

HOSTELCO

THE HOTEL & RESTAURANT TRADE SHOW

NEW DATES

MAY 17TH-20TH, 2021
GRAN VIA VENUE



Fira Barcelona

Alimentaria  Exhibitions

www.hostelco.com

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FOCUS ON HOSPITALITY BUSINESS

Co-located event:



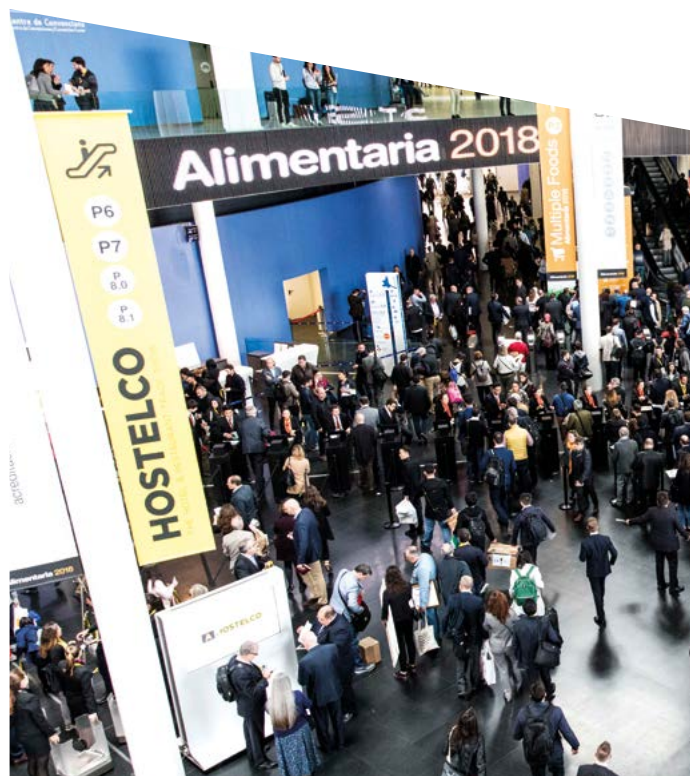
Co-organiser:



Welcome to HOSTELCO 2021

INTERNATIONAL RESTAURANT,
HOTEL AND CONTRACT CATERING
EQUIPMENT EXHIBITION

17-20 MAY 2021
GRAN VIA VENUE - BARCELONA



8 reasons not to miss out

1. Leadership

The leading national gathering, and one of the most important Europe-wide, dedicated to an industry that's the driving force of the Spanish economy.

2. United for excellence

The **alliance between HOSTELCO and Alimentaria** creates the **largest international platform** for the hospitality, gastronomy and food industry. Discover the most complete and holistic offerings in equipment and food.

3. Business

A first-class business centre. Bringing together the entire hospitality value chain, 79% of visitors have purchasing power.

4. Experiential

At HOSTELCO, the hospitality industry provides live demonstrations of the latest in the sector. An opportunity to get to know and publicise the sector's trends through round tables, workshops and activity spaces. Take part in them as an exhibitor and invite others to experience unique experiences related to the world of hospitality.

5. Innovation and trends

One of the trade show's greatest values. Getting to know the **novelties and trends** is one of the main reasons to visit.

6. Internationalisation

HOSTELCO is an event with international reach which, together with Restaurama **brings together professionals from more than 110 countries.**

7. Promotion

The media echoes the latest announcements from the trade show. A **media impact** that generates visibility for the sector and its participating companies.

8. Partners

Collaboration with the entire ecosystem of the sector makes it possible to detect and address new changes and demands in the industry.

1. Leadership

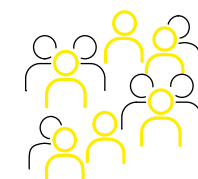
The most transversal and comprehensive offer

HOSTELCO is the leading national and European trade show which brings together the entire **value chain** in a unique space with the full range and **latest trends** in equipment, machinery and accessories for hospitality, restaurants and catering.

The trade show will be held jointly with Alimentaria, consolidating their position as the **largest international platform** for the Horeca sector. **See you soon!**



HOSTELCO + RESTAURAMA 2018 FIGURES



47,500

visitors from the HORECA channel



+800
brands

63% equipment
37% food&drinks

We approach the major challenges and opportunities of an industry that is a driving force of the country's economy

In a context in which **eating out and tourism in Spain are reaching record levels**, and in which technological disruption is transforming hospitality, **HOSTELCO** is more than ever an **essential meeting point** to define the new essence of establishments.

HOSPITALITY IN SPAIN



+309,000

hospitality establishments

277,539 Food service

32,089 accommodation



7.2% GDP

gross domestic product

(Source: CEHE, 2017)

FOOD SERVICE FIGURES

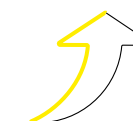


Consumption of food outside the home

+36 billion

grew three times as much as domestic food consumption

(Source: FIAB)



3.5%
growth in contract catering

(Source: CEHE, 2017)

ACCOMMODATION FIGURES



2nd largest country in terms of hotel investment in Europe, with an increase of **23%** compared to the previous year, **5 billion** approx.

(Source: Colliers International, 2018)



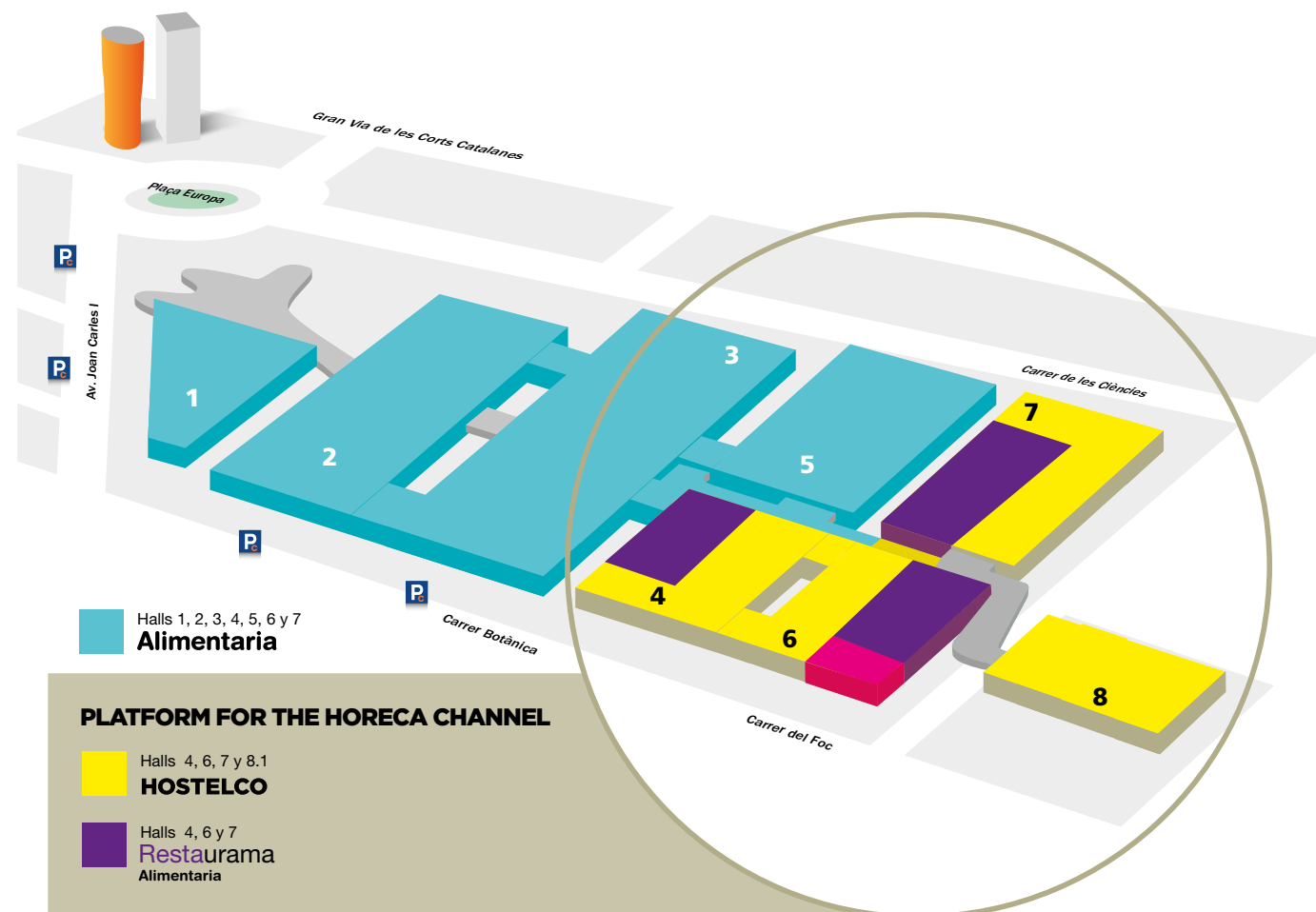
2nd global destination

83 million tourists who spent **90 billion**

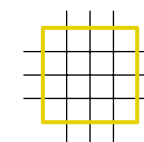
2. United for excellence



The alliance between **Alimentaria**, the largest F&B trade show, and **HOSTELCO**, the largest national exhibition of equipment for the hospitality industry, creates the most complete and transversal international platform for the Horeca channel. A unique ecosystem that encompasses the **entire value chain**, offers segment-specific solutions and generates **new business opportunities**.



2018 Figures



100,000 m²
net exhibition area



4,500
exhibitor companies
70 countries represented



150,000
professional visitors
30% international
156 countries



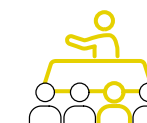
1,400
international hosted buyers



200
activities and conferences



+12,500
scheduled business meetings



21,500
delegates and attendees



35 chefs
45 Michelin stars

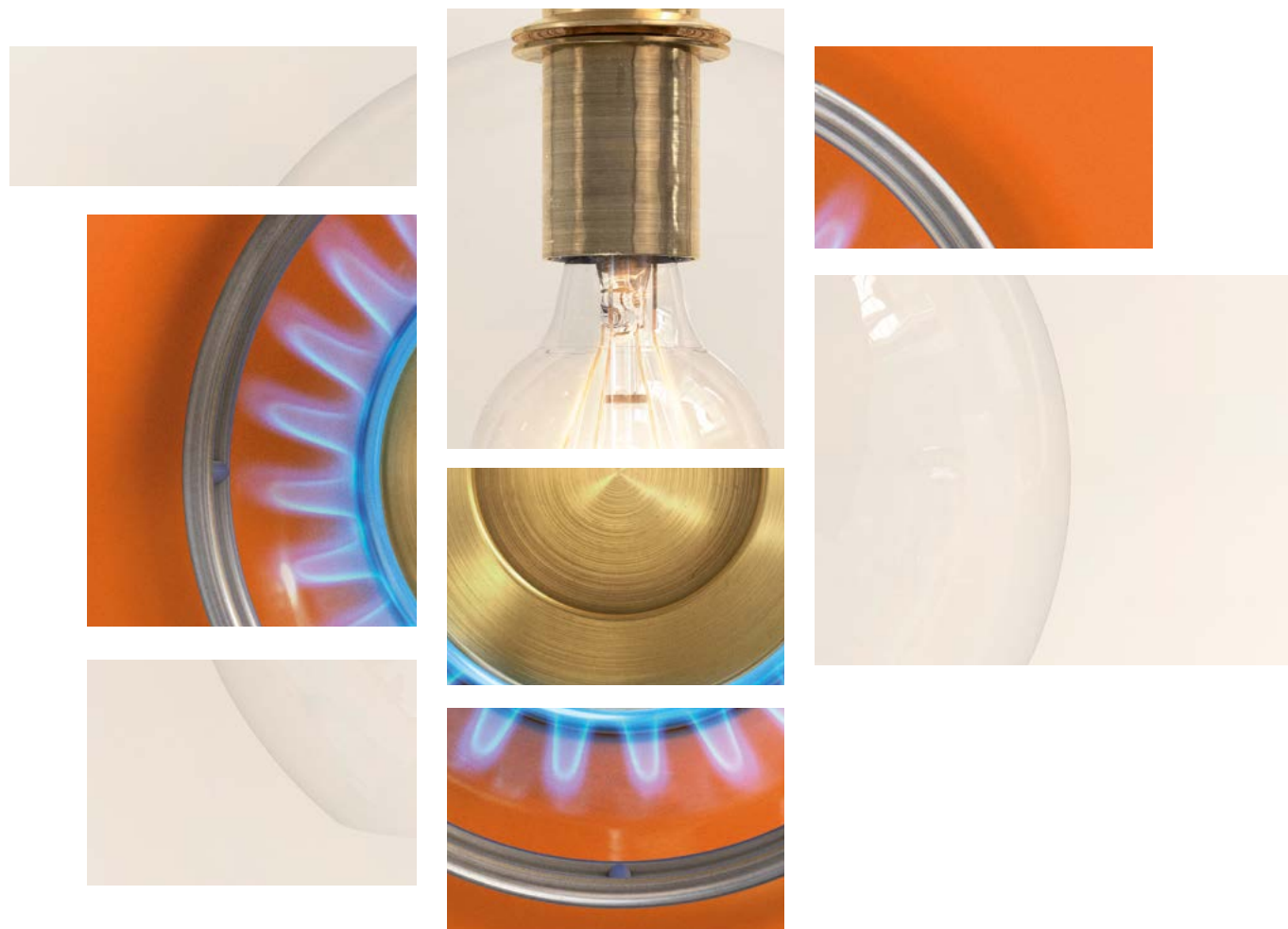


€200 million
economic impact
estimated in Barcelona

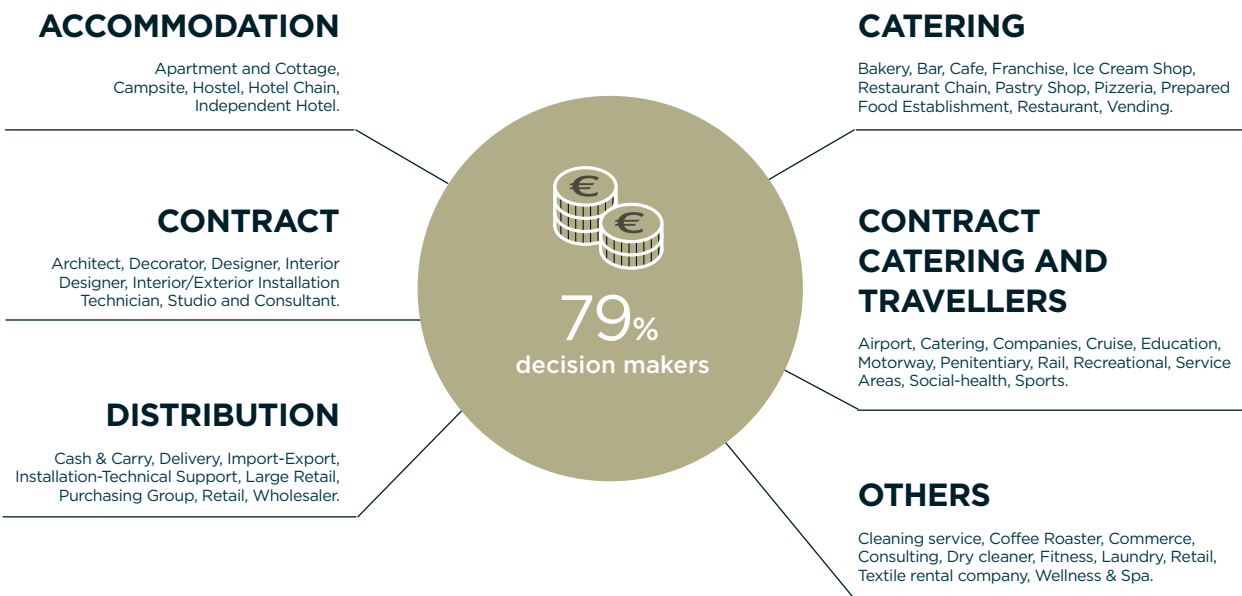
3. Business

HOSTELCO welcomes a high percentage of visitors with purchasing decision power. The trade show connects customers, representatives and experts from the sector to generate new business opportunities.

FOCUS ON HOSPITALITY BUSINESS



Visitors with decision-making and purchasing power

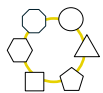


PURPOSE OF VISIT IN 2018

84.8%
Information about new products and trends

84.2%
Find new products and solutions

81.8%
See changes in the sector



Six new exhibition areas

Society and consumer habits are evolving. HOSTELCO is changing with them

The trade show has reorganised itself into **six thematic areas** with the aim of facilitating your visit, **improving the experience** and promoting the **creation of synergy** between sectors and visitors.

These six areas will bring together the **most complete offer for the hospitality sector**. Professionals will find everything necessary to achieve their projects and **respond to the new challenges** created by the transformation of an industry in constant change.



H FULLY EQUIPPED
Equipment, machinery, accessories



H TECH
Technology, entertainment



H SETTING
Tableware, kitchen utensils, containers



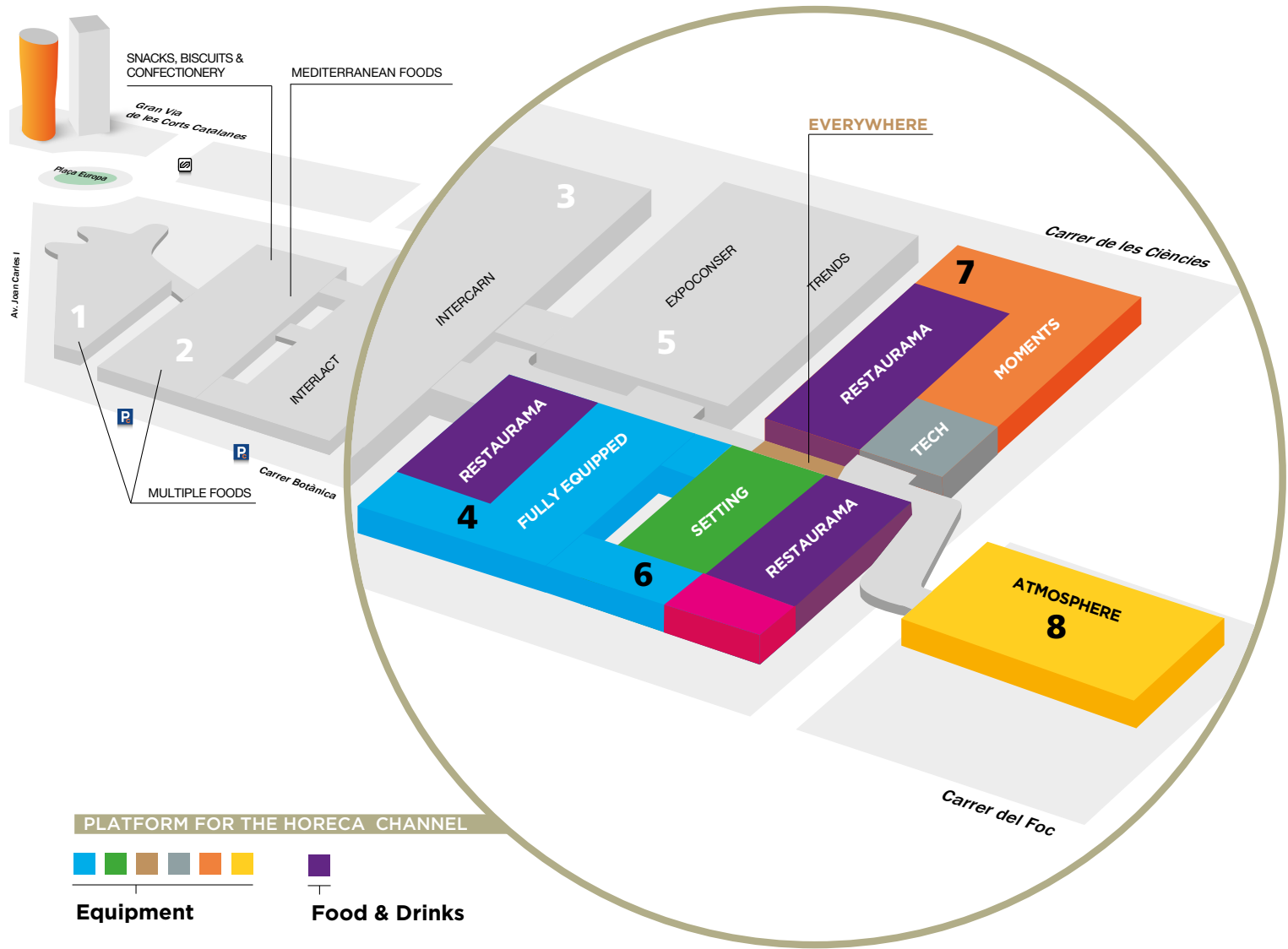
H MOMENTS
Café, bar, bakery, pastry, ice creams



H EVERYWHERE
Transport, delivery, services, vending



H ATMOSPHERE
Interior design, decoration, textile, furniture, wellness



H FULLY EQUIPPED

Equipment, machinery, accessories

The equipment of the future, today

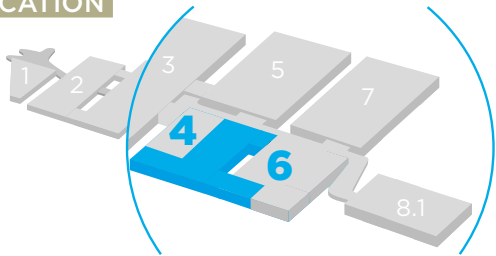
All the equipment, machinery and accessories used in the hospitality industry will be present in this space. This is the sector that concentrates practically all the brands on the market, and the greatest offer of an industry with five years of uninterrupted growth driven by the excellent results of the Spanish tourist industry, in addition to its export activity.

RANGE

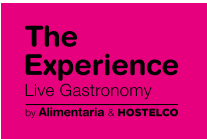
- > EQUIPMENT FOR COOKING, COOLING, WASHING, SMOKE EXTRACTION, STORAGE, WATER PURIFICATION, WASTE DISPOSAL...
- > SMALL AND MEDIUM APPLIANCES
- > DISPLAY CABINETS
- > VENTILATION AND AIR CONDITIONING
- > STAINLESS STEEL UNITS
- > LAUNDRY



LOCATION



ACTIVITIES



H | SETTING

Tableware, kitchen utensils, containers

The table is key

Kitchenware and tableware have become a crucial element to generate positive experiences and customer loyalty. According to a study by the SCA, 80% of users consider it essential to enjoy a satisfactory and recommendable experience in all senses.

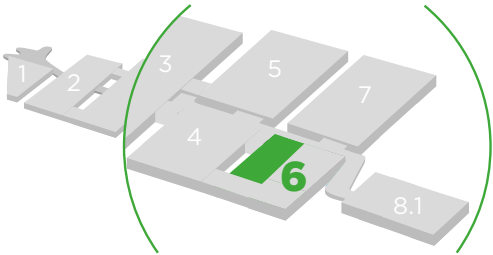
RANGE

- > KITCHENWARE
- > CUTLERY, CROCKERY AND GLASSWARE
- > TABLEWARE AND DINNING ROOM ACCESSORIES
- > STORAGE CONTAINERS

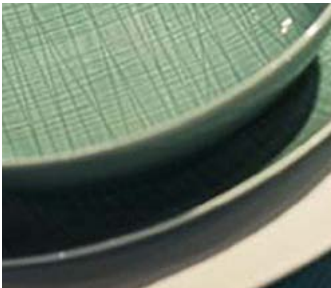
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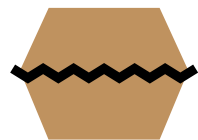
Source: CSA study

LOCATION



ACTIVITIES





H

EVERYWHERE

Transport, delivery, services, vending

Excellence moves us

Delivery is one of the biggest trends today. It is estimated that in five years 20% of restaurant sales will be directly related to delivery and takeaway services. A business model that, together with vending, opens up new perspectives in distribution and customer relations.

In 2018 Delivery grew 26% in Spain. And in Europe, growth of more than 20% is forecast until 2022

Source: DBK and ARCANO Sector Observatory

RANGE

- > ONLINE PLATFORMS, DISPOSABLE PACKAGING AND CONTAINERS, SINGLE-USE ITEMS, THERMAL DELIVERY BAGS.
- > SERVICES: CONSULTING AND AUDITING, TURNKEY PROJECTS, GRAPHIC DESIGN AGENCIES
- > TRANSPORT, LOGISTICS AND VEHICLES (ELECTRIC, REFRIGERATED, FOOD TRUCKS...)
- > MACHINERY, AUTOMATIC DISPENSERS, ACCESSORIES



Source: F&B brands, 2017



370,000
machines in Spain

11% fleet of machines in
Europe

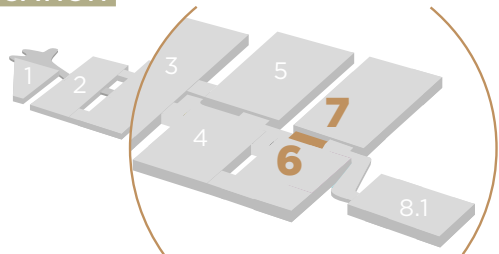


€15.87 billion
total turnover in Europe

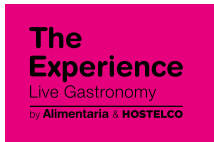
14% of sales in Spain

Source: DBK inform, EVA, ANEDA (2017)

LOCATION



ACTIVITIES





H | TECH

Technology, software and entertainment

Innovation in action

Today's more digital and connected consumers seek immediacy in services, forcing establishments to reinvent themselves to offer a service of the highest quality, providing a complete experience of comfort, wellbeing and entertainment. A paradigm shift with new challenges, but also new business opportunities. Digitisation of management, automation of processes, efficient apps that create loyalty, mobile payments, smart rooms, smart restaurants, augmented reality menus... Technological disruption is transforming the world, businesses, and in particular, the hospitality industry.

RANGE

- > POS AND MANAGEMENT SOFTWARE
- > SECURITY AND ACCESS SYSTEMS
- > MONITORING AND MULTIMEDIA
- > MANAGEMENT AND ENERGY SYSTEMS
- > ENTERTAINMENT (MUSIC CONTENT SERVICES FOR MOBILE DEVICES, ON-DEMAND TELEVISION)
- > WASTE MANAGEMENT SYSTEMS



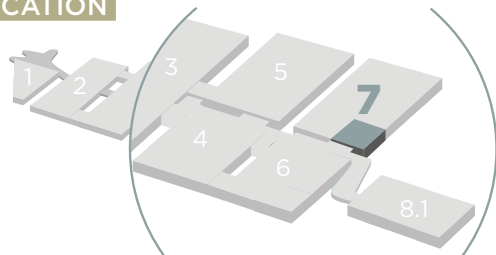
+50%
Spanish businessmen
invest in technology



50% mobile payments
90% will offer this service in the short term

(Source: Basque Culinary Center and Tech Food Consult)

LOCATION



ACTIVITIES

HOSTELCO
Live
Restaurant

HOSTELCO
Live Hotel

HOSTELCO
Live Arena





H | MOMENTS

Café, bar, bakery, pastry, ice creams

Creating unique, unforgettable and unrepeatable moments

Coffee shops and bars are **the star establishments in Spain**. Traditional bakeries and pastry shops are transforming their business models, integrating major changes in their image and conceptualisation, to respond to the new demand for food consumption outside the home. The trend is to create **spaces that provide comfort, open from morning to evening and with “to go” services** such as coffee, hot and cold sandwiches and pastries. “Moments” brings together the **greatest range of equipment and accessories** available for cafes, bakeries, pastry shops, ice-cream parlours and pizzerias.

RANGE

EQUIPMENT AND ACCESSORIES FOR:

- > TEA AND COFFEE
- > BAKERY AND PASTRY
- > PIZZA
- > ICE-CREAM



+184,000
shops in Spain

LOCATION



ACTIVITIES

HOSTELCO
Coffee Area

The Experience
Live Gastronomy
by Alimentaria x **HOSTELCO**

HOSTELCO
Live Restaurant





H | ATMOSPHERE

Interior design, decoration, textile, furniture, wellness

Where the environment becomes business

Spaces communicate and create emotions. In a world where users demand unique experiences, the design of environments has become, more than ever, a key factor in competitiveness. And here, every detail counts: the lighting, furniture design, decor, sense of wellbeing, quality of materials, attention from waiters, the image, etc. In this area, **the latest solutions in ambience and personalisation of spaces are presented to offer an unparalleled experience.** Atmosphere welcomes **the entire contract hospitality value chain:** companies in interior design, hoteliers, restaurateurs and architects.

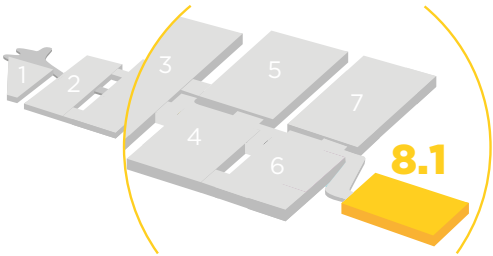
RANGE

- > FURNITURE AND LIGHTING
- > INTERIOR DESIGN AND DECORATION
- > TEXTILES, CLOTHING AND UNIFORMS
- > WELLBEING (WELLNESS, FITNESS AND AMENITIES)
- > HYGIENE

“In the space of an hour, a customer can look at 7000 different places in an establishment.”

Source: CSA

LOCATION



ACTIVITIES





Opportunities between exhibitors and buyers

HOSTELCO invites key buyers with projects and real intent to purchase through various programs



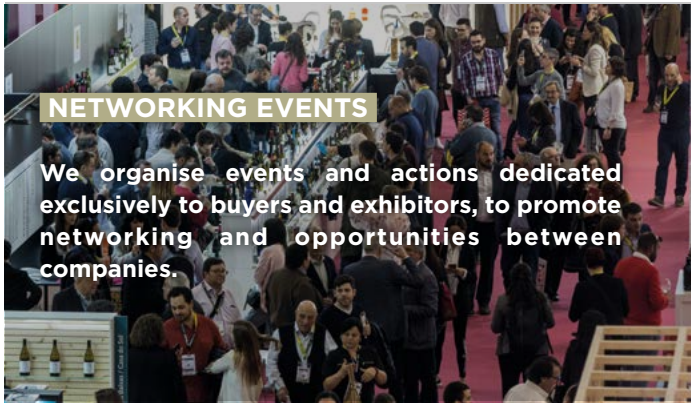
HOSTED & KEY BUYERS PROGRAMME

Invitation programme for national and international professionals, specially selected for the event and with high purchasing capacity.



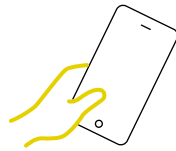
RECOMMENDATION PROGRAMME

As an exhibitor, you can invite your current and potential customers to participate in buyer programmes.



NETWORKING EVENTS

We organise events and actions dedicated exclusively to buyers and exhibitors, to promote networking and opportunities between companies.



MATCHMAKING SYSTEM

We offer an online platform that allows you to schedule meetings with the buyers most suited to your interests.

Amplify your presence at the trade show

HOSTELCO provides you with tools to disseminate and communicate your brand's participation in the event.



EXHIBITOR AND PRODUCT CATALOGUE

This is the channel most frequently used by visitors to find out what's new at the trade show. It brings together the listings and detailed information of all the participating companies and products. It allows you to filter information by segments, mark your favourites, find their location on the map, and so on.



SPONSORSHIP DOSSIER

We offer a wide variety of advertising options to enhance your presence at HOSTELCO and attract as many professionals as possible.



HOSTELCO APP

All the information about the trade show in a single click. Allows you to plan your visit from your mobile: exhibitor catalogue, timetables, access, transport, events etc.



HOSTELCO MEDIA

Use the HOSTELCO channels to communicate your news and offer information of interest to your clients: web, social media, email and visitor's guide. **Digital channels are the most effective for amplifying your visibility as an exhibitor.**

4. Experiential

Experience the sector revolution

HOSTELCO offers a full programme of **experiential and training activities** for a live experience of the **latest innovations** in the sector.

As an exhibitor, you can **include your products** in these areas to **demonstrate them and reach more visitors** together with **prestigious chefs and professionals** beyond your stand.



HOSTELCO Speakers' Corner

Regulations, certifications and equipment maintenance

A space of interest for equipment distributors and manufacturers, where specialists from the sector will answer questions about regulations, certifications and maintenance of equipment for hotels, restaurants, social and hospital catering at a national and international level.

HALL 4

The Experience Live Gastronomy by Alimentaria & HOSTELCO

The future is today

Where are gastronomy and hospitality heading? The answer lies in **The Experience - Live Gastronomy**, an interactive space where you can take part in **unique and one-off experiences**. Inspiring cooking demonstrations, participative workshops organised by great cooks and prestigious Michelin starred chefs... and much more! All with the same theme: **experience the tomorrow of the industry today**.

HALL 6

COLLABORATORS:



2018 FIGURES

35 chefs

45 Michelin stars

60 sessions

76 speakers

20 sponsors

HOSTELCO Coffee Area

The whole universe of coffee

The importance of coffee in the industry is indisputable. This is why HOSTELCO is offering a space dedicated to this subject alone, with the collaboration of the **Coffee Cultural Forum** to demonstrate **all the possibilities offered by this sector** through lectures, demonstrations, tastings and competitions.

HALL 7

COLLABORATORS:



2018 FIGURES

+1.000
attendees

15 activities
National championships, round
tables and demonstrations

HOSTELCO Live Restaurant

A live restaurant full of innovations

Recreation of a restaurant with a focus on interior design, decoration, furniture and tableware. A flexible and adaptable space that will be transformed according to the needs and time of day.

HALL 8.1

HOSTELCO Live Arena

The future speaks

Talks, lectures and debates with experts to help you learn about the present and future environment of decoration, interior design and technology for hospitality projects. Live Arena has CEHAT and ITH as featured partners for all content related to current trends, challenges, innovations and business of the hospitality industry.

HALL 8.1

STRATEGIC PARTNER:



HOSTELCO Live Hotel

Show off your value live

HOSTELCO Live Hotel **recreates all the environments of a hotel**, designed by renowned architecture and design studios, showing solutions in interior design, technology and equipment for the accommodation sector.

A space that offers maximum visibility among influencers and hotel chains which **promotes knowledge and networking** through conferences, presentations and an advisory service.

HALL 8.1

STRATEGIC PARTNER:



2018 FIGURES

7 spaces

Wellness & Spa
Fitness
3 rooms
1 suite
1 conference room
1 lobby

25 speakers
6 round tables

5. Innovation and trends

A chance to present yourself to the sector

Getting to know the latest innovation and trends that will **set the path for the industry** is one of the main reasons for visiting the trade show.

As such, HOSTELCO offers an essential opportunity for companies to showcase their new products and present themselves to the entire sector. In 2018, **more than 200** new products were presented.



HOSTELCO Hunters, trend experts

Our 'Hostelco Hunters', **experts and influencers** in hotels, restaurants and equipment, are in charge of **detecting exhibitors' new products and amplifying them**, through the trade show community and their own networks.



HOSTELCO Awards, a sector recognition

Prestigious awards which recognise the effort, excellence and innovation of companies and professionals in the hotel, restaurant and catering sectors.

Will you be the winner? Sign up and prove your worth to the whole sector!

The Hostelco Awards gather together the best professionals in the sector and bring great media coverage.

6. Internationalisation

Where hospitality meets the world

The trade show attracts a huge number of professional visitors with international reach. In 2018, **professionals from more than 110 countries** took part in HOSTELCO and Restaurama.

HOSTELCO + RESTAURAMA FIGURES



EXHIBITORS

27%
international
exhibitors



30 countries
represented

VISITORS

10%
international
visitors

+110
countries
represented

RANKING OF VISITOR COUNTRIES

Spain	USA
Portugal	Poland
Italy	China
France	Mexico
Andorra	Colombia
Germany	Denmark
United Kingdom	Switzerland
Belgium	Bulgaria
Netherlands	Argentina
Morocco	South Korea

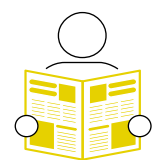


7. Media impact

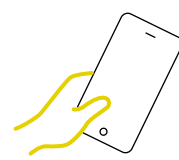
Power your business with a great media impact

National and international media echo the latest announcements from the trade show. Make the most of HOSTELCO's media impact, offering visibility to the entire equipment sector and its participating companies.

HOSTELCO + RESTAURAMA FIGURES



2,500
news items generated



3,500
online posts



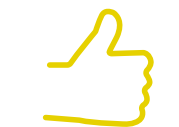
175
accredited journalists



+8
million
views



3.9 million
in economic value



+25,000
interactions



459 million
potential audience

8. Partners

Strategic alliances for a superior experience

Teamwork among all the links of the sector is key to responding to the evolution of consumer habits and the new needs of the HORECA channel. That is why HOSTELCO features the presence and collaboration of the **leading partners of the industry**.

Associate partners

Strategic agreements with more than 40 entities, both national and regional, transversal and vertical.



Coorganizador:



Get in touch and we'll advise you

Network of international agents covering more than 60 countries.

SPAIN

LLUÍS ARRIBAS

EVERYWHERE + FULLY EQUIPPED
+ MOMENTS

National Sales Executive

T. (+34) 932 332 995 - M. (+34) 662 322 139

larribas@firabarcelona.com

JULIÀ ARTIGAS

ATMOSPHERE + SETTING + TECH

National Sales Executive

T. (+34) 932 332 077 - M. (+34) 697 145 352

jartigas@firabarcelona.com

INTERNATIONAL

CONSTANZE SCHUSTER

International Key Account Manager

T. (+34) 935 679 691 - M. (+34) 639 136 457

cschuster@alimentaria.com

CLAUDIA REGNICOLO

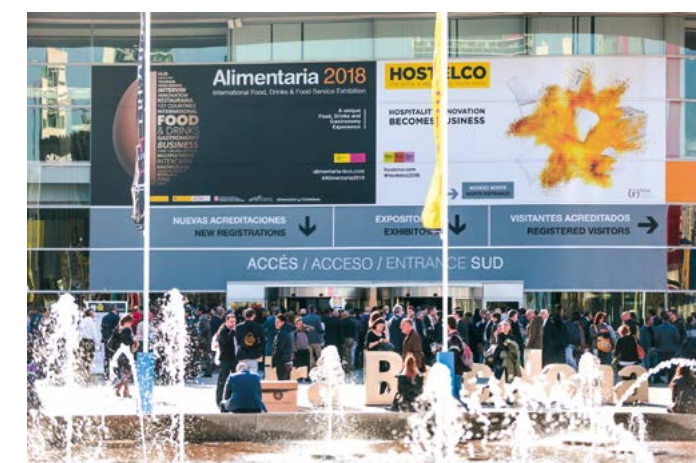
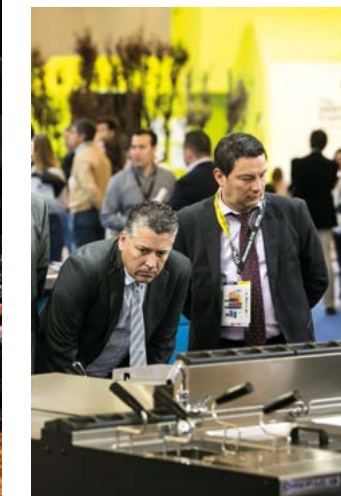
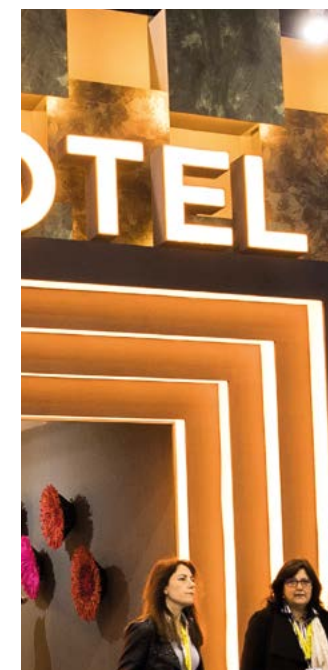
ATMOSPHERE + EVERYWHERE + FULLY
EQUIPPED + MOMENTS + SETTING + TECH

International Sales Executive

T. (+34) 934 521 260 - M. (+34) 674 233 868

cregnicolo@alimentaria.com

Complete list of national and international contacts at www.hostelco.com



FOCUS ON HOSPITALITY BUSINESS

BOOST YOUR BUSINESS

TAKE PART IN HOSTELCO 2021

Co-organiser:



Alimentaria  Exhibitions

