

Press Release

Individual and sustainable: find inspiration for modern hotel concepts at INTERNORGA

Hamburg, 10 January 2020 – The German hotel industry is booming: the sector recorded more than 477 million overnight stays in 2018¹ – 18 million more than the previous year. Hoteliers who want to succeed in this dynamic competitive environment gather information about individual solutions that suit their requirements at INTERNORGA, the leading international trade show for foodservice and hospitality. In the Hamburg Messe trade show halls B5 and B7, industry visitors are given a unique insight into fashionable interior and equipment trends and concepts, as well as digital solutions, specially tailored to the hotel industry. The focus is just as much on relevant key developments and their influence on the hotel industry as it is on the requirements of different guest types and potential for optimisation in hotel operation. New, future-oriented solutions for the areas of hotel rooms, lobbies, reception areas, restaurants, conference areas and wellness are presented, bearing in mind technological innovations and both economic and ecological points of view.

Naturalness meets style

“My hotel, my values”: sustainable business and responsible use of natural resources are increasingly being reflected in guest expectations. That means native woods and natural materials are in demand when it comes to interior design. They offer lots of potential for combining design and homeliness. “A well-designed hotel doesn’t look like a hotel. The public areas are more reminiscent of a club or a living room. The guest rooms are relaxed safe havens,” says Corinna Kretschmar-Joehnk, Managing Director of the well-known interior architecture and design studio JOI-Design. Natural stone elements on the walls, bedding made of organic cotton and lamps made from recycled wine bottles create a warm and cosy atmosphere and prove that the subject of sustainability has long since become relevant in the hotel industry. Round, organic shapes and clean, natural colours such as beige, khaki, camel, brown and grey are also very popular.

“As the only international trade show for the restaurant and hotel industries in Germany, INTERNORGA offers a comprehensive overview of all current trends and developments. The new developments exhibited in halls B5 and B7 illustrate hotel trends from interiors to tabletops. Alongside design topics and aspects of sustainable resource management,

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<https://de.statista.com/statistik/daten/studie/29514/umfrage/gaesteuebernachtungen-in-deutschland-seit-1992/>

industry visitors to the trade show will once again find diverse digital concepts and solutions," explains Claudia Johannsen, Division Manager at Hamburg Messe und Congress GmbH.

Guests like things digital

Changes in guest behaviour require a fundamental rethink of numerous services and create new customer experiences. That means the millennial generation and Generation Z expect novel services that require a reaction on the part of the hotel industry. As well as sustainable strategies, diverse digital solutions are in demand. The business guest lives and works at the same time and wants to combine the two these days. "Guests at least want to have the choice whether they take part in social life in the lobby/lounge/bar/bistro zone, which should be as open as possible, or if they want to switch off in their room. If the business guest has work to do, in future they will probably do so in the lobby: not in the Business Centre, which will have ceased to exist, but relaxed, with their laptop on their knees and a cool drink from the bar in hand," Corinna Kretschmar-Joehnk continues.

Digitisation is still an important topic and driver in the industry and is changing the foodservice and hospitality market in the long term. Claudia Johannsen is convinced that "in order to remain viable in future, hoteliers need to not only consider the digital possibilities for their business, but to innovate". Innovative technologies and networked devices that provide added value for guests play a central role in this. This includes pre-ordering and prepayment of services, as well as mobile payments. In rooms, blinds, lights and air conditioning can be operated via app on the guest's smartphone or with the help of AI-controlled voice assistants. Furthermore, many processes can be networked with digital devices and designed more efficiently. "I am very happy that we have again succeeded in attracting a wide variety of suppliers from the digital sector to the first INTERNORGA of the new decade. That allows us to provide our industry visitors with a comprehensive overview of the market and important guidance", Claudia Johannsen says with excitement.

Inspiration for natural and inviting space and design concepts, interior design trends and digital solutions for both boutique hotels and major hotel chains are waiting to be discovered at INTERNORGA from 13 to 17 March 2020.

About INTERNORGA

INTERNORGA is the leading trade fair for hotels, restaurants, bakery and confectionery. It has more than 1,300 exhibitors from Germany and abroad and over 95,000 trade visitors. It showcases products, innovations, trends and innovations plus digital innovations for the whole of the food service and hospitality market. The trade show is accompanied by

international conferences, an extensive supporting programme, and innovative industry competitions.

For more information on INTERNORGA 2020, see the [website](#) and social media:



Contact INTERNORGA

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