

Post-Show Report

HOSTELCO

THE HOTEL & RESTAURANT TRADE SHOW

4-7 APRIL 2022
GRAN VIA VENUE



FOCUS ON HOSPITALITY BUSINESS

Co-located event



Alimentaria  Exhibitions


Fira Barcelona

Co-organiser:



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HOSTELCO

THE HOTEL & RESTAURANT TRADE SHOW

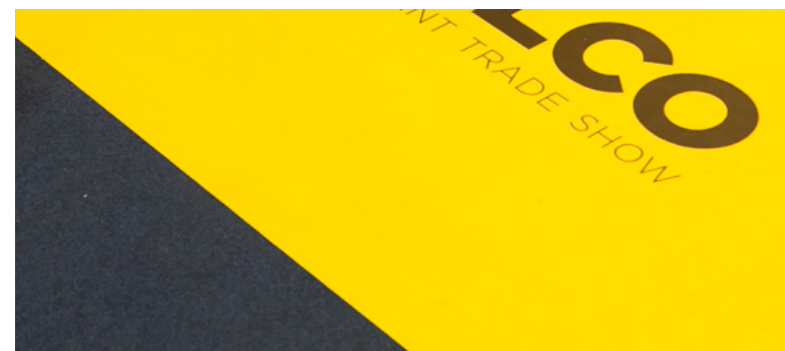
HOSTELCO and Restaurama, the largest events for the HORECA channel

HOSTELCO is the Spanish leading trade show for hotel, restaurant and catering suppliers and one of the most relevant in Europe.

Jointly with **Restaurama**, the trade show focusing on food service and out-of-home consumption, they have come together to form the most **comprehensive** and **cross-disciplinary** forum for the HORECA channel.

Within this framework, HOSTELCO and Restaurama have reinforced the mutual complementarity of the equipment and food and beverage sectors for the hospitality industry, creating especially productive **synergies** that have firmly established the event as the **benchmark** in the HORECA sector.

HOSTELCO and Restaurama have created a unique ecosystem that offers specialised solutions and generates new business opportunities throughout the value chain.



The figures say it all

4



International platform



85,000 sq.m
net exhibition area



Around
3,000 exhibitors
29% international
57 countries



100,000 visitors
23% international
150 countries



2,115 guest buyers
36% international



The strength of our alliance makes us the benchmark for the HORECA channel



22,360 sq.m
net exhibition area



556 exhibitors
31% international
31 countries



49,000 visitors
65% HORECA profile
35% other profiles with an interest in HORECA



152 activities

10% international
113 countries



51 chefs
35 Michelin stars

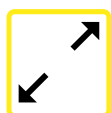


726 guest buyers





The most comprehensive and broad-based offer for the HORECA channel.



22,360 sq.m

net exhibition
area

56% HOSTELCO

44% Restaurama



556
exhibitors



31%
international
exhibitors



31
countries

HOTELCO sectors

49%



H FULLY EQUIPPED
Equipment, machinery, accessories

16%



H SETTING
Tableware kitchen utensils, containers

13%



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

12%

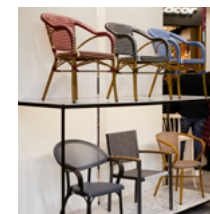


H MOMENTS
Café, bar, bakery, pastry, ice
creams

10%



H TECH
Technology,
entertainment





&



Visitor profile



35%
Other profiles
interested in
HORECA

65%
HORECA
profile

90%
National
10%
International

Main countries of origin

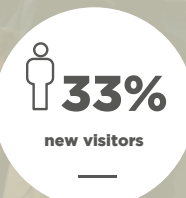
1	Italy	6	United Kingdom
2	Portugal	7	United States
3	France	8	Germany
4	Andorra	9	Romania
5	Netherlands	10	Poland

Our visitors are decision makers



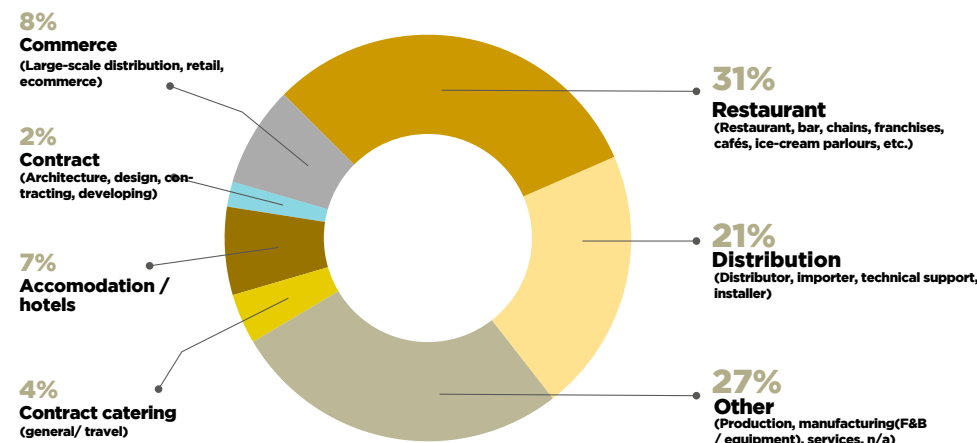
HOSTELCO visitors

The event trade professionals consider a must- attend

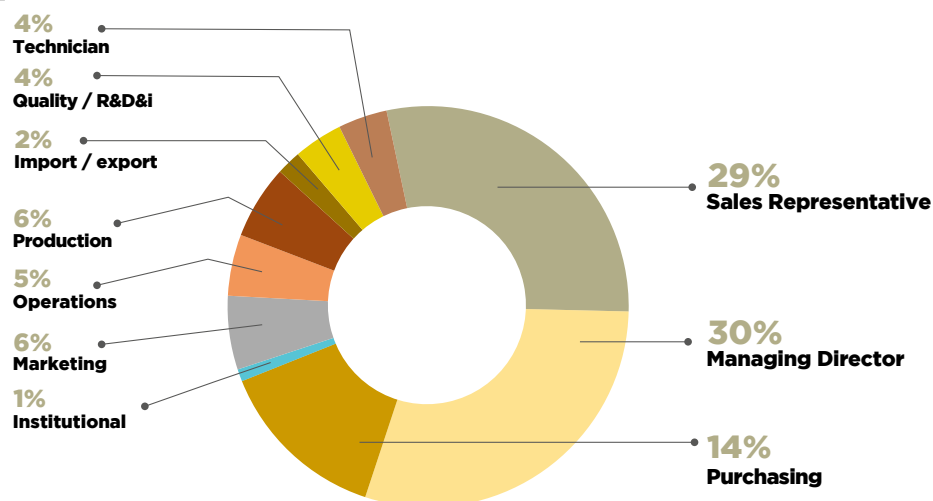


Attendance of all stakeholders in the value chain

Business activity



Functions



Business meetings

HOSTELCO invests in different **loyalty and invitation programmes** that guarantee the attendance of **key buyers** in the sector.

620
Guest buyers
by **HOSTELCO**

92% National participants

8% International participants

TOP 5 COUNTRIES

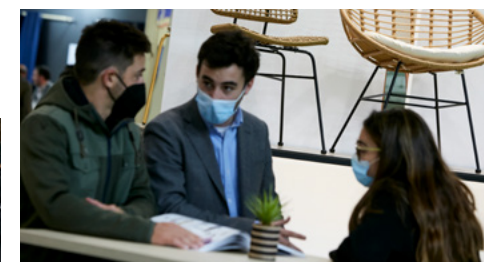
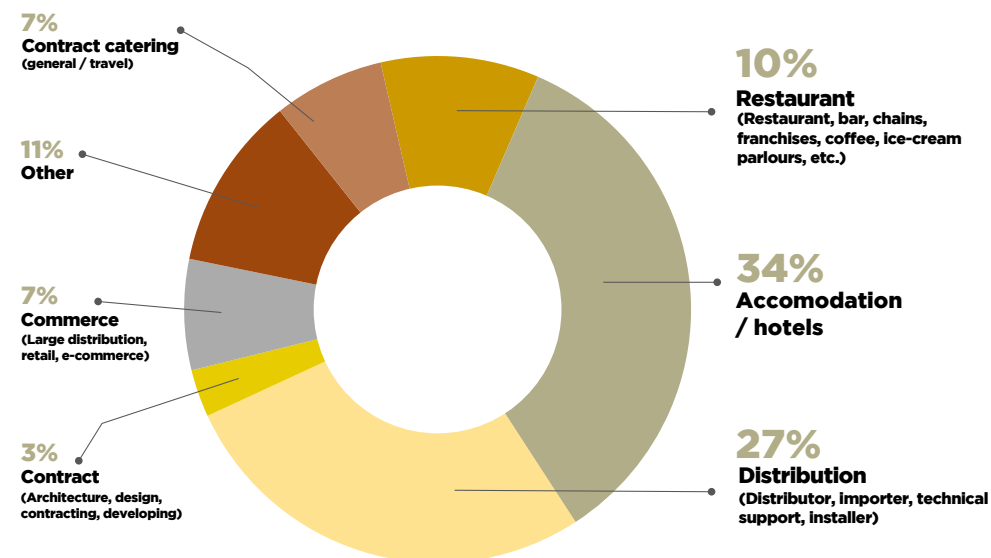
- **Portugal**
- **Andorra**
- **Chile**
- **Croatia**
- **Poland**

88% of decision-makers decide to buy.
12% have direct influence on buying decisions.

78% of our hosted buyer arranged between **10 to 30** business meetings.
11% of our hosted buyers arranged more than **30** business meetings.

Buyers invited by HOSTELCO

Business activity



Where the HORECA universe meets

A sample of the companies that visited the trade show

Restaurants

AREAS SAU

BAR MUT

FOOD DELIVERY BRANDS SA

FOOD SERVICE PROJECT SA

ZENA PIZZA GROUP SCA

MARISQUERÍA SANTOS

PIZZERIA FRANCESCO

RESTAURANTE ABAC

RESTAURANTES MCDONALD'S SAU

RESTAURAVIA FOOD SL

SIGLA SA

Accommodation / Hotel

ACCORINVEST SPAIN SA

BARCELÓ HOTELS GROUP

COPERAMA

GAT

HOTELES PLAYA GROUP SA

MARRIOTT GROUP

PIÑERO GROUP
(BAHÍA PRÍNCIPE HOTELS)

SILKEN HOTELS

HOTUSA

IBEROSTAR HOTELS & RESORTS

MELIÁ HOTELS INTERNATIONAL

OHTELS

Catering

ARAMARK CATERING SERVICES SLU

ARCASA

CATERING ARCASA

COMPASS GROUP

EUREST CATALUNYA SL

EUREST COLECTIVIDADES SL

INDUSTRIA RESTAURACIÓN COLECTIVA SL

MEDITERRÁNEA DE CATERING SL

NEWREST GROUP HOLDING SA

SERUNION SA

SODEXO

UNIÓN CASTELLANA DE ALIMENTACIÓN
UCALSA SA

Distribution / Import

BEFRISA

CASA DELFÍN

COMERCIAL FRIOLOSAN SL
(MADRID)

COMERCIAL HOSTELERA SA
(BASQUE COUNTRY)

DIFRIHO
(HQ IN CATALONIA)

DIMASH & LABORDA

FRED TORRENS
(PALMA DE MALLORCA)

RULL GROUP

CRISOL GROUP

ROIG GROUP

HOALVE

INSTALACIONES MARTORELL



Continued commitment to the sector

The Experience

Live Gastronomy
by Alimentaria & HOSTELCO

Experience the sector's reality in person.

Show cooking, workshops and presentations by top chefs.



3,522 m²
surface area



76
activities



74
keynote speakers



5
sponsors



51
chefs



35
Michelin stars

HOSTELCO Live Moments

Coffee, bread and sweets, the best of friends.

Demonstrations, tastings, master classes, conferences from experiential, product and business perspectives.



20
sessions



28
keynote speakers



10
collaborators

HOSTELCO Speakers' Corner

A meeting place for manufacturers, distributors and technical support.

Talks, presentations and discussions on new developments, technical maintenance and regulations.



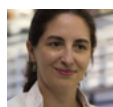
14
sessions



31
keynote speakers



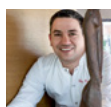
12
collaborators



Elena Arzak
Arzak
*** Michelin



Fran Martínez
Marabá
** Michelin



Alberto Ferruz
BonAmb
** Michelin



Luis Vallés
El Poblet
** Michelin



Fina Puigdevall and Martina Puigvert
Les Cols
** Michelin



Raül Balam
Moments
** Michelin



Mario Sandoval
Coque
** Michelin



Mateu Casañas, Oriol Castro, and Eduard Xatruch
Disfrutar
** Michelin



Benito Gómez
Bardal
** Michelin

* Some keynote speakers



Albert Roca
Sant Cugat by Albert
Owner



Cristina Garcia
Kantar
OOH Director
Coffee & Events
Restaurant and
food service



Xavi Iglesias
Degusto Arte
Coffee & Events
CEO



Rubén Sanz
Evoca Group
Coffee
Ambassador



Lluç Crusellas
Capdevila
El Carme Patisserie
Pastry Chef



Xavi Donnay
Lasarte Restaurant
Pastry Chef



María Alejandra Olano
Federación de Cafés de
Colombia Green Coffee
Sales



Giorgio Facchinetti
Illy Cold Brew
Brand Ambassador



Ana Pareja
Welbilt Crem
Sales Director
Spain and Southern
Europe

* Some keynote speakers



Daniel Hernández
Filipish
Country Manager Spain



David Pardo
New Gas Technique
Manager



Manuel Morillo
Congusto Consulting
Consulting Partner



Patricia Fernández
AECOC
Hospitality Channel
Manager



Jordi Bisbe
Declinam
Director



Frederic Raurell
Voltrath Pujadas
Business Development
Manager



Javier Bustinduy
CaixaBank
Head of Industry and
Energy Strategic Partner
Sectors



Xavier Folguera
Obiol
Advertis
Managing Director



Miguel Ángel Herrera Ubeda
Chairman of the
Asociación Española de
Hostelería Hospitalaria

* Some keynote speakers



Ongoing commitment to the sector

HOSTELCO Live Hotel

Live the experience.

A place where design and equipment directly influence our customers' experience.



5

showrooms



30

partner
companies

HOSTELCO Live Arena

The future is speaking to us.

Talks, presentations and debates by experts to learn about the present and the future of the restaurant and hotel industry.



29

sessions



82

keynote
speakers

7

collaborators

HOSTELCO Side Events

Where the sector meets.

Meetings, workshops and presentations from the leading representatives of the HORECA sector.



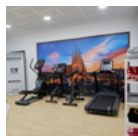
13

sessions

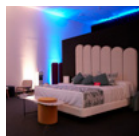


10

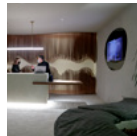
partners



Fitness
by
Oss Fitness



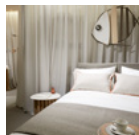
High-tech bedroom
by
CEHAT- ITH



Lobby
by
DYD



High-tech lobby
by
CEHAT-ITH



Bedroom
by
Carmela Martí



Suite
by
Cuesta Studio



José Sen
K&Co
Owner



Rebeca Muñoz
Livit Design
Partner & CEO



Sara Serantes
Freshperts
CEO



Igone Bartumeu
Coca-Cola
Eastern Area Communication
Manager



Guillem Ontiveros
Telemaki
CEO



José Ángel Preciados
ILUNION Hotels
Managing Director



José Guillermo Díaz
ARTIEM Hotels
CEO



Cristina Cabañas
Guitart Hotels
President



Juan Carlos Sanjuán
Casual Hoteles
Founder & President

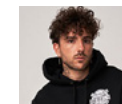
* Some keynote speakers



Jorge Marichal
CEHAT
President



Emilio Gallego
Hostelería de España
Secretary General



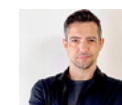
Carlos Gelabert
The Fitzgerald Founder



Ernest Laporte
El Bulli Foundation
Patron and Financial
Director



Álvaro Carrillo
ITH
Managing Director



Rafael de Jorge
Growtur
Founder



Liliana Domingo
Canaro Andorra
Serras Barcelona Housekeeping
Manager



Rodrigo Domínguez
Club Food&Beverage
Coordinator



Pablo de la Rica
AECOC
Retail & Foodservice
Knowledge Manager

* Some keynote speakers



Ongoing commitment to the sector



A sustainable event: United for sustainability

In accordance with Alimentaria & HOSTELCO's environmental commitment, this project includes a number of environmental and social sustainability measures in line with the United Nations Sustainable Development Goals (SDGs) and Agenda 2030.

- Recycling islands provided throughout the venue
- Digital press points
- Collection of tickets, lanyards and pass holders at the venue's exits
- All materials printed on recycled paper with FSC seal
- Reduction and elimination of all types of single-use plastics throughout the site
- Provision of a tool to offset the CO₂ emissions caused by participation to all visitors and exhibitors
- 10% discount on public transport throughout the city
- Innoval, the showcase for the most innovative products, presents a new sustainable product award category.

Banco de los Alimentos

Partnership with the Banc dels Aliments food bank foundation to fight food waste and recover surplus food from the event



Ecovidrio

We work with Ecovidrio to collect and manage glass waste.



#Unitedforsustainability Exhibit

An exhibition debuted in Hall 7 of Restaurama showcasing a selection of best practices in sustainability from Alimentaria & HOSTELCO exhibitors and key stakeholders in the sector.

Businesses with Sustainability Initiatives

Acknowledgement of the value and innovation of sustainability initiatives submitted by exhibitors. This award was given to 33 participating companies.

#unitedforsustainability



Companies with sustainability initiatives

**ACEITES
GARCÍA DE LA CRUZ**

AINIA

ALIMENTOS SANYGRAN SL

ARGAL

ARROYABE

**BRAINCOOKING
VEGAN FOOD DISTRIBUTION**

CAMPOS-SALICA

CAN GARRIGA

**CARAMELOS
EL CASERIO**

CONCA ORGANICS

CONTITAL SRL

**COSTA BRAVA
MEDITERRANEAN FOODS**

DELICASS

DISEÑOS NT

EL POZO ALIMENTACIÓN SA

EMBUTIDOS MONELLS SA

FLAX & KALE

BALFEGÓ GROUP

**APEX GROUP
APERITIVOS Y
EXTRUSIONADOS SA**

UVESA GROUP

**HAPPYAGUA BY
GRUPAGUA PWG**

HOBART GMBH

HORT DEL SILENCI

IBERITAL

IDILIAFOODS SL

**LA ESTRELLA
DEL JAMÓN**

MERCABARNA

NOEL ALIMENTARIA

OVOPLUS

**PRODUCTOS
TREVIJANO SL**

SONPURA

SPIRULINA BECAGLI

VICKY FOODS

Major media impact



+ 1,825

news items in
communications media



700

accredited reporters



+ 216

news items in
international media



**3.5 million
euros**

promotional value



350 million

potential audience



HOSTELCO networks



980
posts



750,000
impressions



218,000
interactions



Mentions



**5,600
posts**

related to the event



1,600

people posted about
the event



4 million
people reached



24 million
impacts

The sector's key stakeholders support HOSTELCO

Co-organiser



Strategic partners



Partners



Media Partners



SEE YOU IN 2024

HOSTELCO 2024

We look forward to seeing you at the next show!

