

SIA GUEST THE HOTEL TRADE'S "HOME" GOES FROM STRENGTH TO STRENGTH

Innovation, internationality, academic training and very high profile visitors. These are the key points that distinguished the 61st edition of Sia Guest International Hospitality Exhibition organized by Rimini Fiera with the sponsorship of Federalberghi and AIPI Italian Association of Interior Designers, held from 26th to 29th November.

Overall, although being held in a period in which the market is in declining considerably, Sia Guest 2011 was nevertheless attended by 33,461 visitors (4% less than 2010). On the other hand, as far as foreign trade members were concerned, there was a higher figure: 3% more than twelve months ago.

In spite of a slight drop in the number of visitors, a substantial edition of Sia Guest was thus held, with high quality contents in the expo area and an extraordinary response as far as participation of managers of the most important international hotel chains,

in the supplies for hospitality facilities. Having defined our positioning, thanks to the participation of partners from the worlds of design and hotels of international importance, we are now working on complementing the expo with new ideas, because the issues of upgrading and greater energy efficiency stood out in a peremptory manner over the four days of the expo." Rimini Fiera business unit manager Simone Castelli comments, "We finished Sia Guest with renewed confidence, because as well as the considerable participation, there was also satisfaction for the business generated at the expo. The expo really is the reference point for the key players that are part of the driving force of the tourist trade, the managers of hotel chains and 4- and 5-star hotels, who found their "home" in Sia Guest, the place where the



responses to their most demanding needs are concentrated, in terms of products and services". Federalberghi's deputy vice chairman Giuseppe Roscioli said "Federalberghi

counts a lot on Sia Guest, as it is a trade fair with the same DNA as us. We are tied to Rimini Fiera by strong bonds and the event is always under the banner of new technological solutions, to help us achieve the aim of being at the top in Europe for quality and hospitality."

"This expo has accompanied our town's resurrection after the tremendous Second World War," explained Andrea Gnassi, the Mayor of Rimini "managing to make it a real tourist capital. It now represents a reference point for new goals: environment quality and modernization of hospitality facilities. Without these horizons and these results it is impossible to face the competition on the international markets."

THE LAYOUT

Sia Guest 2011, which occupied eight halls in the west wing of the expo centre, highlighted the proposals of 600 companies from the hotel supply world, with a great accent on innovation and design, showcase for international excellence in these sectors and a source of suggestions and ideas for trade members on the development trends the hospitality industry will have in coming years. The key players in the expo area were enterprises in Furniture and Decor, Contract, Bathrooms and Wellness,



Italian and international hospitality facilities and the most accredited designers was concerned.

All the surveys, from the various sources, confirm this: tourist flow continues to grow even in a difficult economic context and rewards the high end of the hotel market, 4 and 5 star establishments on all continents. The key players of this area of the market have chosen Sia Guest as their expo "home". Concrete signs that enable Rimini Fiera to say that Sia Guest 2011 offered a very convincing response to a market that is suffering and looking to latch on to growing markets. Sia Guest therefore hosted an exceptional range of visitors. These included top grade exponents of management luxury hotel chains.

STATEMENTS

Rimini Fiera chairman Lorenzo Cagnoni, states, "Sia Guest is the only Italian expo that is so strongly oriented towards innovation

Interdecò, Equipment and systems for Foodservice, Technology and Services, Hotellerie.

EVENTS

Two events played a particularly important role at Sia Guest 2011. The conference "From hotel restaurants to restaurants in hotels", at which there were very high-level discussions on how to transform a service into a new resource. Another key event was the inaugural conference promoted by Federalberghi on the topic of Fire prevention in hotels. A very topical issue, commented from the point of view of hotel owners with Giuseppe Roscioli, deputy vice chairman of Federalberghi and of the fire brigade, with speeches by Dino Poggiali, (Provincial Commander, Rimini Fire Corps) as well as Fabio Dattilo (central executive, National Fire Corps). On the opening day of Sia Guest 2011 Federalberghi also announced the figures on the trends in Italian hotel tourism in the first ten months of the year: a 2.6% rise in tourists, with Italians up 1.3% and foreigners 5.4%. There were positive results for employment, with a 0.1% rise, between employees with a permanent contract and those with a fixed-term contract.

INTERNATIONALITY

The 61st Sia Guest offered concrete business opportunities for exhibiting firms, thanks also to the presence of foreign buyers in the halls, key players of one to one meetings scheduled on the eve of the expo. The carefully selected buyers were from Germany, France, Turkey, Russia, Ukraine, Poland, the Czech Republic and the Balkan area. Another important event during Sia Guest was that promoted by Rimini Chamber of Commerce. i.e. two days of business meetings between local companies and potential clients, suppliers, commercial or industrial partners from the Homes-Construction sectors in Brazil, India, EAU, Saudi Arabia, Kuwait, Oman and Qatar.

NEW TRENDS

The Sia Trend hall, dedicated to innovation, hosted the outstanding 100% Hotel,



an exhibition-event conceived by CODE with the patronage of Apulia Regional Government and designed by Studio Gritti Rollo. An exhibition dedicated to what travellers note when they enter hotels, when guests have an initial impression of the local area's identity. Eight real-life installations by the same number of design and interior design studios: Studio di architettura Luca Scacchetti, De-Signum Studio Lab, Studio Bizarro & Partners, Studio De Ponte DPSA+D, Roberto Semprini. Another "must" for visitors was the experimental exhibition proposed in an area of 1,200 m² by architect Simone Micheli. High altitude Hotels, with the patronage of Federalberghi, Town Council of Asiago, AMSI (Association of Italian Ski Instructors) and Italia Turismo, presented an effective full-scale simulation of a real oasis for nature lovers who do not intend missing out on comfort; a hotel able to host winter sports buffs.

Plus, in the I Love my Wellness area, The Wine SPACe exhibition promoted and coordinated the magazine Wellness Design, in which the personality of wine is interpreted and represented by means of the spatial language typical of architects. Green Life Hotel (concept by architect. Elisabetta Motta and architect Silvia Bruseghin) highlighted ideas for sustainability in hotels, such as Green Room (Studio Menichini). Hotel Spa Design proposed Love suite love, a project by Pietro Gaeta's Now Architecture and Design Lab for a designer suite and Hotel Restaurants showcased innovative ideas for food & beverage areas in hotels, designed by (architect Alessio Cuzzolin - A70 Laboratorio di progettazione-Studio di architettura).

The appointment with the 62nd edition of Sia Guest is from November 24th to 27th 2012. ●

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