



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**

Organizzato da
Organised by
RiminiFiera
business space

PRESS



Final Press Release

THE SUCCESS OF TOURISM

60,158 VISITORS
FOR THE RIMINI FIERA EXPOS DEDICATED TO THE TOURIST CHAIN
(18% UP ON 2013)

As of this year, SIA GUEST held simultaneously with TTG Incontri IBE International Bus Expo

Opened by Minister Franceschini, the days bore witness to the entire system's
orientation towards innovation and business

Watch the video: <http://youtu.be/COyye1qjO4Y>

Rimini, 13th October 2014 – Sights set on innovation. The tourism industry chain integrated strategies and objectives on the days from 9th to 12th October during which Rimini Fiera featured as key players the **63rd SIA GUEST International Hospitality Exhibition** and until the 11th the **51st TTG Incontri and IBE International Bus Expo**. Days that gave an insight on a scenario of enterprises oriented towards innovation, stimulated by technology and products in continuous evolution.

Trade visitors' response was one of extraordinary appreciation: **60,158 professional visitors** came to Rimini Fiera on the four days (three for TTG Incontri and IBE), with an important increase on 2013 figures (18%).

This result rewards a unique format in the tourism sector, which features the only expo in Italy dedicated specifically to hotel supplies and the commercialization of Italian and international tourism products.

SIA GUEST simultaneously with TTG Incontri and IBE therefore strengthened Italy's leadership as an expo showcase for tourism, giving life to an event already established as one of the top five in Europe.

An overall total of over 130 countries represented, a thousand foreign buyers attending and 35,000 business meetings. These figures show the scale of an effective driving force at the service of the sector's trade chain, with virtuous matching and great opportunities for development. There was high profile media coverage, with over 700 journalists accredited.

Rimini Fiera chairman Lorenzo Cagnoni comments, "The original simultaneous staging, unique on the expo scenario, represented for us the test of a strategy which we also shared with the enterprises. The results exceeded expectations: Italian and foreign visitors were able to widen their business horizons and in particular SIA GUEST with its new format, was able to make itself appreciated by a new public, while at the same time complementing what TTG Incontri offered attendees. We are very satisfied - the work of analysis, listening and further development of the project now awaits us."

Expo cooperation is at the basis of the widespread satisfaction among SIA GUEST exhibitors, the key players in an event focussed on hospitality locations and with the advantage of the integration of the expos. The quality of the relations and the business generated received unanimous positive opinions.

Rimini Fiera business unit manager Patrizia Cecchi says, "All the leaders in the hotel supply field represented a very high quality. SIA GUEST is where manufacturers, producers and designer present entrepreneurs and buyers their commitment to innovation. We perceived constant research, from the small and medium facilities to the chains, for an

identity for hospitality locations, which takes the form of sustainable solutions, for both new realizations and restructuring, under the banner of aesthetic quality, reduction of energy consumption and optimization of costs.”

This resulted in an important scenario as far as supplies, hotel contract furniture and the range of technological systems for managing services were concerned.

The expo was held with the patronage of the Ministry for Tourism, Rimini Province, Rimini Municipality, Federalberghi, AIPI - Italian Association of Interior Designers and ALA Assoarchitetti, in collaboration with the EHMA European Hotel Manager Association, ADA Association of Hotel Managers and AMIRA Associazione Italiana Maitre d'Hotel e Ristoranti.

A TOP GRADE SIA GUEST

The days were opened with the participation of the Minister for Tourism Dario Franceschini, key player in a *question time* at which he answered trade members' questions. Also extremely significant was the participation in the expo of the Egyptian Minister for Tourism, Hisham Zaazou. On inauguration day, Federalberghi figures on tourist flow in Italy in the first nine months of 2014 were also announced.

BUSINESS AND ADVANCED TRAINING AT SIA GUEST

Training and business. The two aspects proceeded side by side during the expo days. An exceptional attraction was the presence at SIA GUEST, during the seminar "**Strategic leadership in turbulent times**", of **Ali V. Kasikci** (Regional Managing Director of Belmond Hotels), professor at Cornell University - School of Hotel Administration of Ithaca (NY), one of the top experts in tourism management and marketing.

To increase hotel business, there was the innovative proposal of "**Tourism Speed Dates**", promoted by Turismo d'Italia, the official Federalberghi organ, in collaboration with Gp.Studios and based on personalized consultancy for developing the amount of business produced by hotels.

A great number of events at the expo were dedicated to professional training, with workshops concentrated on the issues of "Breakfast", as well as meetings on security in hotels and the hoary question of fire prevention regulations.

DIGITAL MARKETING

Information technology has revolutionized tourism, which adopts it systematically to communicate what it has to offer. Numerous appointments were concentrated at SIA GUEST.

Among the most important ones "**@Hotel: digital marketing operations**", with a survey by **Daniela Mazzacano** of the Federalberghi Study Centre. A figure give the idea of the scale of this phenomenon: in 2012 the turnover of e-tourism in Italy was 4.3 billion euros.

New technologies and hospitality were also talked about at the seminar "**Web reputation - in hotels and for hotels**", organized by the **Association of hotel managers** and held by **Ludovico Marengo**. The topic was the management of hotels' online reputation by taking action on three fronts: sharing quality contents that create interest, observing what people say about hotels and taking part in blogs, communities and social networks.

At SIA GUEST this digital world also involved a competition reserved for facilities and destinations, to elect the champions of the use of social media: the Hospitality Social Awards, a project conceived by **Teamwork** and organized in collaboration with SIA GUEST. For social media marketing activities for tourist destinations, the award went to the **Abruzzo Region**; the best social media marketing activity for chains and hospitality facility groups was by **Baglioni Hotels**; the most popular hotel on the Web was the **Continental (Nago di Trento)**.

Then: best Facebook page **Bulgari Hotel, Milan**; best Twitter account **Hilton Molino Stucky, Venice**; best Instagram account **Dimora Monsignore, Termoli**; best Pinterest account **Ca' de Memi, Piombino Dese, Padua**; best Video **Pineta Hotels, Coredò di Trento** and best Blog **Volti di Pietra, Sassoferrato di Ancona**.

GREAT DESIGNERS' PROPOSALS

Innovative solutions, low outlay, great attention to environmental sustainability. This was the leitmotif of the installations by the great designers taking part in **SIA GUEST 2014**.

I Love My Wellness, a project realized in collaboration with Wellness Design, represented the most innovative ideas the market has to offer for effectively carrying out activity targeting energy saving, usability and marketing resources.

Flying Room proposed 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.

SIA GUEST also hosted the creations of Simone Micheli. **Renovation Hotel** "talked" with 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.

With **Fai la Mossa Giusta** (*Make the right move*), architects Alessio Cuzzolin and Silvia Giannini, with technicians and consultants specialized in Hotel and Wellness facility design, summed up the understanding of business requirements, specific characteristics and critical aspects to develop a unique project.

From Roberto Semprini a hypothetical Dehors alongside a swimming pool with designer items. An island of joy for relaxing called **Dehor Beach Hotel**.

With such a positive stimulating overall balance, Rimini Fiera has already confirmed the format of holding the expos simultaneously also in 2015, with **TTG Incontri** scheduled from October 8th to 10th and **SIA GUEST** running until 11th October, while the biennial **IBE International Bus Expo** will be back in 2016.

All the press releases are available in the press area of the Web site www.siaquest.it

SIA GUEST 2014 AT A GLANCE

Dates: 9-12 October 2014; **Organizer:** Rimini Fiera SpA; **with the patronage of:** Ministry for Tourism, Federalberghi, Rimini Province, Rimini Municipality, 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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