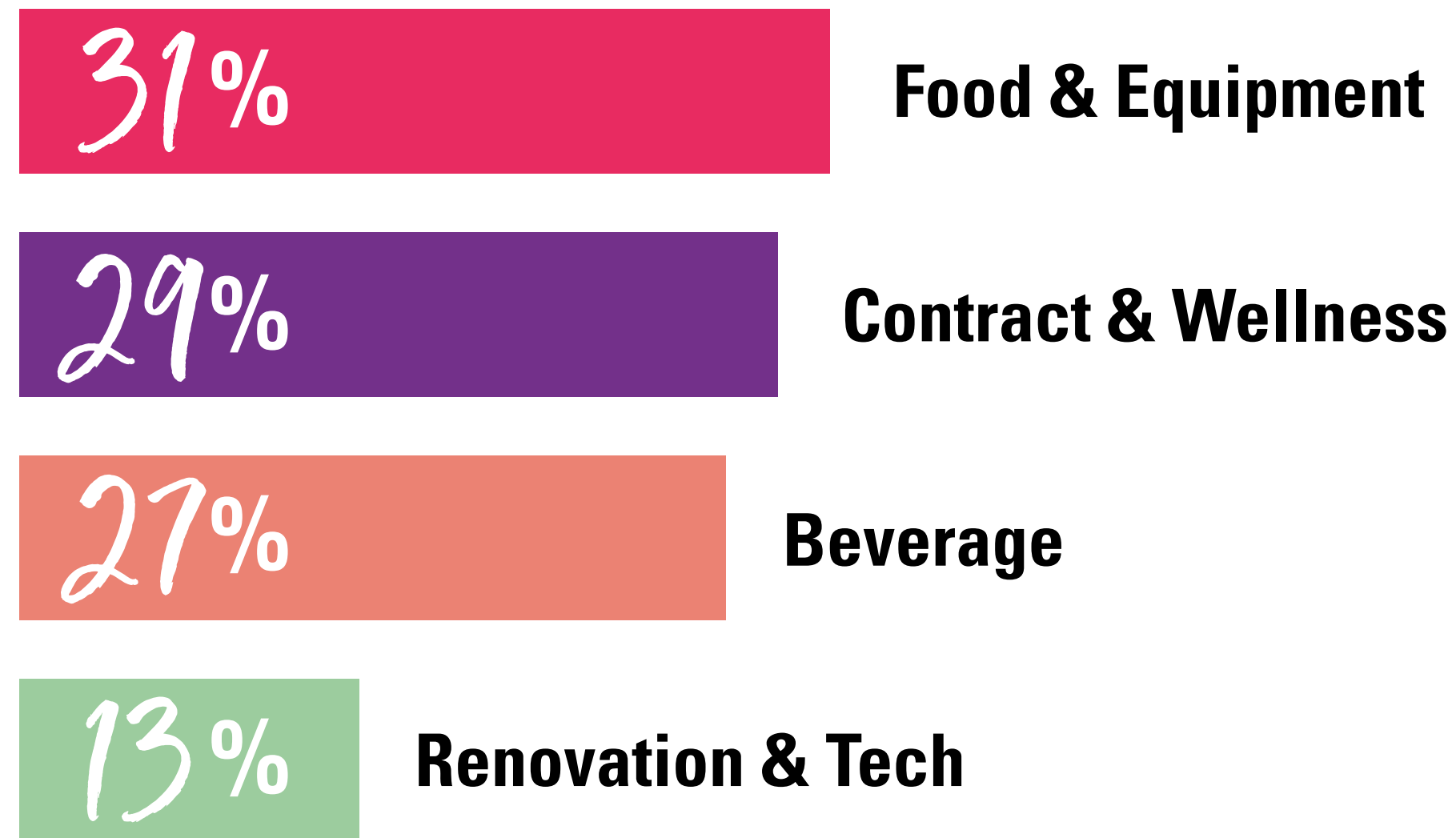
23% Food & Equipment

14% Renovation & Tech

VISITORS

20.000

EXHIBITION SECTORS OF INTEREST



HOSPITALITY IN NUMBERS *

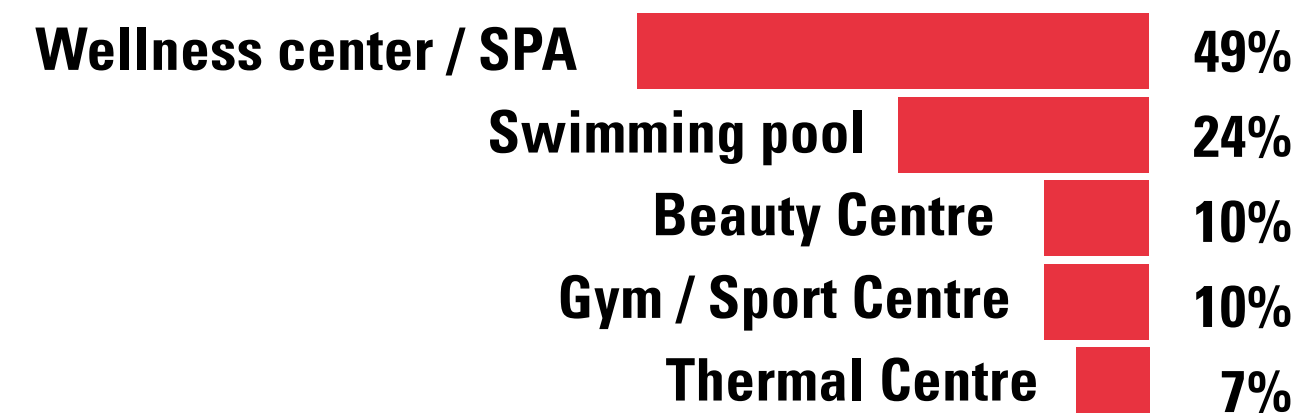


*Numbers refer to the 2025 edition**Surveys based on multiple-choice questions

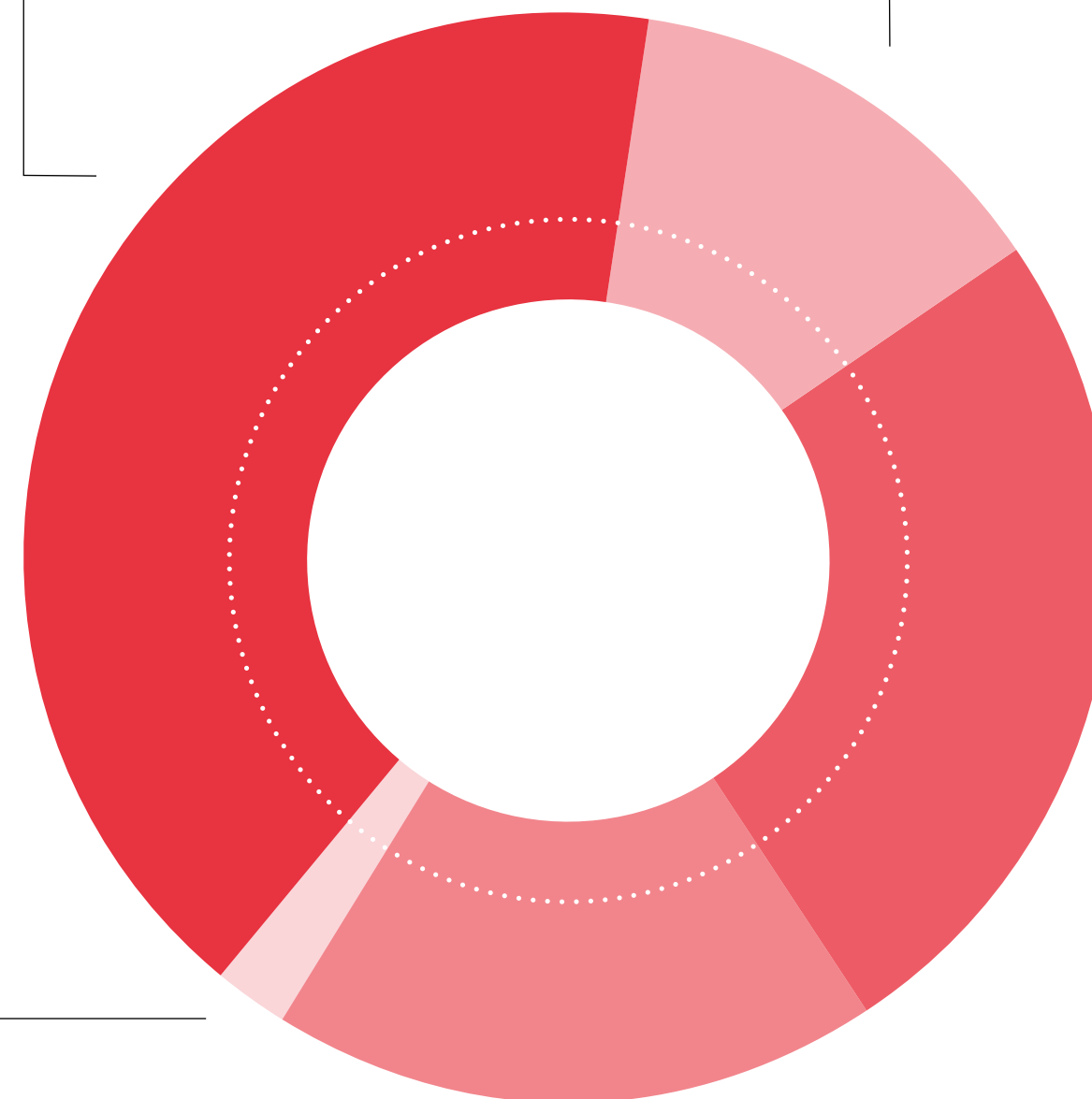
41% CATERING AND OTHER PUBLIC ESTABLISHMENTS



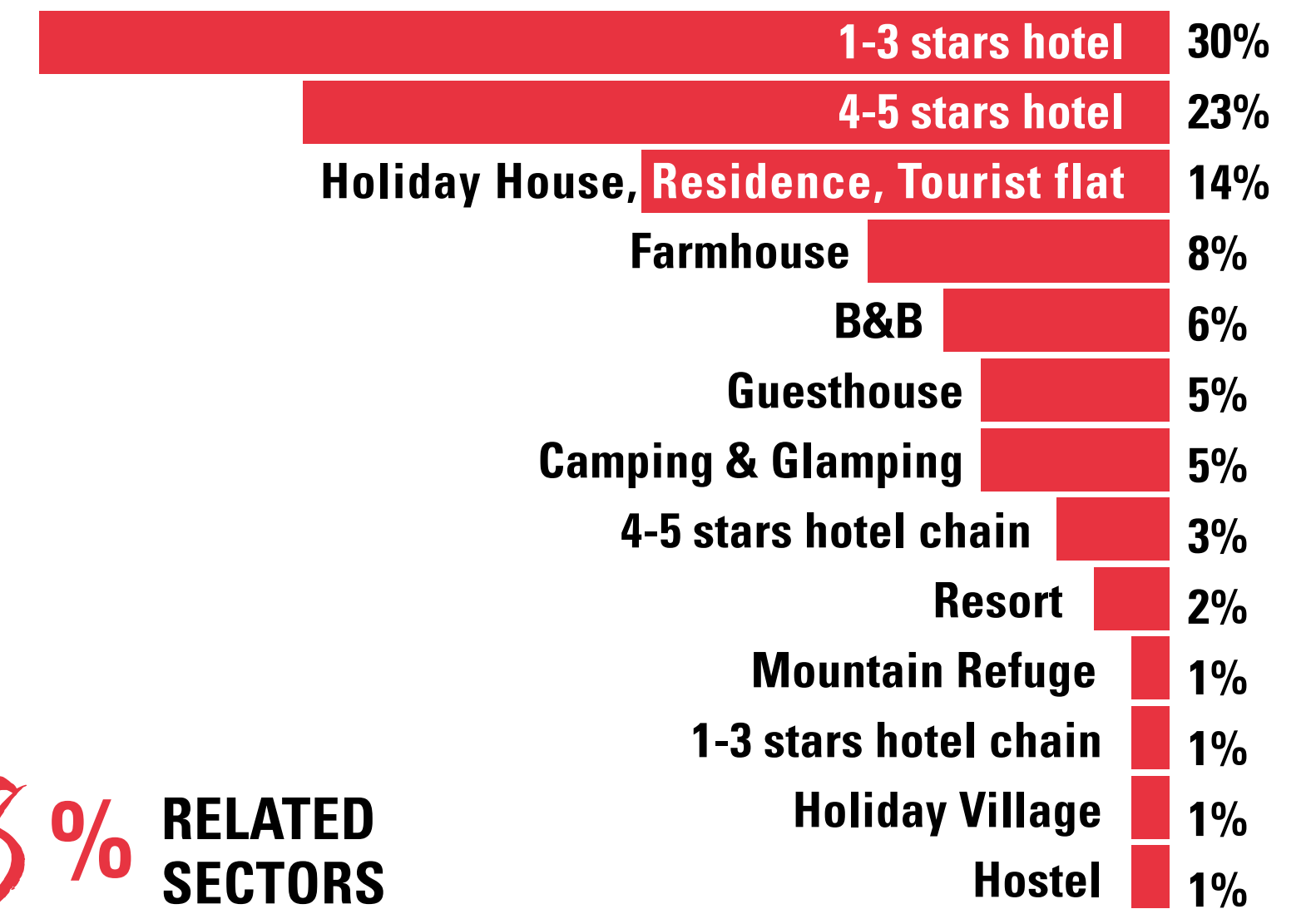
2% WELLNESS



13% DISTRIBUTION



26% ACCOMODATION



18% RELATED SECTORS



EXHIBITION SECTORS OF INTEREST

*Numbers refer to the 2025 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 Germany, Switzerland, Austria, France, Belgium and Alpe Adria Area.

In collaboration with

madeinitaly.gov.it

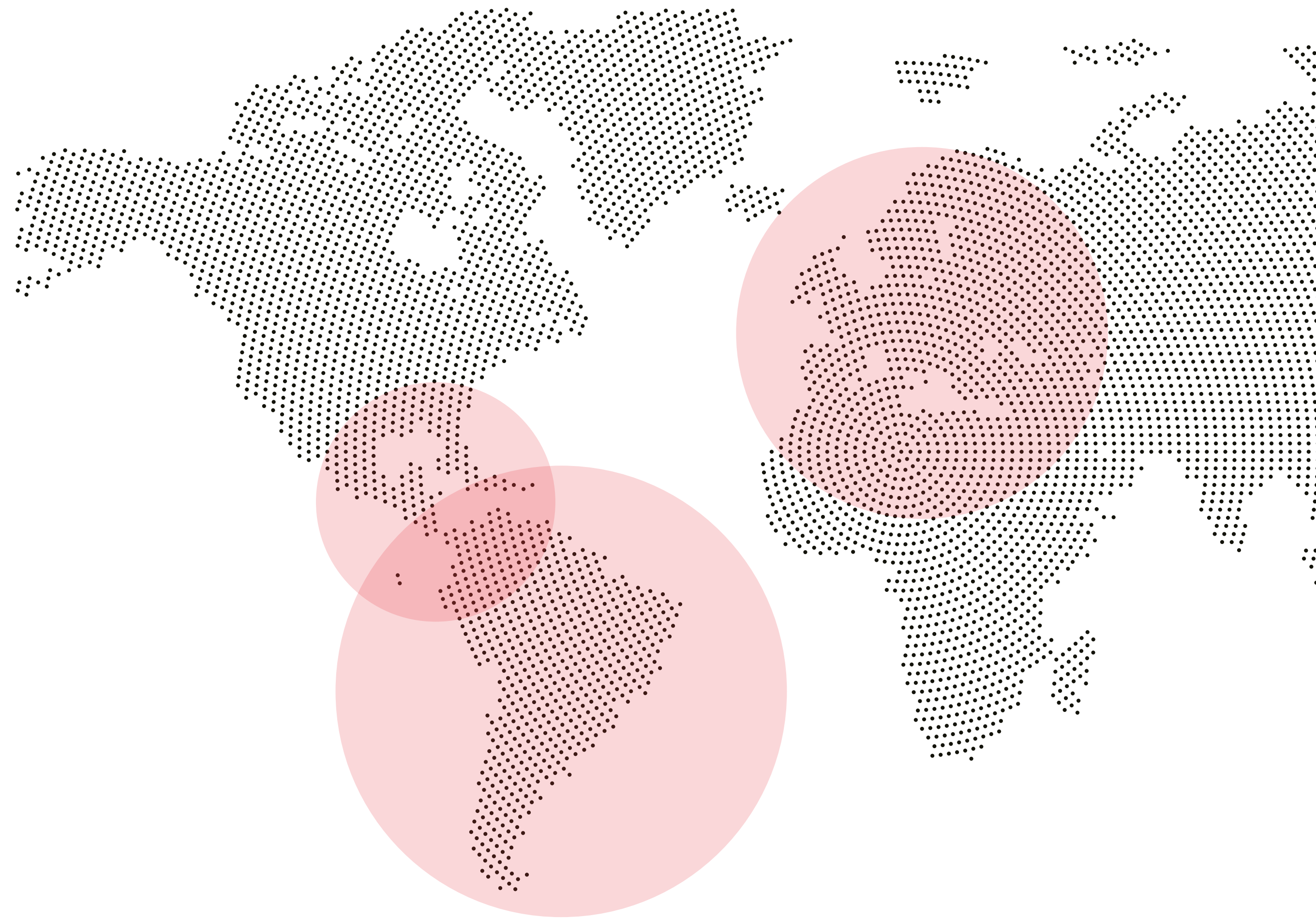


Ministry of Foreign Affairs
and International Cooperation



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.



C O M P L E T E
R A N G E

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.

2 + 3 + 4 FEBRUARY 2026



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



Spazio Vignaiolo

Dedicated to wine tourism with:

- > Selected wineries
- > 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

7 Thematic Arenas

Hotel & Co Arena
Restaurant Arena
Mixology Arena
Wine Arena
Outdoor Arena
Pizza Arena
Food Arena

+170 Speakers



DISCUSSIONS AND UPDATES



SPECIAL PROJECTS

The DI OGNUNO space 2026

DI OGNUNO (FOR ALL): where the hotel and accommodation industry meets Universal Design. A series of interactive and immersive pathways providing physical examples of inclusive design, as well as ad hoc training activities to transform accessible tourism needs into feasible and manageable projects for HoReCa professionals in developing their businesses. .

★ **FOCUS 2026**
OUTDOOR SPACE



F O C U S 2 0 2 6

A project in
cooperation with

Lombardini22
DESIGN THINKING



SPECIAL PROJECTS

Outdoor dining

Attention is also paid to design, which becomes the focus of the exhibition **'Experiences and Sensitivities with Material Language'**.

The project, through materials, objects and complements wants to transfer the idea of an interior design of outdoor dining and a mise en place dedicated to the place, the moment and the food as the protagonist of the table and the emotions that will remain in the memory of the guest.



A project by

ADI

DELEGAZIONE
VENETO
E TRENTINO
ALTO ADIGE

info@adi-design-vtaa.org



F O C U S 2 0 2 6

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

+ 47k

USERS REACHED WITH
DIRECT
EMAIL MARKETING

2.028

LINKEDIN
FOLLOWERS

5.013

INSTAGRAM
FOLLOWERS

164.883

USERS IN A YEAR

118.565

VIEWS IN THE
MONTH PRECEDING
THE FAIR

4.456.296

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

ADVERTISING

VISIBILITY: MAGAZINES, INDU-
STRY WEBSITES AND BLOGS,
NEWSPAPERS,
BILLBOARDS, RADIO, TV



C O M M U N I T Y

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

"We have been taking part in Hospitality for five years. We are fond of pavilion C3 because for us it is a reference point for acquiring new customers and consolidating existing ones. We are very satisfied with this fair. It grows more and more every year, and we grow with it".

Erika Chiomento

"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-Federamping 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-Federamping

"We have always come as visitors, and this is the first year we are coming as exhibitors. We have always liked the fair because it is a mix of technology and training; there are training programmes that are very useful for hoteliers but also for those who work in this field. We also have the opportunity to meet customers from the Garda area, which is an area with a very special business for us."

Tina Ingaldi 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** (standard ISO 20121).

READ THE SUSTAINABILITY REPORT



LAYOUT 2026

SPECIAL AREAS

RIVA PIANETA MIXOLOGY

Everything for mixed drinks



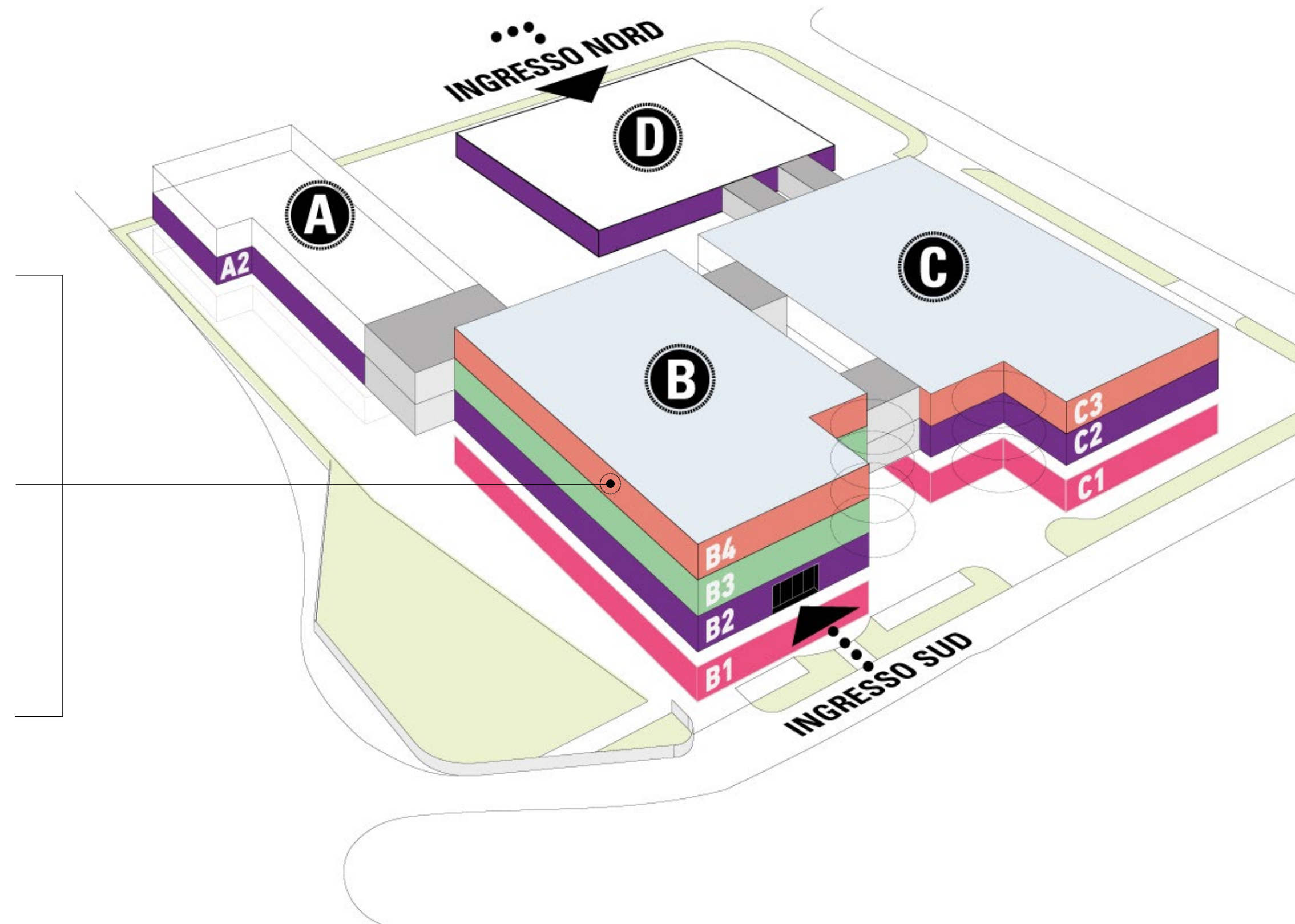
SOLOBIRRA

Space dedicated to craft beer



SPAZIO VIGNAIOLO

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

    #HOSPITALITYRIVA