



EQUIPHOTEL
PARIS

**TIME TO
DARE!**

An event inspired by audacity
and team spirit

FROM 3 TO 7 NOVEMBER 2024

Paris Expo - Porte de Versailles

PRESS KIT
JUNE 2024



TIME TO DARE!

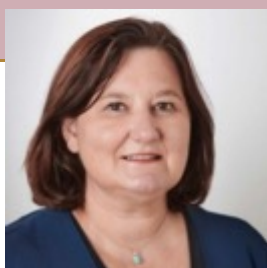
This year, EquipHotel is all about **collective audacity**, an approach that echoes the Olympic spirit of 2024 and the vitality of the hospitality sector. The hotel industry is on the rebound, with record sales, the return of international clientele, luxury establishments doing extremely well, and the success of establishments designed to help people connect with nature and themselves. Sales in the restaurant sector are also up, particularly thanks to the snack food sector. The opportunities for development are endless for hospitality professionals keen to take on new challenges, as well as those ready to invest and grow.

EquipHotel is therefore giving a voice to people who understand **Hospitality** with a capital “H”, and all the ways to receive guests and customers in 2024. This also includes **teamwork**, pooling skills and embracing diversity. In the same spirit, we’re breaking down borders, with **international programming** featuring inspiring **Design Talks** inspired by the London scene.

The 2024 edition of EquipHotel is also a showcase for everything **“Made in France”**. We’re encouraging **artisanship**, short supply chains and the support of local businesses. We’ve also decided to give a voice to **young talent**. Finally, technological innovations and **artificial intelligence** are at the heart of EquipHotel’s Main Stage.

In preparing this edition of EquipHotel, we’ve worked with two objectives in mind. The first is to give people the right keys to successfully grow their tourist establishment, both strategically and economically. The second is to bring together everyone involved in hospitality, beyond the hotel and restaurant sectors, so that together, we can achieve more, faster.

We look forward to seeing you at EquipHotel!



Béatrice Gravier

Director EquipHotel
and the Hospitality & Food Division at RX France

KEY FIGURES

HOTELS:

- **+10%** increase in accommodation sales recorded in France in 2023. This compared with an already good 2022, with +9% growth in revenue per room. In addition to this, visitor numbers continue to grow (+3%), and average prices continue to rise (+7%). Beyond the Paris 2024 Olympic Games, projections are for an increase in accommodation sales (RevPar) of +5% in Paris, +3.5% on the French Riviera and +3.7% elsewhere in France for 2024 compared to 2023.
- **63,7%**: occupancy rate for French hotels in March 2024, which is up 2.1% from 2023, 5.3% from 2022 and 7% from February 2024. The average price follows a similar trajectory, up 3.2% on 2023 and 18.6% on 2022.
- **125**: the number of new hotel projects already identified for 2026, which equates to some 16,000 rooms. In detail: over 30 projects have been identified in the Greater Paris metropolitan area and more than 1,000 rooms are expected to open in the Nice Côte d'Azur metropolitan area.

Another key figure:

- **657,000**: the number of hotel rooms as of 1 January 2024. The hotel industry accounts for 27.2% of France's total commercial accommodation capacity (excluding furnished tourist accommodation, including private rentals and bed & breakfasts). It is the second most popular form of accommodation in France, after camping (around 36% of total capacity). Apartment hotels account for over 25% of the region's tourist accommodation (in terms of number of beds), compared to 10.1% for resorts.

RESTAURANTS:

- **179,000**: the number of foodservice businesses listed in France, according to Insee. Among these establishments, 632 are Michelin star restaurants (source: Michelin - 2024).
- **487,839**: the number of jobs (full-time equivalent) in the foodservice industry in France (Insee).
- **141 millions euros**: sales in the foodservice sector in France in 2022 – up from 120 million in 2019 – (Insee).
- **16 euros**: the average restaurant bill in France in 2024. The same average bill is €23 online (source: SumUp).
- **6,449**: the number of bankruptcies in the foodservice sector 2023, An increase of 45% compared to 50% in 2022. In detail: fast-food restaurants posted a +58.5% decline and traditional restaurants +35.3% (source: Altares).

ATTRACTIVENESS OF THE HOSPITALITY SECTOR:

- **200,000**: That's how many jobs the hotel and restaurant industry is constantly short of," says Thierry Marx, President of the Union des Métiers et des Industries de l'Hôtellerie (Umih).
- **120,000 café-restaurant waiters**: café-restaurant waiters: This is first in the "Top 10" ranking of the number of job openings by trade in 2024 (source: France Travail). In the same ranking, there are openings for 110,000 kitchen helpers and multi-skilled catering staff, and almost 70,000 cooks.

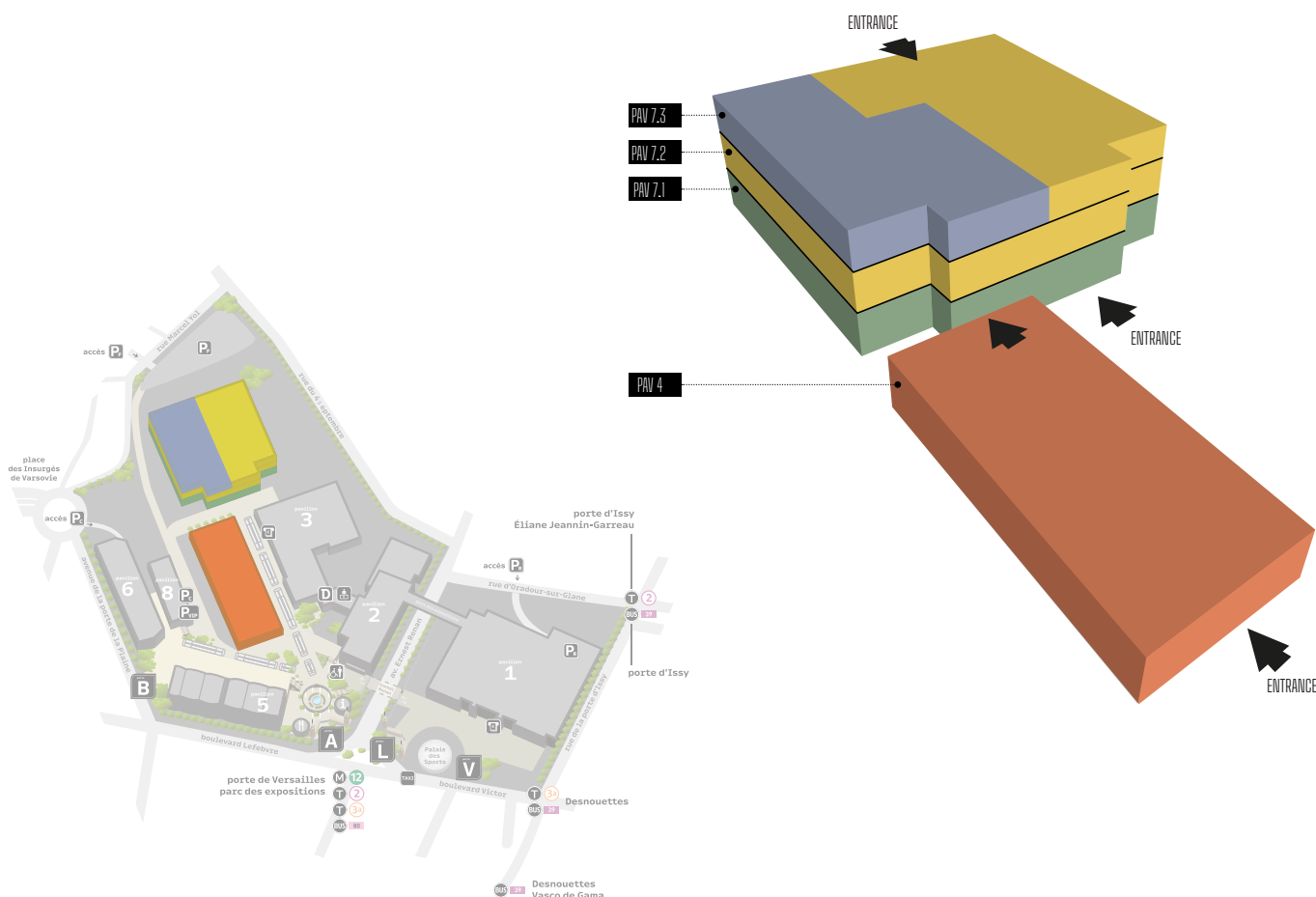
1. Les Tendances de l'hôtellerie 2024 - In Extenso Tourisme Culture et Hôtellerie

2. Observatoire des performances hôtelières - mars 2024 - UMIH/GNC - MKG

3. L'industrie hôtelière française en 2023 - KPMG

4. Xerfi - 2024

ONE TRADE SHOW, FOUR THEMES



PAV 7.3 TECH & SERVICES DESIGN

- Hotel chains
- Tech startups
- Services & consulting
- Technology
- Interior design
- Decorating
- Artisans
- Bathrooms & sanitary fittings
- Grand e scène
- Innovation Lab
- Suite Lobby
- VIP& Press Club
- Senses Room

PAV 7.2 DESIGN

- Textiles & fabrics
- Lighting
- Indoor furniture & layout
- Outdoor furniture and layout
- Fabrics, wall coverings and carpet manufacturers
- Unique accommodation/structures
- Inspiration Gallery
- La Collab
- Espace Signatur e
- Signature Bar
- Talks Design
- Café Lounge Rochebobois

PAV 7.1 WELLNESS

- Linens and professional textiles
- Bedding
- Guest amenities and gifts
- Bedroom and bathroom accessories
- Spa & health brands
- Fitness and wellness equipments
- Lounge Wellness
- Talks Wellness

PAV 4 FOODSERVICE

- Tableware
- Disposables & table signage
- Coffee-making, sommellerie and bar equipments
- Automatic distribution
- Kitchen equipments
- Foodtech
- Hygiene & laundry
- Food products
- Beverages and spirits
- Lounge des chefs
- Scène ouverte
- Ergo cook / Ergo room
- F&B corner
- Espace mixologie
- Espace emergence
- Talks Foodservice

Over 5 days, 1,200 exhibitors from France and around the world, together with a range of experts, will provide real concrete answers to the needs of hotel and restaurant professionals.

The programme includes: 4 areas, a dozen experiential spaces and a hundred conference sessions to provide guidance, advice and opportunities to learn and share ideas.

DESIGN

In today's world, economic and environmental realities come into play when designing a hotel room, restaurant or lobby. In addition to the rising cost of raw materials and energy, the durability of a piece of furniture, its ability to be repaired, and even its origin, are also important factors. EquipHotel Paris 2024 gives architects, interior architects, designers, fitters, furniture manufacturers and other professionals the opportunity to **dare to think outside the box** and offer solutions that give pride of place to the art of living, French-made products, the know-how of businesses with the *Entreprises du Patrimoine Vivant* (EPV) label, and the expertise of craftsmen.



LA COLLAB: L'Ameublement français and OKKO HOTELS are reinventing model rooms

WE'RE DARING to foster team spirit and get hotel owners, operators, architects, designers, fitters, furniture manufacturers, etc. to work together from the very start of a project, with the same approach to co-design and eco-design.

OKKO HOTELS Group, a company with a mission since 2023, and L'Ameublement Français have taken up this dual challenge.

With the help of interior designers Émilie Roz (EROZ), Laure Grabulos and Pauline Marcyniuk (Laune Architecture), they have designed a pair of model rooms for future OKKO HOTELS franchisees, with the support of Valdélia and the FCBA.

They all focused on French-made products, while aiming to prove by example that French manufacturers are competitive in the hotel industry and produce sustainably without ever losing sight of design and comfort.

LA COLLAB

[Learn more](#)

- L'Ameublement Français: one talk every day (at 2pm) and presentation of two Okko Hotels model rooms at EquipHotel Paris 2024 - Pavilion 7.2

SUITE LOBBY: the hospitality of Marie Deroudilhe

WE'RE DARING to welcome people differently and giving free rein to the imagination of architect Marie Deroudilhe to transform the EquipHotel Paris 2024 reception hall into a lobby. This new experiential space welcomes visitors on the third level of Pavilion 7 as if they were entering a hotel.

In a 150 m2 space meant to be immersive and disconnected, Marie Deroudilhe shares her unique approach to hospitality and designs her dream hotel lobbies and suites.

It's a theatrical setting based around a marquee and a pair of alcoves - one inspired by well-being, the other by relaxation - which the architect hopes emanate "comfort and amazement".

Sponsors

ART ET FLORITUDE / DEDAR MILANO

Partners

ABERIS / ATELIER BM PRODUCTION / BALSAN / BERGAN -
DELORME / CREALUMIN / DEVON & DEVON / OMBRES ET
FACETTES / REPERAGES CONSEIL

[Learn more](#)

■ Suite Lobby: discover it at EquipHotel Paris 2024 - Pavilion 7.3



Marie DEROUDILHE

Agence Marie Deroudilhe



VIP & PRESS CLUB: round and round with Joran Briand & Arnaud Berthereau

WE'RE DARING to focus on space and use to design the VIP & Press Club at EquipHotel Paris 2024. That's the guiding principle adopted by Joran Briand & Arnaud Berthereau, from the studio of the same name, which they founded in 2011, with circles as a backdrop. This simple, graphic, playful shape is found on floors, partitions and table tops, and echoes the rhythm of suspended globes of light. All of this is combined with a set of long, uninterrupted banquettes, which blend seamlessly with the carpeting, bistro-inspired chairs and a sculptural bar, "like an architectural piece," says Arnaud Berthereau. The result is a work of precision, dominated by blue and sienna. The entire design is embellished with textiles for the cushions and backrests of the banquettes, made from recyclable materials. It's all about beauty that makes good sense.

Partners

BRINTONS / HISLES / KANN DESIGN / LEDS C4 / MERCADIER /
SMIXIN / TABLEAUX PARIS / VESCOM

Learn more

■ VIP & Press Club: discover it at EquipHotel Paris 2024 - Pavilion 7.3



Joran BRIAND & Arnaud BERTHEREAU

Studio Briand Berthereau



LOUNGE DES CHEFS: connections from Franck Lebraly

WE'RE DARING to get an artist on board to design the 200m², 95 cover temporary restaurant at EquipHotel Paris 2024. For the space, Cannes native Franck Lebraly produced a monumental fresco, where ochre and terracotta are the dominant colours. It's a way of giving "an earthy aspect" to his work, whose motifs tell the story of the South of France, cooking and nature... Patterns that can be found in fabrics, wallpaper and carpets, thanks to partnerships with EGE Carpets and Delius. As for the furniture (Delavelle), 100% French wood was chosen for the tables and seats. "Hotels, bars and restaurants are familiar spaces for me," confides the artist. And with good reason. He has already produced murals for a number of hospitality establishments.

Partners

ARTEPY / BRUTAL NATURAL VEGETAL / DELAVELLE /
DELIUS / EGE CARPETS / HENRI BURSZTYN / HIC CERAMICS
/ LEDS C4 / RESISTUB PRODUCTIONS / SMIXIN

The Lounge des Chefs is operated by Gault&Millau chefs with the support of:

CFA MEDERIC / EUROCHEF / HOBART / NESPRESSO /
NESTLÉ WATERS (PERRIER & VITTEL) / RUNGIS / SAINTE JOIE

Learn more

■ [Lounge des Chefs: discover it at EquipHotel Paris 2024 - Pavilion 4](#)

And don't miss: A live performance from **pattern designer and illustrator Stéphanie PIOGÉ**, as she produces a giant fresco in Pavilion 4 of EquipHotel Paris 2024. The artist is also responsible for the visual identity of all the walls on the trade show's Main Stage in the Pavilion 7.3



Franck LEBRALY

Artist



SIGNATURE BAR: textile forest from Cécile Chenais and Laurent Maugoust

WE'RE DARING to create a sensory experience to put fabric front and centre. That's what artistic director Cécile Chenais and interior architect Laurent Maugoust did for the Signature Bar at EquipHotel Paris 2024. It's a space where people can walk around amid long swathes of fabric. Sheer, tweeds, jacquards and more become denser along the way, taking hold as their movements change, come to life and vibrate. "We created a textile forest where you can walk right into the heart of the material," explains Cécile Chenais. The materials are meant to be touched and listened to as they crackle, rustle and rub... Several major fabric houses, including Bisson Burneel, Thevenon, and Misia are represented in the space, which features a bar adorned with mirrors, to create an infinity of reflections.

Partners

ARTE FRANCE / BISSON BRUNEEL / CASAMANCE TEXDECOR /
DCW EDITIONS / GALERIE B

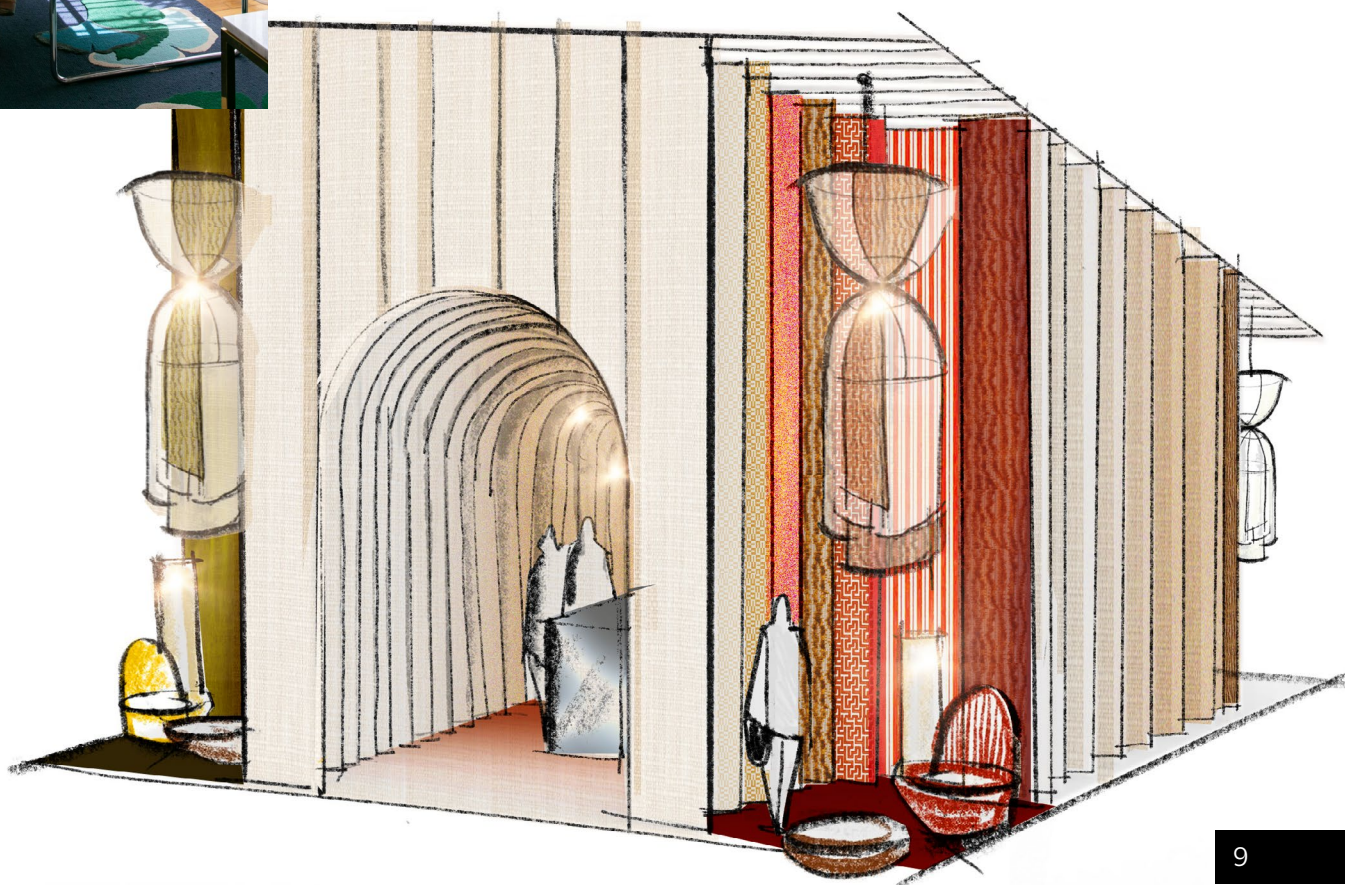
[Learn more](#)

■ Bar Signature: discover it at EquipHotel Paris 2024 - Pavilion 7.2



Laurent MAUGOUST & Cécile CHENAIS

Agence Maugoust Chenais



INSPIRATION GALLERY: “Confidences pour confidences” exhibition

WE'RE DARING to create a gallery exhibition to showcase the tête-à-tête. For the first time ever, EquipHotel has created a space designed as a mini-museum to play host to four designers and their take on the perfect seat for conversing, talking and sharing. That's why the new Inspiration Gallery is featuring a new exhibition called “Confidences pour confidences”, giving carte blanche to four talents to showcase four tête-à-têtes (also known as conversation benches) in four different 30m2 settings. Designer Fanny Perrier, architect Marco Lavit, interior architect Oscar Ono and the creative duo of interior architects Marthe Simon & Paul Peller took part and set their tête-à-tête chairs in a winter garden, a dressing room, a salon and a space designed as a spa lobby, creating a way to show a piece of furniture differently by focusing on the experience.

Sponsor

FOCUS

Partner

EGE CARPETS

[Learn more](#)

■ Inspiration Gallery: discover it at EquipHotel Paris 2024 - Pavilion 7.2



MARCO LAVIT

Nothing to hide. Let's dare to reveal ourselves, for an encounter

Partners

ALBA DECORATION / MDF ITALIA / LIVING DIVANI

© Gaëlle Vikor



MARTHE Architecture

Prelude

Partners

ANTIQUÉ MIRROR / ATLAS PAYSAGES / DEVON & DEVON / FLORENCE WUILLAI / LAURENTINE PERILHOU / L'INFUSEUR / MORGANE PASQUALINI / PARQUETERIE DE BOURGOGNE / REMI BRACQUEMOND





OSCAR ONO

Disco Bath

Partners

ART ET FLORITUDE / BROSSIER SADERNE / CASAMANCE
TEXDECOR / COLLINET / DCW EDITIONS / DEDAR MILANO /
ETOFFE / GALERIE B / GERIA / HOULES / NAGAMI / SAMMODE
/ SILENT GLISS / SOLUTIONS PARFUM / VOLEVATCH



FANNY PERRIER

Blue garden

Partners

BOTTEGANOVE / BRUTAL NATURAL VEGETAL / IKSEL





INTERIOR ARCHITECTS HAVE THEIR SAY

The **French Council of Interior Architects (CFAI)**, chaired by Richard Bagur, will be present throughout EquipHotel Paris 2024 with a series of 3 talks, offering the opportunity to debate topics such as the benefits of artificial intelligence and different ways of working in eco-design.

■ CFAI talks: Monday 4/11, Tuesday 5/11, Wednesday 6/11 at 3pm - Design Talks - Pavilion 7.2

HOSPITALITY BEYOND THE HOTEL BUSINESS IN 2 TALKS

The service sector and the hotel industry: a close family resemblance. With Céline Leonardi, Marketing and User Experience Design Director, Covivio, Director, Wellio, architect Vincent Eschalier (Studio Vincent Eschalier) and Nathalie Honnart, Development Director, EGE Carpets France

Moderator: Nathalie Lecuppre, Editor-in-Chief, *Nda Magazine*

■ Wednesday 6/11 at 4pm - Design Talks - Pavilion 7.2

When hospitality practices are applied to the healthcare sector

Moderator: Laurent Delporte

■ Sunday 3/11 at 3pm - Design Talks - Pavilion 7.2

WITHOUT BORDERS

Tuesday 5 November 2024: EquipHotel Paris 2024 is innovating by organising its first "International Hospitality Day". The programme will include a series of 5 conference sessions and debates in English, with some twenty designers and leaders from the food, wellness and technology sectors. Together, they will identify the challenges facing the hospitality industry of tomorrow, and begin to define what it will look like in the future.

Don't miss out: EquipHotel Paris 2024 includes five pavilions each dedicated to a different guest country: Italy, Belgium, Poland, Turkey and Quebec (Canada).

INNOVATION LAB: DARING YOUNG PEOPLE

20 students from ENSCI - Les Ateliers, France's first public higher education institution dedicated exclusively to design. These students will present their vision of hospitality with 20 projects.

[Learn more](#)

A class from Instituto Europeo di Design, a design school based in Milan will present their design of a lobby in 3D. [Learn more](#)

■ Discover it all in the "Innovation Lab" at EquipHotel Paris 2024 - Pavilion 7.3

Partners

HOTEL MEGASTORE (ROOM 80) / TIMESHAKER / VESCOM

FRENCH EXCELLENCE

In partnership with **Confédération des Arts de la Table**, EquipHotel will include an Emergences pavilion featuring a selection of young designers specialised in tableware. There's also a village dedicated to a dozen craftspeople and artisans. In addition, numerous businesses with the Entreprises du Patrimoine Vivant (EPV) label, including Bernardaud, Collinet and Atelier Hugo Delavelle, will be on hand. And don't miss custom clothing and uniforms (Wooliweiss) for prestigious hotels and gourmet restaurants.

All these houses and brands are part of the "luxury itinerary" at EquipHotel, dedicated to the French art of living and excellence.

Confédération
des
Arts
de la
Table



FOODSERVICE

“Better eating” is the theme chosen by EquipHotel Paris 2024 to talk about food, restaurants, bars, coffee breaks, gastronomy, snacking, culinary discoveries and other flavours from around the world. Eating habits have changed. Today, recipes reflect the times, dishes are shared, waste is avoided, there are more women in professional kitchens, each product tells the story of a region and a season, and storytelling is becoming one of the keys to attractiveness and profitability. **So let's dare to discover new talents, lesser-known terroirs and places to meet people who appreciate the good things in life.**

GAULT&MILLAU: “Lounge des Chefs” guest

WE'RE DARING to bring in the many chefs who will be taking over the kitchen in the « Lounge des Chefs » throughout EquipHotel Paris 2024. The Gault&Millau teams are taking on the challenge of bringing in a new star every day to serve up around a hundred meals, not only to surprise visitors to the show, but also to showcase new and seasoned talent.

■ Lounge des Chefs - Pavillon 4: 9:30 am to 6:30pm, every day for the press and visitors with a Gold badge

The Lounge des Chefs is operated with the support of:

CFA MEDERIC / EUROCHEF / HOBART / NESPRESSO /
NESTLÉ WATERS (PERRIER & VITTEL) / RUNGIS / SAINTE JOIE

[Learn more](#)

PROGRAMME



Jean-Baptiste Ascione

Trained at the École de Paris des Métiers de la Table, he gained experience working at a number of renowned establishments (La Grande Cascade, Prince de Galles, etc.). Then came Top Chef in 2015, before opening Petit Gris in Paris (17th arrondissement) in 2019, where he has showcased his signature plant-inspired cuisine. This establishment, opened thanks to the Gault&Millau Jeunes Talents Grant obtained in 2019, has been awarded 2 toques and 13/20.



François-Xavier Saily

Deeply attached to the land and his farming roots, he settled in Saint-Valery-sur-Somme, in an 18th-century salt granary listed as a historical monument. His restaurant is called Schorre and serves up cuisine based on natural ingredients. Featured in the 2024 edition of Gault&Millau "Le 109" and winning the Trophée Terroir d'Exception Hauts-de-France 2024, it was awarded 2 toques and 14.5/20.



Florian Descours

He was introduced to great products in the Ardèche countryside where he grew up. He then went on to work alongside chef Anne-Sophie Pic, travelled the Caribbean, and settled down at L'Auberge du Lion d'Or in Switzerland, before returning home to the Ardèche. Recognised as Grand de Demain Gault&Millau in 2020, his restaurant La Boria, in Veyras, holds 3 toques and 15.5/20



Josselin Marie

Originally from Rennes, he trained at some of the most renowned restaurants in Paris (Ritz, Taillevent, Plaza Athénée, Hôtel Vendôme, etc.). With his eco-conscious approach, respecting the environment dictates the philosophy behind his cooking. The Gault&Millau Jeunes Talents Grant, which he received in 2019, enabled him to open La Table de Colette in Paris (5th arrondissement). Recognised as Young Talent of the Year (Jeune Talent de l'année) in 2021, his restaurant was awarded 2 toques and 13.5/20.



Maximilien Kuzniar

He saw himself becoming a judoka, but a moped accident threw everything into question. So, he turned to cooking and worked with Chef Juan Arbelaez. In 2018, he became a private chef. Then, with the Gault&Millau Jeunes Talents Grant, he opened Mano in Boulogne-Billancourt a year later. It's a place where the chef offers a fine blend of fresh market and bistro cuisine. Winner of the Gault&Millau Young Talent award, his establishment was awarded 2 toques and 13/20.

SCENE OUVERTE : it's all good

WE'RE DARING to create a new giant space to share culture, products, insights and bold ideas, all in the interest of the best food and drink. For its 2024 edition, EquipHotel is working with BON magazine, founded by socially engaged chef and President of Umih, Thierry Marx. The partnership has led to the creation of an Open Stage and programming around everything that's "good" ("bon" in French). The aim is to bring together creativity, activities, quick reactions, interaction and a host of talents in a constantly bustling kitchen. All of this will be broadcast on social media and streamed online to give a new pace and tempo to the face of foodservice at a trade show.

Sponsors

EUROCHEF / GREEN CARE PROFESIONAL / HOBART / RATIONAL / SEB PROFESSIONNEL / PERNOD RICARD

Partners

ARBRE À CAFÉ / ASSOCIATION DES MAITRES RESTAURATEURS / BLEU BLANC CŒUR / BON / CUISINES AFRICAINES / CUISINE MODE D'EMPLOI(S) / NESPRESSO

[Learn more](#)

PROGRAMME

→ Sunday 3 November 2024:



CLASSICO DU BON: STREET FOOD IN ALL ITS SHAPES AND FORMS

Street food is all the rage with food on the go, a hint of nostalgia and things you can eat with your fingers. It's taking over the Main Stage at EquipHotel for some highly imaginative culinary performances.

- **Association française des Maîtres Restaurateurs**, which prides itself on home-made food, fresh and seasonal food, is giving young chefs free rein to put their own spin on street food in the kitchen of the Open Stage.
- Under the aegis of Italian restaurant group **Eataly**, the North and South will battle it out with a trio of French chefs taking on a trio of Italian chefs in a cooking show inspired by the best street food.

→ Monday 4 November 2024:



EATING BETTER WITH BLEU-BLANC-CŒUR:

The Scène Ouverte will play host to **Bleu-Blanc-Cœur**, an association committed to improving biodiversity across our regions and bringing nutritional and environmental quality right to our plates. Farmers, growers, and producers will be featured along with chefs cooking up cheeky dishes and festive meals.

Talks and cooking shows throughout the day.

→ Tuesday 5 November 2024:

FLAVOURS FROM ANOTHER PLACE: African cuisine is taking over the Scène Ouverte with its wide range of influences, flavours, fragrances, tricks of the trade and traditions with renowned guest, Dieuveil Malonga, a chef in his thirties who opened his first gourmet restaurant in Kigali, Rwanda. His signature is using spices from across Africa to create new flavours.

[Learn more](#)





CONTRACT CATERING IN ALL ITS SHAPES AND FORMS

Wednesday 6 November 2024: institutional catering day. On the menu: talks, discussions and the Gargantua competition for the **best institutional catering chef** (Open Stage). Hear from Restau'Co, the 20,000-strong interprofessional network for the institutional catering sector, as well as Cantines Responsables, an association whose goal is to share knowledge, practices and know-how in the institutional catering industry, and to make them more accessible to everyone. Topics will include organic food in schools, the reuse of large-scale kitchens, and "better eating" in the medical-social sector.

THE OTHER ECONOMIC DYNAMIC OF THE COLLÈGE CULINAIRE DE FRANCE

Tuesday 5 November at 10 am: talk on "Relational economy: the added human value of the Collège Culinaire de France". Find out more about a new business model designed to bring together complementary profiles and skills, all within an ecosystem dedicated to "better eating".

"LA CUILLÈRE D'OR": WOMEN'S COOKING COMPETITION

On Thursday 7 November 2024, EquipHotel Paris 2024 is hosting the final for La Cuillère d'Or Cooking and Pastry trophies. Founded and chaired by Marie Sauce-Bourreau, participants in the competition are all female. However, men are invited, with a host of Meilleurs Ouvriers de France on the panel of judges. For the 2024 edition, chef Ghislaine Arabian will be chairing the Cooking trophy and pastry chef Nina Métayer, the Pastry trophy.

WELLNESS

In 2024, EquipHotel is expanding its Wellness space. Designed to look like a transparent bubble, the 7,500 m² space features everything from spa treatment products and fitness equipment to linens, uniforms, accessories and hospitality products, as well as the latest in bedding and other premium solutions for unwinding from the stress of the big city, because there's no time like the present for self-care. Healthy and wellness businesses are booming. Packages combining sports and spas are selling out. Since the Covid crisis, city dwellers have been looking for healthy, zen-like retreats. They want to take their time and relax, without necessarily travelling far. The "Wellness" space now meets all these expectations.



Events and competitions The Wellness Lounge at EquipHotel Paris 2024 is being run in partnership with Sense of Wellness Magazine. The 5-day programme includes talks, discussions and events. Don't miss the French Massage Championships (Sunday 3/11).

■ Lounge Wellness, Pavilion 7.1

Sponsors

ART ET FLORITUDE

Partners

BERGAN – DELORME / DELIUS / ARTEPY

NEW EXPERIENTIAL SPACE: in search of silence...

WE'RE DARING the unusual to recharge your batteries Hall 7.2 at EquipHotel Paris 2024 will feature a new "Insolite" space dedicated to daring, original hospitality. This includes accommodation solutions to expand an establishment or get away from it all to better unplug, like the LumiPod hotel room - with a bathroom and storage space - designed and produced by Lumicene, ready to be installed, taken down and deployed in the middle of nowhere in just 48 hours. Discover this curiosity at this year's EquipHotel.

Another example is the outdoor cabins and saunas designed by Iglucraft. For instance, the Igluhut, is inspired by ancestral shingling techniques, for ultimate comfort in an "igloo" nestled into the countryside, facing the sea or mountains.



©LUMIPOD by LUMICENE® - ©Juanjerezstudio

AI FOR SPAS: a massage robot you can test on site

WE'RE DARING to get a massage from iYU. EquipHotel Paris 2024 is inviting visitors to try out the first ever hands-free massage robot. Driven by AI, the iYU massage robot is the result of 8 years of research and development at French startup Capsix Robotics, based in Villeurbanne. As the world's first hands-free massage robot, iYU offers consistent high-quality massages designed by physiotherapists. Better yet, the robot adapts each massage to the user's body in real time.

■ iYU: Discover it and try it out in Pavilion 7.2 at EquipHotel Paris 2024.



IDEAS AND SOLUTIONS GALORE

→ **WE'RE DARING to reconnect with nature:** plants are being brewed in the herbal tea bars of the Wellness area. Exhibitors include Kusmi Tea with its loose leaf, bag and box ranges, service equipment for professionals and Kusmi & Alain Ducasse teas...

■ Kusmi Tea stand, Pavilion 4

→ **WE'RE DARING to test new cosmetics products:** around thirty cosmetics brands will be at EquipHotel Paris 2024 and bringing along their new products for visitors to discover. That includes Payot, which is offering the opportunity to try out mini facial treatments and discover a relaxing massage called Gym Beauté Payot.

■ Payot Stand, Pavilion 7.1

→ **WE'RE DARING to slip under beautiful sheets:** bed linens and bedding are now part of the Wellness area at EquipHotel. Don't miss French-made products from the Adova Group, which includes the Tréca, Simmons, Hotelys and Aube Sofa brands.

■ Adova Stand, Hall 7.1

→ **WE'RE DARING to go for compact gym equipment:** as gyms become more appealing to encourage people to move, train and build muscle, what can you do if you don't have enough space for a treadmill or rowing machine? Go for compact and mobile equipment, like the range of walnut machines designed by WaterRower, that can be left in bedrooms or moved from room to room. Discover them at EquipHotel 2024.

■ WaterRower Stand, Pavilion 7.1

→ **WE'RE DARING to save water:** Grohe, which specialises in bathroom equipment, has a range of water and energy-saving solutions that don't affect user comfort. Discover them at EquipHotel Paris 2024: new showerheads with a maximum flow rate of 5.7 l/min and mixer taps with cold water start in the lever's centre position. Another new product is their water-recycling shower, which allows water to be used on a closed loop.

■ Grohe Stand, Pavilion 7.3



TECH

At every EquipHotel trade show, there's no shortage of innovations because the hospitality sector is evolving quickly and the solutions needed to stay competitive are emerging just as quickly. This year, over 5,000m2 of space is designated for "tech", with a special focus on AI and other robotics.

This area includes a whole host of companies offering solutions in the fields of management tools, front and back office, PMS, revenue management, sales, OTA, booking engines, digital marketing and communication, data, customer experience, entertainment and more.

ONE MORNING, LOTS OF SOLUTIONS...

Digital Markets Act: what does it mean for hospitality professionals?

As of 6 March 2024, major online platforms must comply with new EU obligations and restrictions under the Digital Markets Act, or face heavy fines. This changes the way hotel and restaurant reservation platforms operate. Representatives from Big Tech will be on hand at EquipHotel to provide insights.

Cybersecurity: the keys to staying well protected

How do you secure data? How do you prevent data leaks? Is it possible to withstand a computer virus? These are just some of the questions cybersecurity professionals will be answering. This talk will be organised in partnership with the *Groupement national des indépendants* (GHR)

■ Tech solutions morning: Wednesday 6 November 2024 on the Main Stage - Pavilion 7.3



START-UPS VILLAGE

Some 30 start-ups specialising in the hospitality sector will be showcasing their innovations.

THINK TANKS AND DISRUPTORS

à Hospitality braintrusts: feedback from six months of reflection

WE'RE DARING to hear different points of view Hotel and restaurant professionals are up against new challenges in maintaining profitability, ensuring high-quality service and meeting guest expectations. These changes require adaptation, imagination and daring ideas. **EquipHotel and MKG Consulting** have therefore invited a panel of enterprising hotel professionals and trade show partners to take part in *Hospitality BrainTrusts*. The idea is to organise workshops to exchange and share points of view and feedback. There will be 4 workshops, each focusing on a specific topic:

- Tech & Services - "Is the advent of AI a source of productivity gains in day-to-day management?"
- Design & Layout - "How to make rooms a key to the customer experience?"
- Wellness - "Can quality and profitability be reconciled?"
- Foodservice - "How has F&B succeeded in shifting into eatertainment and a profitable business?"

■ See you from 3 to 7 November 2024 on the Main Stage at EquipHotel - Pavilion 7.3, for the debrief of each workshop.

AI is a hot topic at La Fabrique du Tourisme

Created in 2020 by Bpifrance, MKG Consulting and Extendam, La Fabrique du Tourisme is a semi-annual event that aims to enhance dialogue between professionals in the hospitality sector, to prepare together for the challenges of tomorrow.

For its 7th edition, La Fabrique du Tourisme will be at EquipHotel with around fifty representatives from different players in the hospitality sector. They've all been invited to think about how artificial intelligence can be used to optimise the use of natural resources, waste management and improve customer and employee satisfaction.

A white paper on this discussion of ideas will be published in the weeks following EquipHotel.

■ See you on Thursday 7 November 2024 on the Main Stage at EquipHotel - Pavilion 7.3, for the debrief of each workshop.

Inspiring Women in Hospitality, empowering global network for women

EquipHotel 2024 will bring together women from the hotel and restaurant industry. It's a chance to make new contacts, access career development opportunities, take part in mentoring sessions and share international experience.

Conference on Tuesday 5 November at 5pm, on the theme "Dare to ask and make your voice heard", followed by a networking event.

*The Braintrust is the name of the group of experts who advised U.S. President Franklin D. Roosevelt during the New Deal.



INNOVATION AWARDS

Innovation Awards 2024: Celebrating Initiative

WE'RE DARING to award inspired and inspiring achievements

For the 2024 edition, EquipHotel has created two new categories for the Innovation Awards. The idea is to encourage the most inventive hotel and restaurant initiatives, with the **"innovative initiative"** award, and to promote well-being in the workplace, with a special award for **"employee well-being"**. This time, the jury will be chaired by **Emmanuel Sauvage, Managing Director / Co-founder - Evok Hôtels Collection**. At each edition of the trade show, the Innovation Awards also recognise new products and services from suppliers in the hospitality sector in four categories: Design, Foodservice, Wellness, and Tech & Services

[Learn more](#)

Entries must be submitted before September 6
Tuesday 5 November 2024 at 5:30pm: Innovation Awards ceremony on the Main Stage at EquipHotel - Pavilion 7.3

INCLUSION AND ACCESSIBILITY

WE'RE DARING to draw on a diverse range of people to increase creativity

This is a first. EquipHotel is creating a space and itinerary entirely dedicated to inclusion and accessibility. It's an initiative led in partnership with the **French association of professionals for accessibility for people with disabilities**, AFPAPH. Accommodating people with disabilities is an issue and due to hiring shortages, the hospitality sector is opening up to new profiles. That includes people without qualifications, with reduced mobility or various bumps in their careers. The "Inclusion & Accessibility" village will feature talks, discussions and meetings, including:

→ **Territorial accessibility fund: practical information.** Or how to leverage the fund to improve the quality of your customer experience. A talk and discussion led in partnership with the French association of professionals for accessibility for people with disabilities (AFPAPH) with representatives from the French interministerial delegation for accessibility, Atout France, Tourisme et Handicaps association, and Groupement des Hôtelleries & Restaurations de France (GHR).

- Monday 4 November 2024 at 3pm – on the Main Stage at EquipHotel Paris 2024.

→ **Focus on acoustic comfort:** Francis van de Walle, designer of the Senses Room, puts the spotlight on solutions for the deaf and hearing-impaired in hotels and restaurants.

→ **Exhibition area:** a space with stands featuring designers and manufacturers of solutions, as well as design firms specialising in accessibility.

- Discover them in the "Inclusion & Accessibility" village at EquipHotel Paris 2024. Pavilion 7.3

→ **Cuisine Mode d'Emploi(s), the other "second chance school" (école de la 2e chance):** EquipHotel is welcoming apprentices from the Parisian cooking school, Cuisine Mode d'Emploi(s). We're inviting them to cook alongside a selection of chefs in a performance format on the Open Stage. Founded in 2012 by Michelin-starred chef Thierry Marx, the Cuisine Mode d'Emploi(s) training and teaching concept teaches culinary professions to people undergoing retraining or on the fringe of the working world.

- Cuisine Mode d'Emploi(s): culinary performances on Monday and Tuesday 4 and 5 November 2024, on the Open Stage at EquipHotel Paris 2024.

→ **And don't miss** the Ergoroom-Ergocook educational pavilion. It features an ergonomic model room and kitchen, each equipped with innovative equipment solutions for preventing work-related accidents and illnesses.

- Discover them in Pavilion 4



THE KEYS TO ATTRACTING TALENT

Hiring questions. Ambassade Cabinet Conseil is offering daily job dating and practical workshops, each lasting 30 minutes, to help you hire and retain staff, market your establishment, promote your employer brand, boost your e-reputation on social media, and more.

Attractiveness of hospitality professions: when teachers (re)inspire young people... Talk and discussion with Ismaël Menault, Managing Director of École de Paris des Métiers de la Table (EPMT), and other representatives from high schools and schools specialising in hospitality professions. Moderator: Anne Eveillard, journalist specialised in the hospitality sector (Tuesday 5/11 at 3pm).

OFFICIAL PARTNERS



The inspirational spaces are photographed by OOSHOT
L'INFUSEUR is a partner of the bar spaces.

Contacts & practical info

Where and when?

3-7 November 2024

Opening hours:

3-6 Nov from 9:30am to 6:30pm

7 Nov from 9:30am to 5pm

Address:

Pavilions 4, 7.1, 7.2 & 7.3 -

Parc des Expositions de la Porte de Versailles

1, Place de la Porte de Versailles

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