**Emerging trends for the future of tourism and hospitality:**

**Hospitality presents its 2022 edition**

***Webinar, 11:00 am on Thursday, 2 December 2021***

*Riva del Garda, 15/11/2021.* Hospitality – Il Salone dell’Accoglienza is to present its next edition – which will again be an in-person event, to be held from 31 January to 3 February 2022 in Riva del Garda – with a [webinar](https://bit.ly/webinarHospitality2022) that will anticipate the emerging trends for the future of tourism and hospitality.

“2022-2024 Travel: Emerging Trends” is the title of the streaming event organised by Hospitality in partnership with WGSN, a global leader in market and consumer trend analysis and forecasting.

Alessandra Albarelli, General Manager of Riva del Garda Fierecongressi, will introduce the new features of the 46th edition of Hospitality, to be held with a view to relaunching the Ho.Re.Ca. sector through an increasingly comprehensive and specialised exhibition offer, and significant opportunities for professional development.

Maria Eugenia Errobidarte, Senior Consultant at WGSN, will present the emerging trends that will mark the tourism and hospitality market over the next three years. In particular, her insights will include:

* a new concept of relaxation, which is no longer seen as a luxury for the few, to be indulged in infrequently, but a daily necessity for everyone’s physical and mental health;
* the growing interest in local tourism, short excursions and nearby destinations to enjoy the offer of nearby hospitality, art, culture and food and wine;
* the phenomenon of bleisure, in which business meets leisure for tourists-workers who are increasingly digital nomads;
* the outlook for luxury travel, in light of the fall in luxury travel in 2020 and the growth outlook for the ultra-luxury segment for 2022-2024.

Giovanna Voltolini, Exhibition Manager for Hospitality, will close proceedings, with the official launch of the new advertising campaign for Hospitality 2022: an astronaut lands in a hotel to live a multi-sensory experience, including a wellness area, outdoor spaces characterised by design and nature and a complete food & beverage offer. A futuristic image to represent the show’s future-oriented spirit.

To take part in the webinar free of charge, register using the following link:

<https://bit.ly/webinarHospitality2022>

**About** [**Hospitality – Il Salone dell’Accoglienza**](https://hosp-itality.it/it)

Organised by Riva del Garda Fierecongressi, Hospitality – previously Expo Riva Hotel – boasts an exhibition area of more than 40,000 square metres. The show registered record numbers in 2020: 561 exhibitors, 21,431 professional operators and more than 28,500 visitors. Hospitality Digital Space was held online in February 2021. This extraordinary edition of the show, dedicated to training and development for the Ho.Re.Ca. world, comprised a dynamic virtual space for specialist companies and a programme of more than 80 free training events.

The 46th edition of the show will again be an in-person event, to be held in Riva del Garda, from 31 January to 3 February 2022.

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

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