

# Host 2011: Hotel Industry and Spas in Italy

**Host 2011, 21–25 October, Milano, Italy**

According to Eurostat, Italy is the European country with the most hotel rooms and beds and is second only to Spain in the number of bookings made, with 237.7 million in 2009 compared to Spain's 251.1 million. Germany is in third place (215.6 million), followed by France (191.2 million) and by the United Kingdom (169.6 million).



Germany's third place is due to the great strength of its domestic market, amounting to a share of about 80%, while in Spain the international clientele prevails (56.4% of the total); the international hotel guests are also significant in Italy (43.0%).

For some time now, one of the services that customers perceive as conferring plenty of status to hotel structures is wellness, so much so that hospitality and wellness are now practically inseparable sectors: the wellness and beauty dimension, always present in the daily routine of consumers, has also changed the habits of hotel clientele, who now expect offers to include the holistic relaxation of mind and body as part of the hotel and resort facilities.

The recovery of the hotel industry, documented by recent Federalberghi data, is a proof of the vitality of a sector seeking new ideas: compared to the same period in 2009, the increase in the number of tourists and hotels registered actually shows a significant confirmation of a trend that seems to be set on the

road to recovery for Italian accommodation enterprises. The figures show a 3.7% increase in bookings in October amongst Italians and foreigners (compared to October 2009), which brings the overall result from January to October (compared to January–October 2009) to a 0.5% increase in the annual rate of presences.

Host 2011, the international exhibition of the hospitality industry (at fieramilano from 21 to 25 October 2011) offers itself as a tool at the service of the sector recovery, to give all business operators innovative solutions and new business ideas. At Hotel & Spa Emotion, one of the specialized events at Host, you can find versatile and eco-compatible products and techniques to install avant-garde technologies in every space, like the compact cabins for saunas, or the futuristic sensory showers, or exclusive ideas and services to pamper customers.



Design, in particular Made in Italy style, will find the right spaces thanks to Hotel and Spa Design 2011; this show is organised by My Exhibition and is a reconstruction of an entire hotel inside the exhibition centre, so the hotel industry can have hands-on experience of the most innovative technologies, interior design finishes, hotel, bathroom, spa centre, conference centre designs by prominent names in hotel architecture and design.

Inspired and requested by the companies showing great interest in the event, this increasingly internationalised show extends its exhibition offer with exclusive dedicated layouts.

Host launches two important new projects focusing on excellences in applied design for the hotel sector, for even more efficient synergy between the various sectors represented.

The idea linking them is to provide unified visibility for those companies whose design content shows strong research and innovation, making it easier for buyers to find their way around the show.

In addition to creating interesting visit for buyers, grouping stands by carefully selected businesses is also an opportunity for these very exhibitors to create a sort of laboratory of new products and services, directly comparing ideas and cultures, moving ahead in continual, improved harmony with client needs.



The Contract Excellence project is a space for companies showing top-of-the-range products thought up for comfortable unique settings, both inside and outside hotels and high-level hospitality structures. This area will be divided into real settings that highlight product features.

The Table's Excellence project is based on the idea of “taste” as a dimension that starts with a beautifully laid table. This will bring together those products that offer innovation capable of “adding beautiful flavour” to restaurants and eating places and, in general, to food presentation.

These two dimensions join that of Spa, the lively variegated world where avant-garde facilities and services can make all the difference for a hotel or resort.

In addition to Hotel & Spa Emotion, at Host 2011 business operators can also get to know all the news in the many hospitality and restaurant sectors thanks to the six theme areas, which cover the three market

segments of the HoReCa industry, with the aim of maximising the potential of related sectors: Food service equipment and Pane Pizza Pasta; Bar/Coffee machines; Ice-cream & Confectionery and Coffee.

Furthermore, to ensure that these business opportunities are not restricted to the exhibition period alone, Host launches the brand new online service of Host Click, already accessible from the website [www.host.fieramilano.it](http://www.host.fieramilano.it) and designed to become a privileged entrance into the complex world of the Hospitality and Food Service industry – 24/24 and 365/365.

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