

## Press Release

### Individuality is the key to success: the current trends in the hotel sector on show at INTERNORGA

Hamburg, 16 January 2023. First impressions count – and that is certainly true when it comes to staying at a hotel. Nowadays, recognition value is a more important factor in the success of hotels and restaurants than ever before. The hospitality sector has an ever-growing range of methods to put its best foot forward. A winner with guests can be extravagant furnishings and elaborate displays of greenery, eye-catching works of art or tableware or a unique ambience. The trends of tomorrow in the field of interior and outdoor design will be on display for visitors to INTERNORGA in Hamburg from 10 to 14 March 2023. The leading trade fair for the entire foodservice and hospitality market will provide exciting new ideas when it comes to trendsetting themes and styles for furnishings and fittings.

‘Standing out from the crowd is key for any business that wants to get ahead of the competition when it comes to attracting guests. That makes having your finger on the pulse in terms of interior and exterior design all the more important. INTERNORGA is the home of trends in that sector, and this year it will bring together a wide range of exhibitors and the latest products once again. Furthermore, we will provide responses to the questions that people want to be answered, and offer the ideal opportunity for visitors to make new discoveries and network with each other,’ says **Claudia Johannsen**, Division Manager at Hamburg Messe und Congress.

#### **INTERNORGA brings together indoor and outdoor product innovations for the hospitality sector**

The ‘Restaurant and Hotel Facilities’ exhibition area covers the entire range of furnishing concepts – from lighting and furniture to the latest tableware products, such as porcelain, glassware and cutlery, and high-quality textiles for all kinds of interior design. Well-known exhibitors like Villeroy & Boch AG, JAB Josef Anstoetz KG, Deeken raumconzepte GmbH & Co. KG and MBM Münchener Boulevard Möbel GmbH will be presenting their new products and providing visitors with detailed advice on their furnishings and fittings.

Al fresco gastronomy and outdoor areas are other important elements in the hospitality sector, and INTERNORGA 2023 will feature a wide variety of relevant trends and innovations. With patio heaters, functional lighting, stylish furniture and protection against all kinds of weather, the ‘Restaurant and Hotel Facilities’ exhibition area will be the perfect place to discover fresh concepts for restaurant and hotel terraces, gardens and similar areas.

In addition, this year's trade fair will see the return of one of its most eye-catching crowd-pullers: the huge Skywalk Table on the glass bridge between Halls A1 and B1. At around 40 metres, not only is it most likely Hamburg's longest laid table, but also a popular place to find inspiration for innovative tableware concepts.

### **New concepts to promote useful exchange within the sector**

As always, this year's INTERNORGA is not only focused on a huge variety of products, but also on opportunities for networking within the hospitality sector. In that context, the trade fair is offering some new formats, such as the INTERNORGA Open Stage, where the most pressing subjects for the industry are brought to the table in the form of short talks and workshops. Everything from digitisation and robotics to trends in food or furnishings, as well as the major issue of staff shortages and recruitment processes, will be covered there.

### **About INTERNORGA**

INTERNORGA is the leading international trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 10 to 14 March 2023 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.

Further information can be found on the website <https://www.internorga.com/> and on the INTERNORGA LinkedIn, Instagram and Facebook social media channels.



Press material for download: <https://hmc.canto.de/b/NI8PF>

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