

EQUIPHOTEL 2022: Conscious Hospitality 6-10 November - Paris Porte de Versailles

EquipHotel is returning and will take place **from 6 to 10 November 2022 in Paris, at Porte de Versailles.**

As the leading international BtoB tradeshow for hotel and restaurant professionals, **EquipHotel** showcases the latest innovations, products and services from over 1,200 French and international exhibitors. For 5 days, professionals from the hospitality industry will be able to meet, discover a wide range of practical and concrete solutions, talk with new suppliers and find out more about the sector through conference sessions, workshops, master classes, competitions, displays, experiences and more.

For this latest edition, **EquipHotel** is focusing on **conscious hospitality**. Hotel and restaurant guests want to feel reassured, stay connected while getting a change of scenery, and enjoy sustainable and responsible services. People are looking for more environmentally friendly dynamics. Local food and activities, slow tech and slow living, energy saving and soft mobility approaches are new assets for establishments where the guest experience is everything.

The employee experience is also becoming a priority. Attractiveness, team spirit, inclusion, and employee retention are at the heart of a hotel or restaurant's organisation. *"Society is evolving. So are behaviours and jobs. We need to adapt. This November, **EquipHotel** will therefore increase the number of discussions and perspectives from experts to help hotel and restaurant professionals anticipate these changes, handle them and overcome them,"* explains **Béatrice Gravier**, Director of the show and of the Hospitality & Food division at RX France.

Living spaces

Conscious hospitality means designing establishments in a new way, right from when very first stone is laid or the start of renovations. *"In 2022, hotels and restaurants are becoming living spaces,"* says Béatrice Gravier. "Spaces" is in the plural because guests are expecting professionals to provide them not just with spaces to sleep, have lunch or dinner, but also to work, hold meetings, create, relax, have fun, unwind, and immerse themselves in the local culture or natural environment.

Once again, hotel and restaurant professionals need to be versatile, skilful, flexible, and even reinvent themselves to better adapt to customers with a range of backgrounds, tastes and needs. These are customers who might order a takeaway hamburger, reserve an "economy" room for business travel and then treat themselves to a gourmet restaurant and weekend at a chic hotel with sea views, all in the same week.

Five themes

For this new edition, **EquipHotel** is going to apply the concept of different living spaces through five “responsible themes”: sustainability, attractiveness, digital technologies, design and well-being. These aspects are essential in enabling establishments to position themselves on the market, set themselves apart from their competitors and leave an impression on their customers to stand out from the rest.

1 / PLANNING FOR THE LONG TERM AND SUSTAINABILITY

Good and better for the best

Social responsibility and sustainable development mean looking at hospitality differently. It's another way of designing projects, managing worksites, organising teams and making establishments more dynamic by focusing on local approaches, farm-to-table or short supply chains and upcycling. Everyone comes out a winner: hotel and restaurant professionals, their employees, customers, suppliers and the environment.

2 / MAKING BUSINESSES MORE ATTRACTIVE

Recruiting and retaining staff: major challenges and feedback

Initial and continuing training, flexible working hours, incentive-based pay schemes, profit-sharing, recognition and other ways of rewarding know-how are all effective tools and arguments for attracting young talent and retaining experienced staff.

3 / KEEPING A HUMAN FACE ON DIGITAL TECHNOLOGIES

Handling, rolling out and enjoying the benefits of digital tools

There are many digital applications and solutions out there to simplify the day-to-day operations of hotel and restaurant professionals, but they can also be used to improve performance and the market position of establishments. When it comes to customer/guest services, technology is the key to hybrid and coworking spaces. However going digital does not mean eliminating the human relationship. It's quite the opposite. The two go hand in hand.

4 / MAKING GREAT THINGS WITH GOOD PRACTICES

Layout, design and decorating in the age of “care”

In 2022, luxury equates with space, comfort, time, silence and nature. It's a world where art and artisanship have their place, to express the beauty of craftsmanship, the subtlety of know-how, and the importance of passing on tradition, all while protecting the environment.

5 / FOCUSING ON SELF-CARE

Well-being is at the heart of hospitality

Encouraging the desire for nature and fresh air for a clientele looking for a break from the hustle and bustle of the big city has turned into a new craze for spas, thalassotherapy, thermal baths, yoga retreats, and cocooning. People want to get away without being cut off from others, and feel like they are escaping from it all to find themselves in an intimate setting.

About EquipHotel

EquipHotel is an event organised by RX France, a leading professional tradeshow organiser. EquipHotel Paris is the go-to B2B event for the hospitality industry. Every two years, it hosts over 1,200 exhibiting companies (including 40% from outside France) in Paris around 5 major sectors: food service, design, well-being, technology & services. Its unique approach makes it the most comprehensive international trade show in the hotel and restaurant industry. It showcases the sector's leading French and international companies, as well as the newest and most innovative companies in the hospitality sector. The event attracts 113,000 HORECA decision-makers, including chefs, restaurant industry professionals, hotel managers, architects, decorators, investors, café and bar professionals, local government administrators, design engineers and fitters. Over the course of the 5-day event, these professionals have the opportunity to meet a range of suppliers and discover their latest products and solutions. EquipHotel is also a hub for hospitality trends and innovations. Pop-up restaurants and hotels, showrooms, studios, conference sessions, master classes and renowned competitions are organised by the sector's best architects and experts.

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www.equiphotel.com

About RX France

RX works to support the development of companies, communities and individuals. We combine the impact of in-person events with digital products and data to help our customers understand markets, find products and complete transactions with over 400 events in 22 countries and 43 business sectors.

RX France, the French subsidiary of RX, organises the leading in-person, digital and hybrid events in around twenty different markets. RX France's most prominent key national and international trade shows include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo and many others. Our events take place in France, China, India, Italy, Mexico, Russia and the United States.

RX is committed to making a positive impact on society and creating an inclusive working environment for all our employees.

RX is part of RELX, a global provider of information and data-driven analysis and decision-making tools for business customers.

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