



**SIA**

**HOSPITALITY  
DESIGN**

**68<sup>TH</sup> EDITION**

**09-11 October 2019**

**Italian Exhibition Group  
Rimini Exhibition Centre**



**TTG**  
TRAVEL  
EXPERIENCE

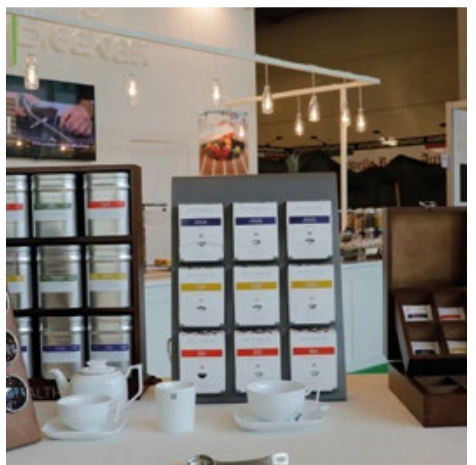
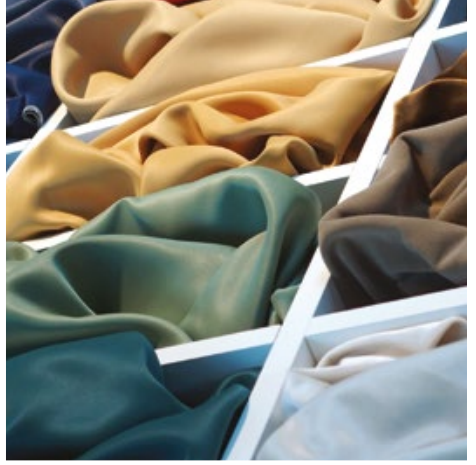


**SIA**  
HOSPITALITY  
DESIGN



**SUN**  
BEACH&OUTDOOR  
STYLE

The Italian marketplace for travel & hospitality







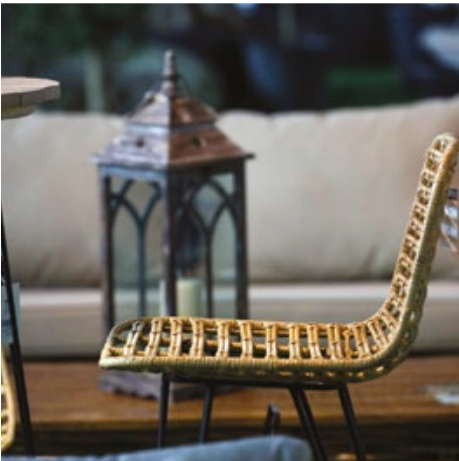
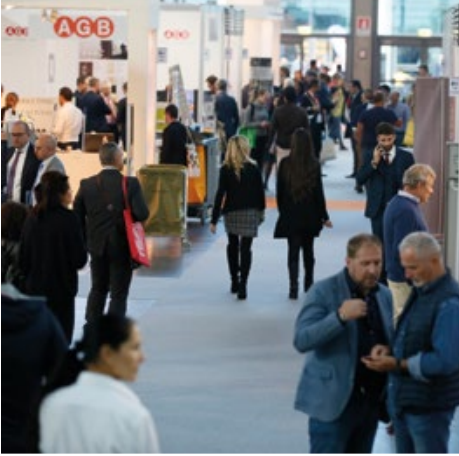
## WE ARE THE ONLY TRADE SHOW IN ITALY DEDICATED EXCLUSIVELY TO THE HOSPITALITY INDUSTRY.

We provide the most complete showcase in Italy for the hospitality sector, covering everything from **interior design** to **promotional items**, hotel **services**, **technology**, **supplies** and **accessories**, **cosmetic products**, **outdoor furnishings** and **design**. Every year, more than 16,000 professionals, general managers, hotel owners, designers and decision makers from international chains and accommodation facilities come to the show to find new ideas and solutions for their businesses.

Together with the trade shows **TTG Travel Experience** and **SUN Beach&Outdoor Style**, we are the Italian Marketplace for Travel & Hospitality, three events in one to promote a new model of strategic growth for business that brings together the **communities** of the industry's leading fairs. Thanks to the connections facilitated by the marketplace, it is the only show of its kind in Italy, and over three days hosts the most Italian and international hotels and accommodation facilities.

From design to distribution, the platform represents a **global event** that is unique in the world, and is inspired by the Italian vocation to create value, search for good things, and a taste for beauty, innovation and research. A complete event that promotes the whole value chain, capitalising on **Italian supply-side excellence**, the dynamism of Italian demand worldwide, the potential of markets and international destinations to foster business opportunities with Italy's most innovative companies.

An Italian event that speaks a global language. The last edition of the TTG, SIA and SUN registered together an attendance figure of **73,821 professionals** and **2,850 exhibitors**.



## BUSINESS, DESIGN, ISPIRAZIONE, INNOVAZIONE, FORMAZIONE.

### ● ● BUSINESS

Attending our show means being able to plan your business for the whole year at a single appointment and having the opportunity to meet the most important decision makers in the sector. Most of visitors are directly involved in purchase decisions. The layout and content that we offer gives industry professionals a complete experience and provides the most effective atmosphere for networking. In addition to negotiations at the stands, with free and pre-organised appointments made through an advanced business matching platform, we host international buyers and offer a range of workshops that bring together demand- and supply-side operators.

### ● ● DESIGN

Our mission is to support and express Italian ingenuity and creativity in the development of products, services and trends: Italian style in the international development of the hotel industry and new concepts in hospitality.

We are the only Italian trade show focused entirely on the sector of furnishings and services for hotels and accommodation facilities: the ideal business-to-business platform to present Italy's manufacturing excellence, quality, design and its best brands to national and international buyers.

### ● ● INSPIRATION

In partnership with leading international architects, we offer a world premiere of new concepts in the hotel industry, the most innovative solutions for the design of hospitality spaces, and environments that respond to customers' new lifestyles and consumption habits. Installations, international

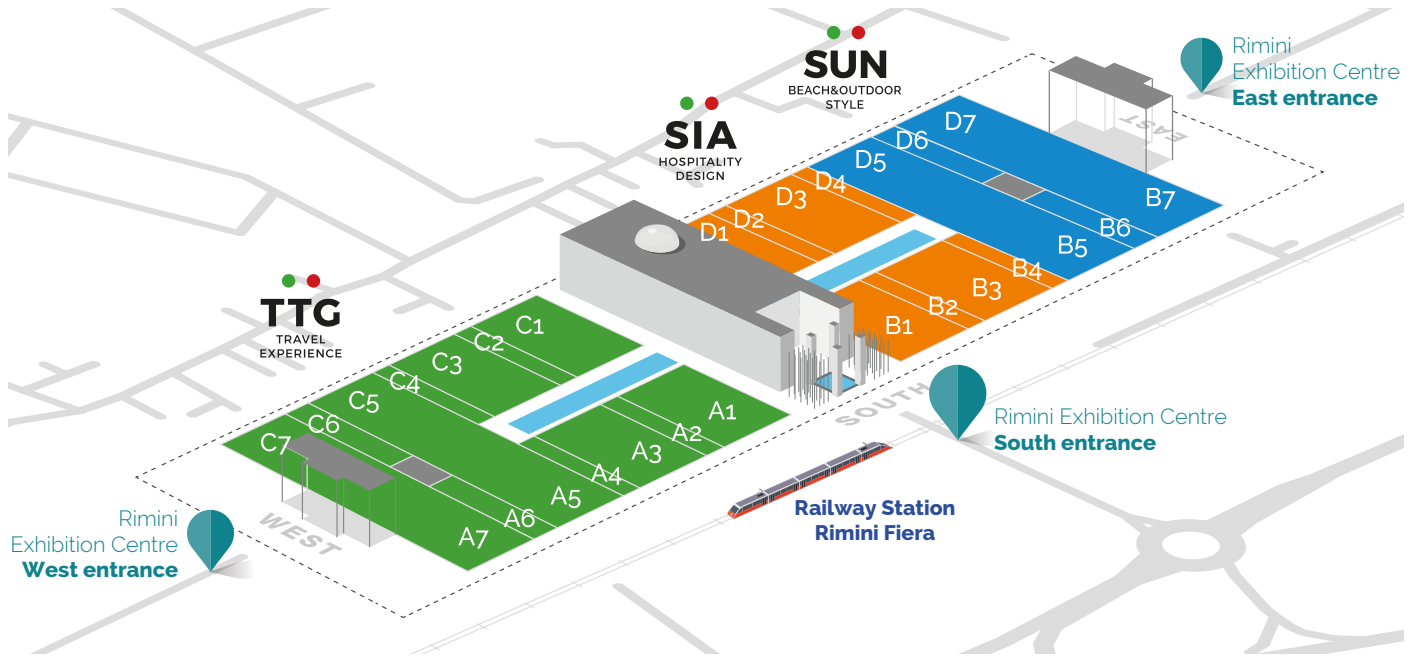
competitions that attract architects from all over the world, debates on the industry's future: at SIA Hospitality Design, the contract industry and the hospitality sector find inspiration to develop and plan the future.

### ● ● INNOVATION

Every year, we take stock of technological developments in the management of hotels and accommodation facilities, because the hotel industry is the segment in which digital transformation has most taken hold. 18% of our exhibitors represent IT companies that attend the show to meet hotels, hotel chains, residences, resorts and holiday villages, in search of new developments and solutions to improve their performance and management.

### ● ● EDUCATION

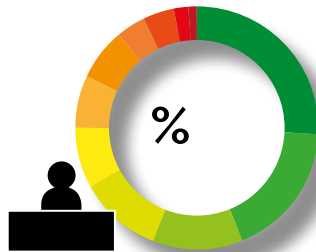
Seminars, conventions, debates, meetings with the most important industry testimonials: every year, we present a rich programme of events created in conjunction with partners of the highest level. Topics range from design to hotel management, technology to structure design, the presentation of international best practice to inspirational meetings with industry gurus, to the unveiling of the most innovative products and services for hotels.



## SIA HOSPITALITY DESIGN IN NUMBERS

### EXHIBITORS:

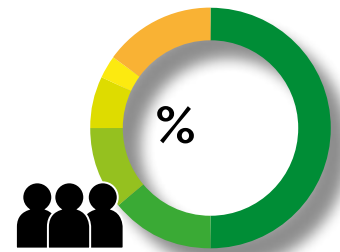
519 from all over the world



- **26%** Furniture, contract and furnishing accessories
- **18%** Technology
- **12%** Supplies
- **11%** Services
- **8%** Bathing and wellness in hotels
- **7%** External furnishings
- **7%** Associations and specialist press
- **4%** Construction components
- **4%** Catering plant and equipment
- **2%** Interdecò
- **1%** Sun protection and curtains

### VISITATORS:

16,308 total attendance figure



- **50%** Accommodation Facilities (Hotel Chains, Hotels, Apartments, Holiday Farms, B&Bs, Camp Sites, Spas, Residences, Holiday Villages, Resorts)
- **14%** Distribution/Trade
- **11%** Architects, planners, designers
- **7%** Public establishments
- **3%** Real Estate companies
- **15%** Other

## A TOTAL EXPERIENCE.

What do visitors look for in a trade show? New products, inspiration, solutions, dialogue. Our exhibitors have the opportunity to give their customers a total experience. For this reason, we provide numerous networking and visibility opportunities that enable talk to and involve their customers in an increasingly effective manner.

### ● ● BUSINESS MEETING: WE WILL GET YOU TO MEET THE RIGHT BUYER AT THE RIGHT TIME

Every year, we host a selected number of international buyers from the countries of most interest to exhibitors at the show: Europe and the Middle East.

These are: owners and managers of accommodation facilities; importers; design and architecture offices; real estate companies and contractors.

The system of appointments between buyers and sellers is based on an innovative online platform that enables operators to select the most interesting contacts for their activity and thereby make their attendance at the show more profitable. The system generates a pre-organised diary of meetings that last about 25 minutes and are held at the exhibitors' stands.

### ● ● INVESTING IN THE FUTURE

Every year, we present new hospitality concepts for the future. Trends, design, ideas.

### ● ● WORK HOTEL DAY

Work Hotel Day brings exhibitors together with the best accommodation facilities and the most prestigious hotels attending the show. This is a speed dating event between demand- and supply-side operators that facilitates contact and promotes negotiation.





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DESIGN

[www.siaexpo.it](http://www.siaexpo.it)



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TRAVEL  
EXPERIENCE



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STYLE

The Italian marketplace for travel & hospitality

● ● **Milan Offices**

Foro Buonaparte, 74 - Milano (Italy)  
Ph. +39 02 806892  
[info@iegexpo.it](mailto:info@iegexpo.it)  
[salussia@iegexpo.it](mailto:salussia@iegexpo.it)

Organized by

**ITALIAN EXHIBITION GROUP**  
Providing the future

**Headquarters**

**ITALIAN EXHIBITION GROUP SpA**  
Via Emilia 155 - 47921 - Rimini (Italy)