

INVEST-HOTEL 2008

16-18 October 2008, Poznań

Outlook is good for the hotel industry

Hoteliers at this year's INVEST-HOTEL fair in Poznań will have all the reasons to be satisfied. In its tenth edition now, the upcoming show is Poland's largest professional fair offering expositions from leading providers of hotel products and services and a rich programme of accompanying events for hotel industry professionals. The promotional campaign will have a new logo and the "On your mark. Get ready. Go for a hotel!" slogan to remind of the hotel industry's urgent need for new investments before the upcoming EURO 2012 European Football Championship.

This year's show spans three days, from 16 to 18 October 2008, with attendance during the first two days subject to registration and limited to professionals only. The organiser, Poznań International Fair, decided to go back to the show's original name, INVEST-HOTEL, as one that best reflects the fair's thematic scope and focus. *There is no need really to refer to catering in the fair name. A restaurant is an inseparable part of each hotel, just like a hotel room or a reception desk, says Józef Szyszka, a new Project Director. The name, INVEST-HOTEL, denotes all that is necessary to construct, modernise or operate a hotel, he adds.* Indeed, the attending hoteliers stress the show's forte: its comprehensive nature. Attendees have an overview of all products and services currently available for the hotel industry, from finishing materials and all manner of installation systems, through furniture, equipment for rooms, reception desks, restaurants, kitchens, bathrooms, hotel SPAs, textiles, carpets and floors, to professional booking and access control systems. The fair's another strong point is that it is held at the same time as TOUR SALON Fair of Regions and Tourist Products, with hotel owners and managers among the latter show's attendees.

The hotel industry is a lucrative market but requires perfect and professional offering. For this reason exactly, **INVEST-HOTEL** is more than just an exhibition venue for new products or services. The fair is also about access to professional expertise in a number of hotel industry areas, such as hotel marketing, investment advice, innovative technology deployments, quality management or project finance. This translates into greater visitor numbers, and attracts interest of not only hotel or boarding house owners, but also architects, designers, developers or investment advisors.

With its unique focus on hotel infrastructure development, improvement of hotel services and access to the latest technology, INVEST-HOTEL 2008 is like no other hotel show in Poland. The fair's another attraction are its superbly prepared exhibition space and professional service, not to mention the upcoming EURO 2012 European Football Championship as an additional investment driver for the hotel industry.

For more information please go to: www.invest-hotel.mtp.pl