

Hospitality

## InteriHOTEL, organised by CENFIM, brings together 4,000 professionals from the contract-hospitality sector

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*Organized by CENFIM, the upcoming edition of InteriHOTEL Barcelona will showcase 200 exhibiting brands specializing in the hotel contract and interior design sector.*



BARCELONA, SPAIN - **InteriHOTEL**, the event specializing in hotel interior design held in Barcelona from 25th to the 27th of October, will have an exhibition area showcasing 200 brands and a series of conferences with 45 leading professionals from the contract-hospitality sector.

Organized by **CENFIM**, the upcoming edition of InteriHOTEL Barcelona will showcase 200 exhibiting brands specializing in the hotel contract and interior design sector. The event is expected to attract 4,000 professional visitors (hotel executives, architects, decorators and other opinion leaders in the field). Having firmly established its status as the leading hotel interior design event in Spain and among the most important in the sector in Europe, one of the key features of the event is the generation of business opportunities, as the main reason that a third of the professionals attend is to find suppliers for their hotel refurbishment or construction projects.

InteriHOTEL is an international event.

This edition is expected to attract twice as many foreign visitors than last year's event. Moreover, 20% of the exhibitors are international brands. Another key feature is the international mission being organized, with the participation of opinion-leading studios and top executives in the field of design specializing in international hotel chains.

### Unique sections and spaces

Exhibiting companies specialize in contract-hospitality projects. Participants include brands supplying hotel interior design products (furniture, textiles, floorings and wall coverings, outdoor furnishings, bathrooms, lighting and home automation) and companies that provide a comprehensive turnkey service.

Moreover, in the main Exhibition Area, there are five unique sections: Materials & Tech Area, a section reserved for manufacturers and distributors of technology and innovative materials for hotel interior design. This area is also the venue for Speed Talks, which are product presentations lasting 20 minutes. Meanwhile, the Experience Area is a space dedicated to invisible accessibility designed by the consultancy Ilunion Tecnología y Accesibilidad in collaboration with the Fundacion ONCE.

Another key attraction for visitors is the Design Area, which consists of three signature design spaces, with the participation of Denys & von Arend Studio, Merce Borrell and Verum Hotel Development. In addition, as in previous editions, the Lounge Area will be fitted out by leading Spanish design brands, with the collaboration of RED-AEDE.

The Knowledge Area is the venue for the presentations and discussion panels in which, this year, 45 leading national and international professionals from the contract-hospitality sector will be taking part.

International participants include guests from Mexico, the Dominican Republic, the USA, Abu Dhabi and Dubai, alongside other speakers who are leading hotel interior design professionals in the national scene.