**Towards Hospitality 2022:**

**an astronaut lands at a hotel among wellness, design and nature**

**The Hospitality Show launches a new ad campaign in the press, online and on social media**

*Riva del Garda, 15 November 2021.* Hospitality – the most comprehensive Italian show for the Ho.Re.Ca. sector, to be held from 31 January to 3 February 2022 in Riva del Garda – continues its journey towards the future of hospitality with a new advertising campaign inspired by the tourism of tomorrow and represented by an astronaut landing at a hotel.

*“Hospitality is looking forward, and aims to address the challenges that hospitality and catering operators will have to face to remain competitive in the tourism market of the future. We want to lead change both by showcasing a comprehensive range of Ho.Re.Ca. companies and by offering innovative opportunities for professional training, which is why we have chosen a futuristic image for our advertisement”,* says **Giovanna Voltolini, Exhibition Manager for Hospitality.** *“The new campaign represents our forward-looking spirit through the figure of a space tourist, a symbol of the new frontier of travel beyond the confines of the Earth”*.

The Hospitality campaign proposes a multi-sensory experience, with a wellness area, outdoor spaces characterised by design and nature, and a complete food & beverage offer, captured in the various shots taken by The Studio at Trentino’s only 5-star superior hotel, the Lido Palace in Riva del Garda.

*"New spaces, new horizons, new perspectives. An optimistic and curious look to the future, discovering realities and opportunities that perhaps we could not even imagine before. This is our vision of Hospitality”,* explains **Laura Menichelli, Art Director of Hospitality and The Studio**.

The campaign will mainly be rolled out in specialist Ho.Re.Ca. trade press, on Google Ads and on Hospitality’s social media platforms, by the internal team in partnership with communications agency Image Building.

**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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