

## EQUIPHOTEL 2024: REASSERTING THE TRADE SHOW'S MOVE UPMARKET

EquipHotel is the international event for the hotel and foodservice industry, and a **leading event in the hospitality sector**, organised by RX France. This year's event has just come to a close in Paris, Porte de Versailles, from 3 to 7 November 2024, on the theme of **"Time to Dare!"** This year, it welcomed **1,200 exhibitors** and some **80,000 professionals over 5 days**. Targeted profiles came to find a wide range of solutions, ideas, advice and sources of inspiration, from industry suppliers, through the original experiential spaces, or at the hundred or so conference sessions and events scheduled.



*"Since EquipHotel 2022, we've been doing all we can to move the trade show upmarket. We attract an audience of hospitality professionals involved in projects to open, create or renovate establishments. These visitors are looking for practical and technical information, new products and, above all, innovations to meet today's challenges of attractiveness, positioning, performance and profitability",* said **Béatrice Gravier, directrice d'EquipHotel.**

### Professionals out in force

**80,000 participants** over 5 days.

**15% international visitors** from 114 countries.

**Top 5 countries outside France** : Belgium, Italy, Spain, Switzerland, Germany



Opening conference Grande Scène

## SATISFIED EXHIBITORS

Exhibitors praised the quality of the visitor profiles, who were mainly project managers and decision-makers. “Coming to EquipHotel this year has raised our **profile**. We also confirmed that our offer of products and services was relevant to the hospitality market.” said Thomas Liault, Product and Innovation Manager at Meubles Celio, who was delighted with EquipHotel 2024. And for good reason: “We secured a number of meetings to fit out the rooms of several hotels.” Nathalie Kuhn, Product Manager at Ada Cosmetics, was equally **enthusiastic**, with 110 people visiting the cosmetics brand’s stand every day. The brand also won a prize at the **Innovation Awards** for its hygienic single-material pump. Isabelle Viale, Marketing Director of Septeo’s hospitality division, also noted the **high-quality visitors**. “We had a lot of visitors to our stand, with even more project managers than in 2022. **The decision-makers were there**. In 4 days, we had already made some 350 contacts, all linked to clearly identified projects.” Maxime Dittlo, Managing Director of Orfèvrerie Royale, who has already booked a stand for EquipHotel 2026.

### international position

**1,200 exhibitors** at EquipHotel 2024.

**40% international exhibitors** from 40 countries.

**Top 5 countries** represented Italy, Spain, Belgium, Greece and Portugal.

## TOP-LEVEL EXPERTS

Hotel group bosses, Michelin-starred chefs, directors of prestigious schools, along with investors, politicians, union bosses, furniture manufacturers, architects, interior designers and more contributed their expertise to the hundred or so conference sessions throughout the 5 days of EquipHotel 2024.

**Jean-Baptiste Lemoyne**, Senator for Yonne and former Minister for SMEs, discussed the challenges facing the sector, with **Thierry Marx**, President of Umih (French union of hospitality trades and industries), and **Catherine Quérard**, Head of GHR (group of hotels and restaurants in France). **Marina Ferrari**, Minister for the Tourism Economy, met with professionals. There were many opportunities to talk about short supply chains, “made in France”, CSR, attractiveness, the 4-day week, training, teaching, inclusion, and more.

The 7th **La Fabrique du Tourisme\***, sponsored this year by **Nicolas Dufourcq**, CEO of Bpifrance, and its organisers focused on AI and its consequences for the hospitality sector.

At the Hospitality Brain-trusts organised by MKG Consulting, **Georges Sampeur**, Senior Manager at Financière Gaspard, stressed that the quest for profitability must be combined with “a sincere human connection”. **Serge Trigano**, Co-Founder of the Mama Shelter group, pointed out that F&B can become “a driver of attractiveness and value creation”.

\* A shared think tank created by Bpifrance, MKG Consulting and Extendam.

## NEXT EVENT IN NOVEMBER 2026

Until 2026, head to **equiphotel.com** to find all the conference sessions and experiential spaces at EquipHotel 2024 - including “La Collab” between Ameublement Français and the OKKO Hotels group, focusing on co-design and eco-design.

### About RX

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com).

RX France creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet\*... and many more. RX France’s events take place in France, Hong Kong, Italy and Mexico. For more information, visit [www.rxglobal.fr](http://www.rxglobal.fr)

\*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

### About RELX

RELX is a global provider of information-based analytics and decision tools for professional and business customers. RELX serves customers in more than 180 countries and has offices in about 40 countries. It employs more than 36,000 people over 40% of whom are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York stock exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX.

\*Note: Current market capitalisation can be found at <http://www.relx.com/investors>

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