**RIVA DEL GARDA, 6–9 FEBRUARY 2023**

**The new era of hospitality at *Hospitality – Il Salone dell'Accoglienza***

**585 exhibitors and over 100 events including training and experiential initiatives**

**The 2023 edition of Hospitality, Italy's leading international event in the HoReCa sector, was presented today. The event is returning to Riva del Garda with a diverse range of new exhibits and a full calendar of training opportunities, including workshops, master classes, tastings and cooking shows.**

**Focus on outdoor tourism and accessible hospitality.**

*Trento, 26 January 2023* – The 47th edition of **Hospitality – Il Salone dell'Accoglienza** was presented this morning in Trento. Italy's most comprehensive international trade fair for the HoReCa sector is scheduled from 6 to 9 February at the Exhibition Centre in Riva del Garda.

With its **40,000 square metres of exhibition space**, this year the event will host **585 exhibitors** – 40% of which are new companies that have chosen Riva del Garda to open up to the global market – and **more than 100 events with 150 speakers**, including training sessions and experiential activities, providing hospitality and catering industry professionals with innovative solutions and tools to grow their business and remain competitive on the market.

**Roberto Pellegrini, President of Riva del Garda Fierecongressi**, stressed that this year Hospitality is once again confirming its commitment to the industry. "*The 47th edition is shaping up to be very successful, both in terms of the number and quality of exhibitors and the additional boost we have given to internationalisation. In addition to being certified as an international trade fair, we have signed important agreements – such as the one with Feria de Valladolid – and we have intensified our scouting activities to increase the incoming of foreign buyers, particularly from Europe, Central and South America. Building this global network goes hand in hand with our efforts at national level to further develop those market segments with the highest growth rate and which can really make a difference for exhibitors and visitors. I would also like to mention our partnerships with FAITA – FederCamping, Village for All and other important organisations such as Slow Food, the University of Gastronomic Sciences in Pollenzo and Banca del Vino*”.

The partnership with **Feria de Valladolid** provides a further opportunity to open up to the international market: the agreement between **Hospitality – Il Salone dell'Accoglienza** and Spain's international reference event for bartending **FIBAR VALLADOLID** focuses on the special exhibition area **RPM – Riva Pianeta Mixology** and aims to promote the culture of mixology worldwide.

"The trade fair is a true reference point for the HoReCa sector, and this is demonstrated by the 585 exhibitors who have confirmed their participation so far, exceeding pre-Covid numbers", stressed **Giovanna Voltolini, Exhibition Manager at Hospitality**. She added: "New features in 2023 include: a pavilion dedicated to outdoor tourism with a focus on glamping and open-air hospitality and greater attention on accessible tourism also thanks to the partnership with Village for All – V4A, the first Italian network dedicated to accessible hospitality. The Winescape area dedicated to wine tourism will also be expanded to include oil mills showcasing their products from an innovative tourism perspective".

**Winescape** will double its exhibition space and, thanks also to the collaboration with organisations such as Slow Food Trentino-Alto Adige and the Consorzio Vignaioli del Trentino, visitors will be able to meet Italian companies that combine wine production and hospitality.

Alongside the wineries, there will also be an area dedicated to oil and tourism, developed in collaboration with the Consorzio Turismo dell'Olio EVO IGP, DOP e BIO with selected olive growers.

**Alessandra Albarelli, General Manager of Riva del Garda Fierecongressi**, commented: "Hospitality checks all the boxes to be a hub for trends, ideas and innovation, providing industry professionals with solutions and tools to improve their hospitality and catering offer".

Alongside the exhibition itinerary, developed around four themed areas (Contract & Wellness, Beverage, Food & Equipment, Renovation & Tech) and three special areas dedicated to craft beer, mixed drinks, and wine and oil tourism (Solobirra, RPM – Riva Pianeta Mixology, Winescape), Hospitality 2023 will have an even more ambitious programme of events. Over **150 speakers** including experts and opinion leaders will take turns on the **main stage**, the theatre in Hall D, and on the stages of the four arenas – **Beer Arena, Outdoor Boom Arena, RPM Arena and Winescape Arena**.There will also be training sessions organised by **Hospitality Academy**, in cooperation with Teamwork.

The presentation of the event was also attended by **Fabio Poletti**, President of FAITA Trentino, **Enzo Bassetti**, President of UNAT – Unione Albergatori del Trentino, and **Davide Cardella**, Director of ASAT – Associazione Albergatori ed Imprese Turistiche della Provincia di Trento, who highlighted the central role of the event when it comes to meeting, in terms of services and quality of the offer, the new needs of a constantly growing clientele.

The **opening** – scheduled for **Monday, February 6 at 11am** – promises to be a real institutional moment not to be missed: the event will open with a debate on 'The New Era of Hospitality', which will take stock of the sector at national level and of new ways of providing hospitality services. An international study on outdoor tourism and hospitality will also be presented. At the opening, moderated by TV presenter Tessa Gelisio, there will be speeches by professionals in the hospitality industry, representatives of institutions and leading associations in the sector, as well as the top management of Riva del Garda Fierecongressi.

And this year, too, visitors will be able to plan their visit to the fair using the **Hospitality Digital Space app**, a virtual platform for managing appointments, networking, viewing the product and exhibitor catalogue as well as the complete schedule of events.

Save the date: Hospitality will take place from 6 to 9 February at the Exhibition Centre in Riva del Garda and will be open from 10am to 6pm from Monday to Wednesday and from 10am to 5pm on Thursday. Dedicated **parking areas** for visitors will be available in the city centre over the four days, just a five-minute drive from the fairgrounds; free, non-stop **shuttle service** to the Exhibition Centre will be provided. A free transfer service to and from Rovereto Railway Station will also be provided every day from 9am to 6pm (every hour on the hour).

[PROGRAMME OF HOSPITALITY 2023](https://hospitalityriva.it/it/eventi)

**About Hospitality – Il Salone dell'Accoglienza**

Organised by Riva del Garda Fierecongressi, Hospitality is the leading international trade fair in Italy dedicated to the HoReCa sector. With an exhibition area of over 40,000 square metres, the event is the most comprehensive in Italy, with an extensive training programme and a wide range of companies and professionals divided into four main areas – Contract&Wellness, Renovation&Tech, Food&Equipment and Beverage – and three special areas – Solobirra, Riva Pianeta Mixology and Winescape.

The 47th edition of the event will take place in Riva del Garda from 6 to 9 February 2023.

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