**FROM 5 TO 8 FEBRUARY AT RIVA DEL GARDA**

**Hospitality – Il Salone dell’Accoglienza showcases the latest trends and innovations for the HoReCa People Industry**

**Hospitality 2024, Italy’s leading international Ho.Re.Ca exhibition, was presented today, returning to the Riva del Garda fairgrounds with over 750 exhibitors (up 20%), and more than 140 events including training sessions, workshops, master classes, tastings, cooking shows and competitions.**

**The highlights include the *FOR ALL* project dedicated to accessible and inclusive hospitality.**

The **48th edition of Hospitality – Il Salone dell’Accoglienza**, Italy's most comprehensive international Ho.Re.Ca. exhibition, was presented this morning and will run from 5 to 8 February at the Riva del Garda fairgrounds.

This year, the exhibition will welcome **over** **750 exhibitors, up some 20% compared with 2023.** Many of these are returning exhibitors, while new companies account for 40%, having chosen Riva del Garda to break into the global market and expand their horizons. The exhibition experience will be enriched by **over 140 events with 170 speakers** presenting informative and interactive initiatives designed for the Ho.Re.Ca People Industry.

In his speech, **Roberto Pellegrini**, **Chairman of Riva del Garda Fierecongressi**, recalled how the most comprehensive B2B exhibition in Italy dedicated to the Ho.Re.Ca industry was hosted in one of Italy’s major tourist destinations: Trentino and Lake Garda. He also highlighted the positive forecast for the 48th edition, in terms of both the number and quality of exhibitors and the impressive turnout by international buyers. *“Hospitality is becoming an increasingly international event and its global appeal is confirmed not only by its second consecutive year of certification, but also the attendance of delegations from selected countries. Our intense scouting actions and collaboration with ICE (ITA - Italian Trade Agency) mean we can expect to welcome over 50 operators from selected markets, offering exhibitors additional opportunities to expand their business horizons.”*

Business delegations from **Slovenia, Eastern European countries, Scandinavia, Spain, Portugal, the UK, German-speaking countries, as well as Kenya and Central and South America** are expected to attend the exhibition.

“*This year, we wanted to bring the REBuild experience – our event on sustainable innovation and the built environment – to Hospitality. The strategic link between these two events will allow the exploration of more recent trends and improved practices in the way hotels are designed and built. Thus, we too can do our part to raise the standards of the hotel industry,*” continued Pellegrini. “*On a national level, we have renewed several strategic alliances with important entities like* ***Slow Food****, the* ***Università di Scienze Gastronomiche (University of Gastronomic Sciences) of Pollenzo****,* ***Faita FederCamping****, as well as consolidated ties with the* ***Consorzio Vignaioli (Winegrowers’ Consortium) of Trentino*** *to expand the special Winescape area dedicated to wine tourism. This partnership has resulted in the Spazio Vignaiolo (Winegrowers’ Space), where visitors are guided in a journey through the Italian winegrowing tradition to discover new products from Trentino and beyond, and enjoy unique sensory experiences with great, high-quality products.”*

The “**Spazio Vignaiolo”** will indeed host more than **125 Independent Winegrowers** for the opportunity to cross paths with the hospitality and catering industries, complete with tasting stalls, meetings, workshops and wine tastings. The space will continually host 50 companies from Trentino, in addition to 25 companies from Alto Adige, 25 from Treviso and 25 from Lombardy, which will alternate over the 4-day exhibition period.

**Alessandra Albarelli, General Manager of Riva del Garda Fierecongressi**, focused on the title, **The People Industry**, the fil-rouge of this edition. “*The hospitality industry is in fact one made up of people, who with their professional and human qualities make travel experiences unforgettable and authentic. Staying in a hotel, dining in a restaurant or having breakfast at a café are all actions made unique by the people who welcome us with a smile or special attention. At Hospitality, this concept has always been conveyed by scheduling hundreds of events dedicated to industry operators. Now, we have decided to make this the focus of the exhibition’s communication and actions, and to adopt it as our mantra for the coming years.”*

The influence of “The People Industry” is confirmed by Italy’s economic data, where the direct and indirect impact of the hospitality industry – from food to beverage, and wellness to outdoors – has reached 6.9% of GDP (Tourism Satellite Account Index 2023), generating 4.5 million jobs, of which 3.4 million with open-ended contracts.

“*The level of professionalism is constantly evolving both due to the changing needs and priorities of guests and the increasing influence of information technology, now common to all industries. The use of AI involves a transformation of the professional figures sought by the industry and it is our job to ensure the seminars include*

*this type of training, contributing to operator re-skilling and up-skilling*,” added **Albarelli.**

At Hospitality, in fact, there will be no shortage of insights on the use of **Artificial Intelligence in tourism and hospitality**, also thanks to the collaboration with **WMF - We Make Future Festival**. The fourth day of the Hospitality Academy program will involve a **full immersion into AI and what it means for the tourism and hospitality industry**, including inspirational or informative talks – actual lessons on how to optimise digital strategies in the tourism market – as well as interactive sessions that aim to analyse the potential, weaknesses and areas for improvement in several real-life digital projects.

Among the **highlights of Hospitality 2024** illustrated by **Giovanna Voltolini, Exhibition Manager of Hospitality,** a strong focus will be afforded to the **design and planning of spaces** that are not only beautiful and welcoming but also cater to all.

This year, the theme of accessibility and inclusion will be enriched by the ***FOR ALL*** area in Hall D. In collaboration with **Village for All - V4A** and **Lombardini22**, inclusivity will be explored through reception areas, where neuroscience applied to architecture will allow the recreation of the check-in and check-out experience, complete with three interactive and immersive pathways illustrating ways to satisfy the varying needs of people with visual, physical-motor, auditory-sensory and cognitive disabilities, enabling participants to see darkness, move space and listen to silence. “*Together with two exceptional partners, we want to do our part to enhance social wellbeing and create economic value, allowing our exhibitors and visitors to broaden their business horizons*,” noted **Giovanna Voltolini**.

Design will similarly be the main focus in the **“Experiences and Sensitivity with Material Language” exhibition in Hall C2,** curated by **ADI** **- Association for Industrial Design, with a delegation from Veneto and Trentino-Alto Adige**. A journey through the art of material language in hospitality design, where the designers become storytellers through materials, selecting and elevating each element to create unique experiences.

The exhibition covers all segments of Ho.Re.Ca.: alongside the complete exhibition pathway articulated into four main themes – Contract & Wellness, Beverage, Food & Equipment and Renovation & Tech – and three special areas – Solobirra, RPM-Riva Pianeta Mixology and Winescape, dedicated to craft beer, cocktails and wine tourism – Hospitality 2024 offers an even fuller program of events complete with show-cooking, tastings and competitions. More than **170 speakers**, including experts and opinion leaders, will take turns on the **main stage**, the Theatre in hall D, and other stages in the **five arenas** – **Beer Arena, Outdoor Boom Arena, RPM Arena, Winescape Arena and the new Restaurant Arena**. Plenty of **Hospitality Academy** training sessions too, in collaboration with Teamwork.

The presentation also included speeches by **Enzo Bassetti,** Board Member of Confcommercio Trentino; **Davide Cardella**, Director of ASAT- Association of Hoteliers and Tourism Enterprises of the Province of Trento; **Roberto Failoni**, Councillor of small business, trade, tourism, forestry, hunting and fishing of the Autonomous Province of Trento; **Fabio Poletti**, President of Faita Trentino; **Silvio Rigatti**, President of Garda Dolomiti, who emphasised the exhibition’s role in satisfying the new demand for services and quality offerings by a constantly growing clientele.

Our thanks go to Cassa Centrale and Cassa Rurale Alto Garda - Rovereto for supporting the event.

**The opening,** scheduled on **Monday, 5 February** at **11 am**, will be an institutional event. It will open with a **discussion entitled “Hospitality - The People Industry”** for an overview of the market and the value of its people in ensuring that every experience is unique.

This year too, visits to the exhibition can be planned through **the Hospitality Digital Space app**, a virtual platform used to manage appointments, engage in networking, consult the product and exhibitor catalogue and view the complete program of events.

THE COMPLETE [HOSPITALITY 2024 PROGRAM](https://hospitalityriva.it/it/eventi)

*Trento-Riva del Garda (TN), 23 January 2024*

**Information on** [**Hospitality – Il Salone dell’Accoglienza**](https://hospitalityriva.it/it)

Organised by Riva del Garda Fierecongressi, Hospitality is the leading international exhibition in Italy dedicated to Ho.Re.Ca. operators. Covering an exhibition area of more than 40,000 square metres, the event stands as the most comprehensive in Italy, boasting an extensive training program and drawing a diverse audience of companies and professionals in the Contract&Wellness, Renovation&Tech, Food&Equipment and Beverage areas and the special Solobirra, Riva Pianeta Mixology and Winescape areas, in addition to an Outdoor space.

The 48th edition will be held in Riva del Garda, from 5 to 8 February 2024.

[www.hospitalityriva.it](http://www.hospitalityriva.it) @HospitalityRiva

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