



63° SALONE INTERNAZIONALE
DELL'ACCOGLIENZA
9/12 OTTOBRE 2014
RIMINI FIERA

63TH INTERNATIONAL
HOSPITALITY EXHIBITION
9/12 OCTOBER 2014
RIMINI FIERA



In contemporanea
Simultaneously with
**TTG
INCONTRI**

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business space



Press Release

SIA GUEST 2014 - HOSPITALITY'S TOURIST TRADE THE KEY PLAYER AT RIMINI FIERA

The Minister for Tourism Dario Franceschini at the inauguration

9-12 October 2014

Rimini, 12th September 2014 – **SIA GUEST is an increasingly important player in the hotel hospitality world. Thanks to being held simultaneously with TTG Incontri**, the major international B2B marketplace for Italian tourism, on inauguration day (October 9th), **the International Hospitality Exhibition** will host the Minister for Cultural Heritage & Activities and Tourism **Dario Franceschini**, for a **question time** with the sector's trade members. The Minister's objective is **to understand the sector's real most urgent emergencies** and begin constructive networking with its key players.

SIA GUEST, which for 63 years has highlighted and oriented the trends of the trade chain connected with hotels, from design to management, will be in the spotlight at Rimini Fiera from Thursday 9th to Sunday 12th October 2014

Simultaneously, as mentioned (but running to 11th October), there will also be **TTG Incontri**, the major trade fair event and international tourism business meeting, with over 51,000 trade visitors (2013 figures) and over 13,000 meetings between international supply and demand, whose key players are a thousand buyers from 60 Countries and 2,400 tourism enterprises at the expo centre. Not to mention the TTI workshop and the IBE International Bus Expo.

But let's get back to SIA GUEST. With the patronage of the **Ministry for Tourism, Federalberghi, AIPI - Italian Association of Interior Designers and ALA – Assoarchitetti**, it will occupy three halls (B1-D1-D3), featuring the historical expo sectors: **Hôtellerie, Furnishing and Contract, Bathrooms and Wellness, Technology and Services**. Space will also be dedicated to the topics of SIA Trend, with designers' installations, and those of SIA Green, with environment-friendly solutions for hotels. Alongside products, technology and designs useful to the hospitality chain, there will be numerous initiatives highlighting innovation, new formats and trends.

I Love My Wellness, a project realized in collaboration with Wellness Design, will represent the most innovative ideas the market has to offer in this sense, hosting projects prepared to effectively carry out activity targeting energy saving, usability and marketing resources.

SIA GUEST 2014 will also host **Open Days for Training and Consultancy**, an area dedicated to free consultancy for the hospitality and wellness sectors.

There will also be the **Flying Room**, a hospitality model made in Italy based on the conception of a hotel room with a high level of usability and comfort, no matter what its style, category, budget and position. A room designed by Studio Mussapi, with features able to meet the real requirements of all types of guests and travellers.

Among the installations, there is great expectation for **Renovation Hotel**, with the creations by Simone Micheli, who will talk to visitors on new ways to carry out intelligent sustainable renovation/upgrading work in hotels, transforming them into iconic facilities able to generate extensive economic results by means of their identity.

Another proposal is entitled **Fai la Mossa Giusta** (Make the Right Move). Architects Alessio Cuzzolin and Silvia Giannini, assisted by project leader Luca Ceccarini, will consider hotels as a winning series of "correct moves", i.e. the understanding of business requirements, specific characteristics and critical aspects for developing a unique project that will be proposed at the expo in an area of 700 squares metre based on the theme of chess games.

From Roberto Semprini for SIA GUEST (the installation in the East Pool area) a hypothetical Hotel **Dehors** alongside a swimming pool with designer items. A wonderful island called **Dehors Beach Hotel**, where it is possible to relax, a place destined to become a meeting point for visitors and buyers, where they can talk while enjoying a glass of good wine.

At SIA GUEST 2014, the Italian Award for Excellent Social Media Marketing in Tourism and Hospitality will be assigned. The Hospitality Social Awards - Italian Awards for Excellent Social Media Marketing in Tourism and Hospitality, with the coordination of Teamwork, will feature three categories of contestants: Hotels and other types of hospitality facilities, hotel chains and tourist locations.

As well as exhibitions, installations, conferences and training workshops, SIA GUEST will also be a valuable event during which the tourism trend of the first nine months of 2014 will be analysed. On 9th October there will be a national preview of the figures of **Federalberghi's Osservatorio Turistico-Alberghiero** (Tourism/Hotel Observatory) regarding the period from January to September.

SIA GUEST 2014 AT A GLANCE

Dates: 9-12 October 2014; **Organizer:** Rimini Fiera SpA; **with the patronage of:** Ministry for Tourism, Federalberghi, ALA Assoarchitetti, AIPI - Italian Association of Interior Designers; **frequency:** annual; **edition:** 63rd; **category:** international exhibition; **admittance:** trade members only; **tickets:** free entrance, by invitation; **hours:** 9:30 am – 6:00 pm; last day 9:30 am – 5:30 pm; **business unit manager:** Patrizia Cecchi; **project manager:** Nicola De Pizzo; **exhibitor info:** +39 0541 744266; e-mail: infovisitatori@riminifiera.it; **Web site:** www.siaquest.it

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