**Hospitality - Il Salone dell’Accoglienza 2022**

**THE 46TH EDITION CLOSES, EXCEEDING EXPECTATIONS.**

**THE SHOW IS ALREADY LOOKING TO A MORE INTERNATIONAL FUTURE**

**Considerable attention also from institutions, confirming the show’s strategic role**

*Riva del Garda (TN), 24 March 2022* – The 46th edition of Hospitality - Il Salone dell’Accoglienza concluded today. For four days, Italy’s most comprehensive show dedicated to the hospitality and catering sector brought together Ho.Re.Ca. sector operators at the Riva del Garda Exhibition Centre.

The first edition to be held in person following the pandemic achieved its goal of again bringing together the entire hospitality value chain: 481 exhibitors (184 attending for the first time), of which around 12% came from abroad (Germany, Austria, France, Ireland, Belgium), 38,000 square metres, 8 exhibition halls, over 100 training, educational, masterclass and show-cooking events, 150 speakers featuring testimonials, guests and sector innovators.

Confirming the show’s importance, Tourism Minister Massimo Garavaglia and Chairman of the Italian tourism board ENIT Giorgio Palmucci were in attendance on the opening day, along with numerous institutions and trade associations.

“*We would like to thank all the participants who chose to attend this edition of Hospitality, recognising its role as the key show for the Ho.Re.Ca. sector. We have been investing in order to offer all operators the most innovative content and tools to support them in getting their businesses going again and facing the challenges of the future”,* commented **Roberto Pellegrini**, Chairman of Riva del Garda Fierecongressi. “*Furthermore, we remain committed to providing an increasingly innovative structure that meets the needs of exhibitors and visitors*”.

The show attracted a total of 15,000 visitors, despite the pandemic, the two months’ delay in respect of when it is usually held, and the new midweek schedule, which did not include Sunday.

Restaurateurs and hoteliers, especially from the 4- and 5-star categories, were the main players, and came from all Italy’s regions, in particular: Trentino Alto Adige, Veneto, Lombardy, Emilia Romagna, Piedmont and Tuscany. International buyers were also present in force, from Germany, Hungary, Switzerland, Belgium, Malta, Greece, Croatia and Uzbekistan.

*“The decision to open the show on Monday, rather than Sunday, proved to be a winning one”,* said **Alessandra Albarelli,** General Manager of Riva del Garda Fierecongressi, *“because it boosted professional interaction between exhibitors and visitors, albeit to the detriment of the public attendance figure typically generated by having the show on a Sunday. The next objective is to obtain certification as an international event and to continue increasing the number of incoming buyers from various countries”.*

The trends emerging from this edition included training, digitisation, sustainability, a focus on health, well-being and the safety of spaces and people, food and energy waste and new outdoor spaces.

Featuring among the new developments for 2022 was Winescape, the new area dedicated to wine tourism. It was attended by ten selected producers, including one from abroad, which combine the production of wine with a tourism offer providing forms of vineyard hospitality. “*Given the success of our new initiative and the satisfaction of the producers who attended, we can look forward confidently to the next show. In addition to expanding this area, we are already thinking about spaces to further extend the exhibition proposal to different product categories. We will continue to focus on training, so as to enable companies to specialise more and more, and thereby capitalise on opportunities and interpret new customer needs*”, added **Giovanna Voltolini, Hospitality Exhibition Manager**.

The 47th Hospitality – Il Salone dell’Accoglienza will be held in Riva del Garda, from 6 to 9 February 2023.

**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. 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 2022 show was again held in person.

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