

67TH EDITION, 10TH-12TH OCTOBER 2018
RIMINI EXPO CENTER, ITALY



PLAN*it*SPHERE
The Italian marketplace for travel & hospitality

Organized by **ITALIAN EXHIBITION GROUP**
A merger of Rimini Fiera and Fiera di Vicenza



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The Italian marketplace for travel & hospitality

TTG
TRAVEL
EXPERIENCE

SIA
HOSPITALITY
DESIGN

SUN
BEACH&OUTDOOR
STYLE





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

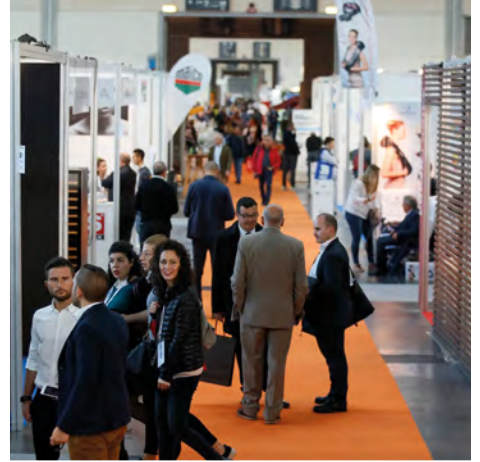
We provide the most complete showcase in Italy for the hospitality sector, covering everything from **interior design** to **promotional items**, hotel **services**, **technology**, **supplies** and **accessories**, **cosmetic products**, **outdoor furnishings** and **design**. Every year, more than 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 part of the **Planitsphere** platform, 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 **Planitsphere** 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 Planitsphere platform registered an attendance figure of **72,667** professionals, **2,550** exhibitors and **1,500** international buyers

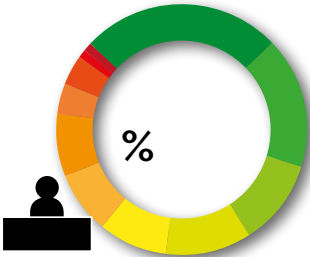



SIA
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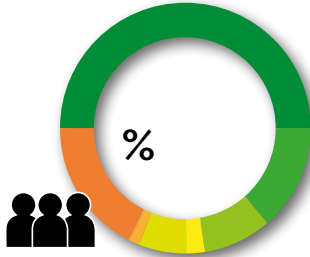
THE NUMBERS FROM SIA HOTEL DESIGN.

- ● Attendance figure of 16,000 in three years
- ● More than 200 buyers involved in the businesses matching with exhibitors
- ● 60 hours of conferences and debates



ESPOSITORI

- **26%** Furniture, contract and furnishing accessories
- **17%** Technology
- **11%** Supplies
- **11%** Services
- **9%** External furnishings
- **8%** Bathing and wellness in hotels
- **8%** Associations and specialist press
- **4%** Construction components
- **4%** Catering plant and equipment
- **1%** Sun protection and curtains
- **1%** Interdecò



VISITORS

- **50%** Accommodation Facilities
(Hotel Chains, Hotels, Apartments, Holiday Farms, B&Bs, Camp Sites, Spas, Residences, Hoiday Villages, Resorts)
- **13%** Distribution/Trade
- **11%** Architects, planners, designers
- **7%** Public establishments
- **3%** Consultancy companies
- **2%** Real Estate companies
- **14%** Other

BUSINESS, DESIGN, INSPIRATION, INNOVATION, EDUCATION.

● ● 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. More than 70% 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.

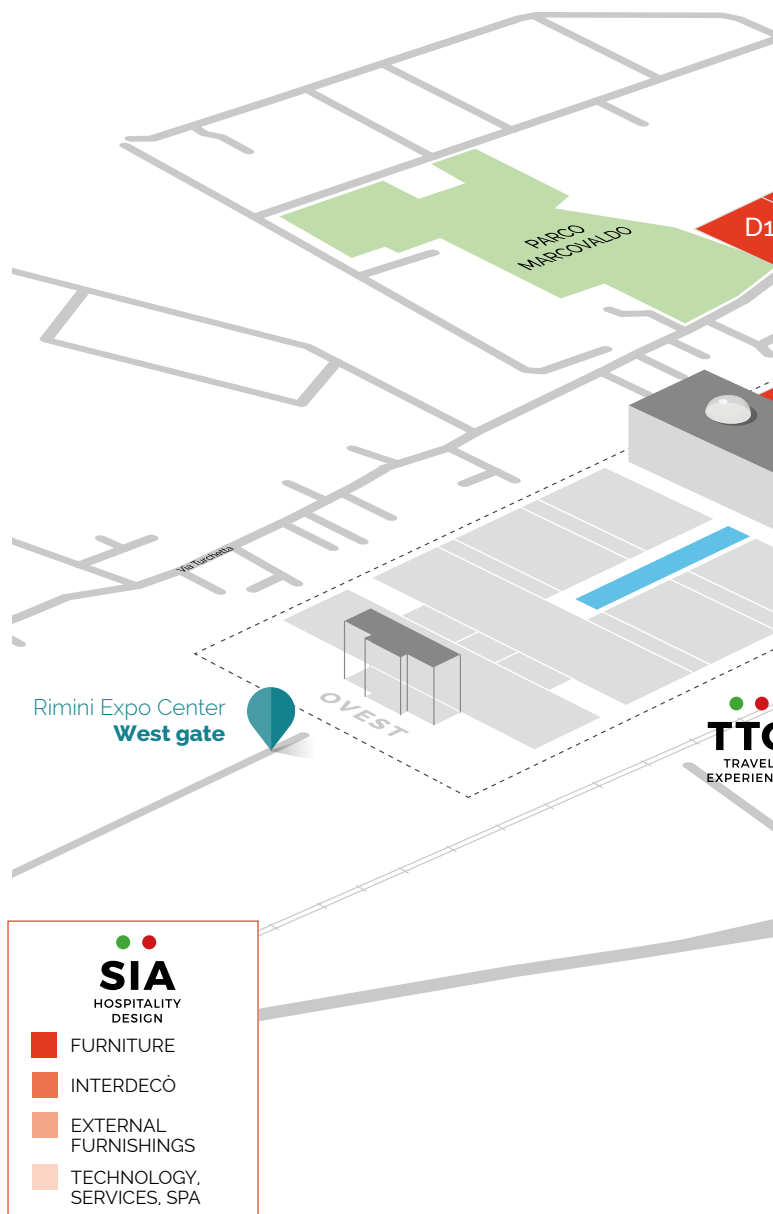
● ● DESIGN

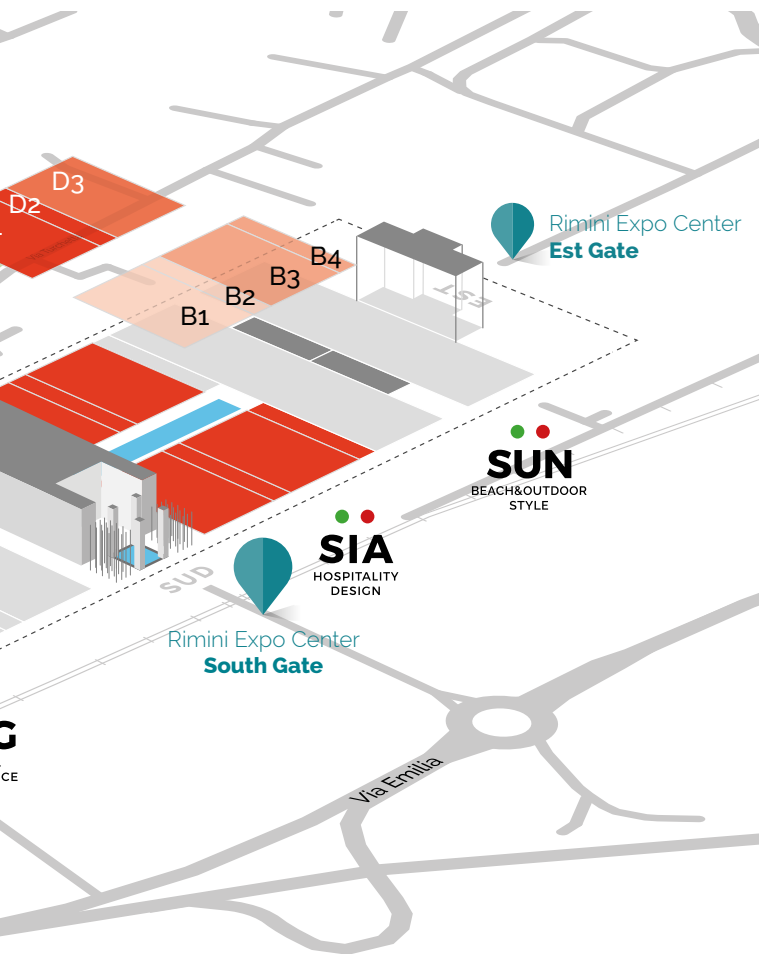
Our mission is to support and express Italian ingenuity and creativity in the development of products, services and trends: Italian style in the international development of the hotel industry and new concepts in hospitality.

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





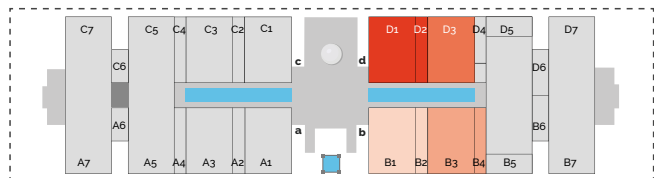
lifestyles and consumption habits. Installations, international competitions that attract architects from all over the world, debates on the industry's future: at SIA Hotel Design, the contract industry and the hospitality sector find inspiration to develop and plan the future.

● ● 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

More than 60 hours of education, 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



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.

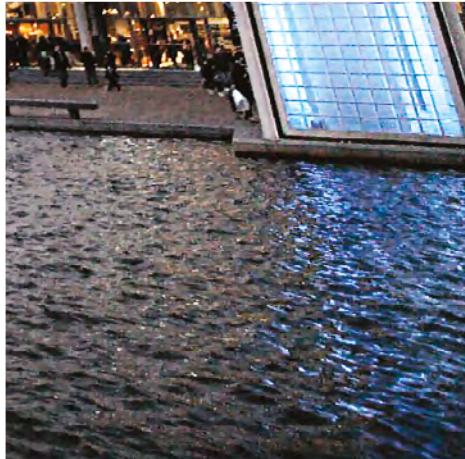
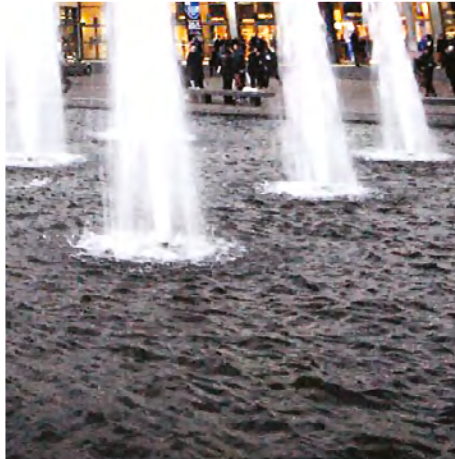
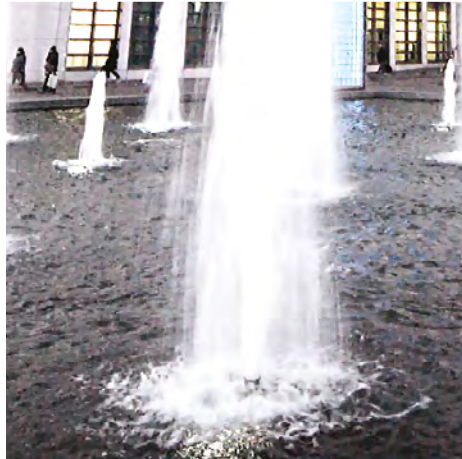
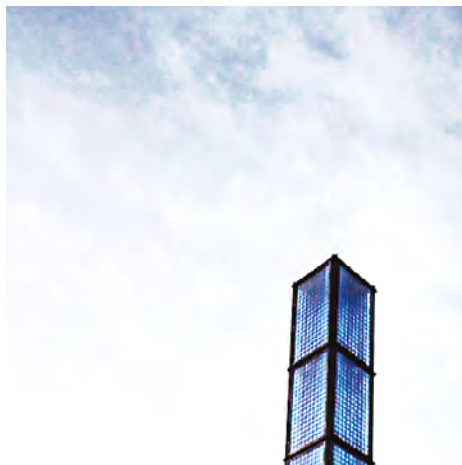
● ● INVESTING IN THE FUTURE

Every year, we support the competitions organised by YAC - Young Architects Competitions, which attract young talent from all over the world in designing innovative accommodation structures and devising new hospitality concepts for the future. We believe in the future of the sector and in new 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.









www.siaquest.it

 **PLANitSPHERE**
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