

Beat: Travel

EQUIPHOTEL - THE HOSPITALITY & FOOD BUSINESS PLACE (November 6-10, 2022)

CONSCIOUS HOSPITALITY

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USPA NEWS - EquipHotel is the leading international trade show for professionals in the hotel and restaurant sector. It is held every two years to guide and support you in the day-to-day management of your establishment, and help you develop and fine-tune new projects.

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With hotel managers, cooks, chefs, restaurant owners, architects, designers, decorators, investors and more over 5 days to discover a wide range of product and service innovations, meet hospitality experts and professionals, and draw on a wealth of feedback.

Through conference sessions, workshops, master classes, competitions, displays and other experiential spaces, are showcased tailor-made solutions for designing the future of the hotel and restaurant industry today.

Conscious hospitality serves as a common thread for the hundred or so conference sessions scheduled for the 2022 edition of EquipHotel, giving pride of place to local and regional products and experiences, "slow tech", "slow living", energy conservation and soft mobility.

Internally, employer attractiveness, team spirit, inclusion and employee retention are the drivers behind hotel and restaurant businesses. In the end, conscious hospitality is about creating "living spaces", where people come to sleep, have lunch or dinner, but also to work, recharge their batteries, and immerse themselves in the local culture or environment.

*** EquipHotel will focus on the concept of "living spaces" through five "responsible" themes: sustainability, attractiveness, digital technologies, design and well-being.

- 1 / Planning For The Long Term And Sustainability

Social responsibility and sustainable development mean looking differently at designing projects, managing worksites, organising teams and making establishments more dynamic by focusing on local sourcing, farm-to-table or short supply chains and upcycling.

- 2 / Making Businesses More Attractive

Initial and continuing training, flexible working hours, incentive-based pay schemes, profit-sharing, recognition and other ways of rewarding know-how are all effective tools and arguments for attracting young talent and retaining experienced staff.

- 3 / Making Great Things With Good Practices

In 2022, luxury equates with space, comfort, time, silence and nature. It's a world where art and artisanship have their place, to express the beauty of craftsmanship, the subtlety of know-how, and the importance of passing on tradition, all while protecting the environment.

- 4 / Focusing On Self-Care

Responding to a clientele looking for a break from the hustle and bustle of the big city has turned into a new craze for spas, thalassotherapy, thermal baths, yoga retreats, and cocooning.

- 5 / Keeping A Human Face On Digital Technologies

Digital technologies simplify the day-to-day operations of hotel and restaurant professionals. When it comes to customer/guest services, technology is the key to hybrid and coworking spaces. However going digital does not mean eliminating human relationships. It's quite the opposite. The two go hand in hand.

*** The event brings together more than 1,200 exhibitors in four main areas: Foodservice, Design, Well-being, Technology and Services. It presents French and international companies that are leaders in their sector as well as young innovative companies.

- 1 / Food Service

New trends and habits are shaking up the way people eat in restaurants. On the one hand, delivery and "click & collect" are on the rise. On the other, carving and flambéing in front of guests are making a comeback.

The same is true for institutional catering, where people are looking to integrate organic food, experimenting with farm-to-table and short supply chains, including more vegetarian dishes and rethinking meals for the elderly. Everything is changing, including equipment, utensils, accessories, and packaging, with new innovations and increasing awareness of obsolescence and recycling issues.

- 2 / Design

Architects, designers and decorators are rethinking the way they design, build and furnish hotels and restaurants. The focus today is on responsible, sustainable and rational approaches, and there is no shortage of innovations for environmentally-friendly living, even in the city. Indoor spaces are merging with outdoor spaces, and nature is being brought into bedrooms and living rooms. Chaise longues by the pool are in. Things have changed, and so have the design rules.

- 3 / Well-Being

With spas, thalassotherapy, thermal baths, gyms, bathrooms and outdoor spaces, the wellness sector is reinventing itself. Relaxation, well-being, lightness and nature are driving offerings for a younger, working clientele. From jacuzzis to bathrooms and treatment rooms, it's all about comfort, ergonomics and soft lighting. At the same time, staff are being trained in hospitality, with closer attention to their well-being at work. Self-care is for everyone.

- 4 / Technologies & Services

Digital tools, websites, applications and social networks are all developing. It's hard to manage a business without them. They simplify the day-to-day operations of professionals, save time, and help recruit and retain customers. Experts and specialists are therefore working hard to train and inform hotel and restaurant professionals and their teams.

Turnkey solutions combining user-friendliness and performance are being offered to help professionals maximize their online presence. At the same time, hotel groups are expanding and innovative hospitality concepts are being replicated. Audit firms, banks, insurance companies and other service companies adapt, advise and help, offering precious support at a time when you need to be convincing to attract new recruits.

Source: Press Conference on October 11, 2022 @ Consulat Général d'Italie in Paris.

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