



STARTUPS INNOVATION DRIVING PERFORMANCE

From 2 to 5 November 2026 at Paris Expo Porte de Versailles, EquipHotel, the leading international trade show for hotel and restaurant professionals, will spotlight startups reshaping the sector. As drivers of change, they help businesses address challenges in performance, guest experience, team management, events and environmental transition.

Tools to manage hospitality businesses

From optimising bookings and managing teams to improving quality and driving revenue, startups are developing increasingly effective solutions to simplify the daily work of hoteliers and restaurateurs.

Point Audit turns quality management into a driver of guest experience, while Ragencia, Geoffr.AI and Resavoice offer smart booking and reception solutions available around the clock in multiple languages. SafouAI uses artificial intelligence to optimise businesses' revenue.



© Resavoice

Better support for teams

Because service quality depends above all on employees, several startups are innovating to strengthen engagement and develop team skills.

Make Me Glow Hospitality combines mystery guest visits, continuous training and conversational artificial intelligence to improve employee performance over the long term. DailyBird makes communication easier among frontline teams, while ReVoice automatically turns meetings into action plans and useful knowledge within business tools.

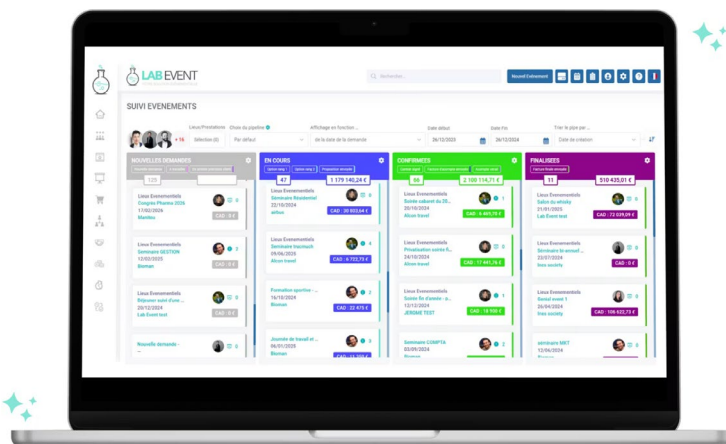
Stand out through brand identity and guest experience

In a highly competitive market, startups also help businesses develop strategies to set themselves apart.

Cilantro and Peek'in help hospitality professionals build a strong brand identity, refine their positioning and enrich the guest experience through innovative, personalised approaches.

Simplify event management

Events are a major driver of appeal for hospitality businesses. Lab Event addresses this need with a CRM solution for managing events from planning through delivery.



© Lab Event

Accelerate the environmental transition

Startups also play a key role in making the sector more sustainable. Eco One helps businesses make responsible purchasing choices, CircularPlace promotes the reuse of professional equipment, and Le Bon Tuyau develops solutions that significantly reduce hotels' energy consumption.



© Studio Madeleine / Le Bon Tuyau

Artificial intelligence as an accelerator of innovation

From bookings, guest relations and marketing to data analysis and task automation, artificial intelligence is becoming a major driver of performance in hospitality.

Startups such as Make Me Glow Hospitality, Resavoice, ReVoice and SafouAI illustrate this shift by developing solutions that improve both operational efficiency and the guest experience.

According to a 2025 survey of more than 1,500 European hotels conducted by HES-SO Valais-Wallis, 68% of hoteliers consider AI useful for booking management, 62% for marketing, 51% for guest relations and 49% for data analysis.

At EquipHotel 2026, these young companies will show that innovation has become a genuine competitive advantage for hotel and restaurant professionals.

About EquipHotel

EquipHotel is an event organised by RX France, a leader in the organisation of trade shows. Held every two years in Paris, EquipHotel Paris is the leading B2B meeting place for the hospitality sector. The event brings together more than 1,200 exhibiting companies, 30% of them from outside France, across four major sectors: Tech & Services, Wellbeing, Design and Foodservice.

Its offering is the most comprehensive among international hotel and restaurant trade shows. It showcases leading French and international companies alongside innovative young businesses designing tomorrow's hotel and restaurant experiences. The event attracts 80,000 hospitality and foodservice decision makers, including chefs, restaurateurs, hoteliers, architects, interior designers, investors, café and bar operators, institutional catering managers, design consultants and installers.

Over four days, these professionals can meet new suppliers and discover their latest products and services. EquipHotel is also a hub for hospitality trends and innovation, with conferences, masterclasses and inspiration spaces created by leading architects and experts.

EquipHotel 2 to 5 November 2026

www.equiphotel.com

About RX

RX helps businesses, communities and individuals grow. We combine the power of face-to-face events with data and digital products that help customers understand markets, source products and complete transactions across more than 400 events in 22 countries and 43 industry sectors.

RX France organises leading in-person, digital and hybrid events across around fifteen markets. Its flagship events, widely recognised in France and internationally, include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet* and many others. Our events take place in France, Hong Kong, Italy, Mexico and the United States.

RX is committed to making a positive impact on society and creating an inclusive working environment for all its employees. RX is part of RELX, a global provider of information-based analytics and decision tools for professional customers.

www.rxglobal.com

* Organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France.

Press contacts

Pascale Venot Press Office

Emma Galizzi

emmagalizzi@pascalevenot.fr

+33 6 30 89 19 07

Nathalie Arnal

nathalie@pascalevenot.fr

+33 6 07 01 48 24