

Press Release

INTERNORGA 2026: making digitalisation a force for success

Hamburg, 22 January 2026 – Digital solutions, especially AI, are the most effective lever available to overcome current and future challenges in the catering and hotel industry. They can assist with skills shortages, rising costs, sustainability, maintaining efficiency and creating personalised guest experiences, among other things. However, the potential remains untapped in many areas. From 13 to 17 March 2026, INTERNORGA will demonstrate how digital innovations are making businesses fit for the future. More than 100 exhibitors will present the latest practical solutions for the hospitality and foodservice sectors in the Digital Applications exhibition area and the AI AREA.

Untapped potential

AI is currently one of the most important areas of investment in the hotel and catering industry. The figures speak for themselves: 78% of hotel chains already use AI solutions, and 89% are planning to expand their use within the next one to two years¹. The need for guidance, know-how, exchange of experiences and practical solutions is greater than ever. The **AI AREA** at INTERNORGA 2026 provides answers, brings innovative AI companies together in one place and also offers a platform for startups. Whether it's demand forecasting, automated guest communication, revenue management or process optimisation, exhibitors such as **Foodforecast Technologies GmbH**, **FoodNotify GmbH**, **chatlyn GmbH**, **RechnungsWächter GmbH** and **Menoovo GmbH** will be demonstrating live at the trade fair how AI makes businesses more efficient, optimises staff deployment and personalises the guest experience, and will be available to answer any questions. 'In foodservice, every hour can determine revenue or waste. AI helps businesses manage their production more precisely – more efficiently, with less waste, and without compromising on quality and freshness. At INTERNORGA, we show how this works in practice,' says **Justus Lauten**, CEO of **Foodforecast Technologies GmbH**.

Faster, contactless, cost-efficient

Guests nowadays expect fast, digital payment options. That is why, in addition to AI solutions, the focus will also be on self-service and payment innovations at INTERNORGA 2026. They benefit the industry, as they increase service quality and staff efficiency. Current market analyses confirm the ongoing transformation.² Embedded finance and cashless payment methods, including self-service kiosks, are also gaining in importance and are already an integral part of operations in many places.

¹ h2c AI & Automation Study, <https://h2c.de/de/work/marktforschung/2025-ai-automation-study/>, accessed 12.12.2025

² Payment trends 2025, <https://www.e-commerce-magazin.de/payment-trends-2025-die-zukunft-des-digitalen-bezahlens-a-25a72cc5a38402b1f0c5efb006550d18/>, accessed 12.12.2025

Leading companies represented at the trade fair in Hamburg in March 2026 will be presenting how service processes can be digitally optimised. Exhibitors such as **Lightspeed POS Germany GmbH** will be demonstrating how an intuitive POS system that combines orders, payments, inventory management and reporting in a single solution works. **Zenchef B.V.** will showcase a comprehensive platform for table reservations and online orders that allows centralised control of all guest management. **OpenTable GmbH** will be among those presenting how capacity utilisation can be better planned and visibility for potential guests increased. **DELIVERECT NV** will show visitors how to successfully integrate delivery services into smooth online order management.

The basis for future viability

As networked platforms, corporate performance management (CPM) systems form the basis for automation, personalisation and efficient processes. According to a recent market analysis of hotel and hospitality management software,³ software-as-a-service (SaaS) solutions in particular are demonstrating dynamic growth in this context. INTERNORGA 2026 will demonstrate in a highly practical way how networked hotel software and cloud-based POS systems make both small and large businesses more efficient and future-proof: companies such as **Mews Systems GmbH** will be presenting cloud-based hospitality platforms that combine reservations, check-in, housekeeping and payment processes and are also suitable for hotels with restaurants. Among other insights, **vioma GmbH** will demonstrate the advantages, particularly in online sales, offered by combining booking, guest communication and review management. **Vectron Systems AG** offers POS systems with powerful back-office connectivity that are suitable for businesses with high transaction volumes. At **3POS GmbH**, smaller companies will also find compact, easy-to-use POS systems for efficient day-to-day business.

INTERNORGA is a trendsetting platform that brings together ideas, people and technologies and will show more clearly than ever in 2026 that the future of the industry is digital and networked. Tickets for the trade fair are already available. Single-day and multi-day tickets can be purchased in the online ticket shop now: <https://www.internorga.com/en/exhibit-visit/visit/tickets>.

About INTERNORGA

INTERNORGA is the Global Platform for Hospitality and Foodservice. As an annual meeting place for those industries, it will take place from 13 to 17 March 2026 on the grounds of Hamburg Messe und Congress GmbH. National and international exhibitors will present their products, trends and innovations for the entire foodservice and hospitality market to trade visitors. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

³ Markt für Hotel- und Hospitality Management-Software Marktgröße und Prognose [2033], <https://www.marketgrowthreports.com/de/market-reports/hotel-and-hospitality-management-software-market-110773>, accessed 12.12.2025

Further information can be found on the website www.internorga.com and on the INTERNORGA [LinkedIn](#), [Instagram](#), [YouTube](#) and [Facebook](#) social media channels.

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