



POST SHOW REPORT 2026

10 - 12 | 03 | 2026

POLAND, WARSAW



organizer:

www.worldhotel.pl/en/



"This is a key industry event that we attend every year and consider an essential part of our calendar. It marks the opening of the new purchasing and trading season (...) bringing together a comprehensive group of manufacturers in one place. The fair stands out for its excellent organization and top-tier standards. We are confident that we will be present again next year."

Polish Porcelain Group
Mariusz Dydjow



"We exhibit at this trade fair every year due to the strong visitor turnout, the high standard of event organization, and the valuable opportunities it offers for establishing new business relationships. As always, the fair is executed at the highest level, both in terms of service and the quality of attending clients. We warmly invite you to join us again next year."

Mextra
Bartosz Deresiweicz

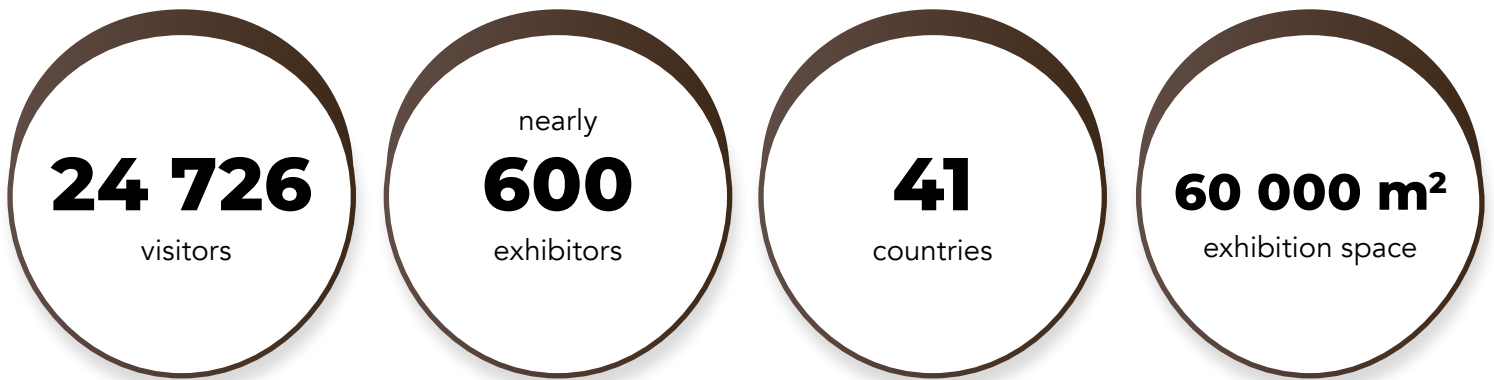


WORLD HOTEL 2026

World Hotel 2026 once again brought together the entire hospitality ecosystem, uniting hoteliers, investors, architects, interior designers, and providers of cutting-edge solutions for the HoReCa sector. The event served as a dynamic platform for networking, knowledge exchange, and meaningful collaboration—enabling participants to advance their projects and investments through:

- direct cooperation with manufacturers and suppliers of hotel equipment, hospitality technologies, and solutions enhancing guest comfort and service standards,
- expanding professional networks to include investors, hotel owners, operators, developers, designers, and industry experts,
- discovering innovative solutions in hotel management, automation, service digitalization, and operational cost optimization,
- promoting brands and services to thousands of visitors and key representatives of industry media present at the event.

EVENT STATISTICS:



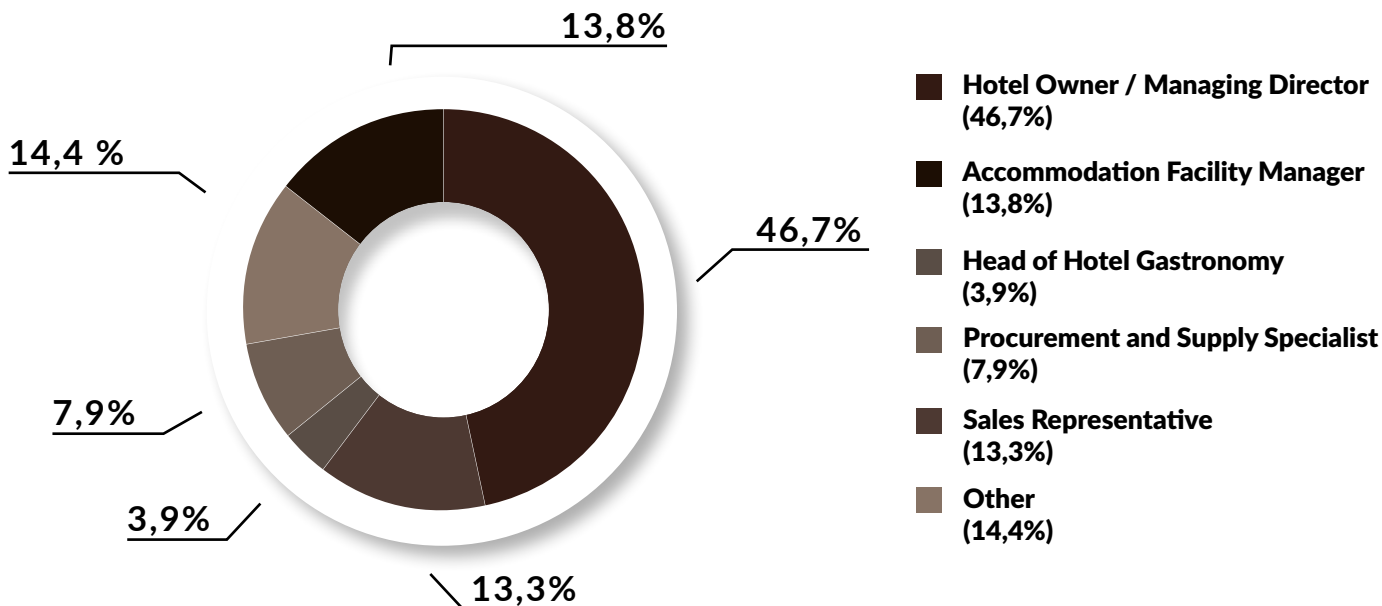
based on the 2026 exhibitor catalogue, representatives from the following countries were present at world hotel 2026:



KEY PROFESSIONAL ROLES REPRESENTED

AT THE EVENT WORLD HOTEL 2026

World Hotel attracts professionals from across the hospitality and HoReCa sectors, including hotel owners and managers, investors, architects, interior designers, and providers of innovative solutions for accommodation facilities. The event brings together key industry stakeholders in one place, fostering valuable business connections and the exchange of expertise.

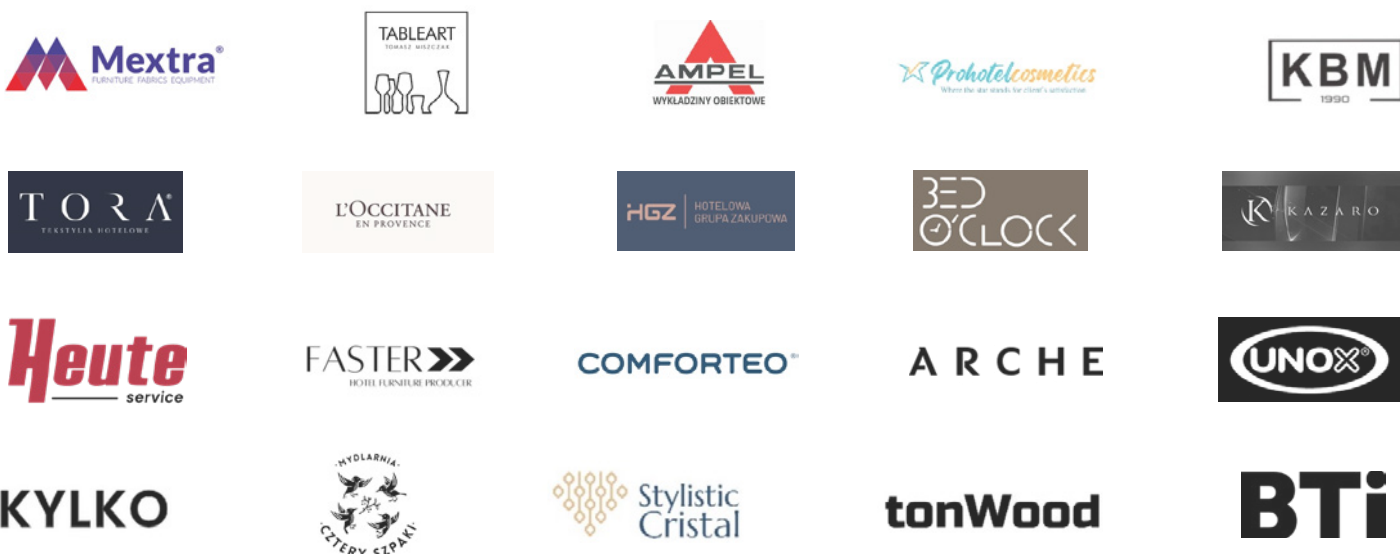


BRANDS PRESENT AT WORLD HOTEL 2026

TRADE FAIR AND CONFERENCE PARTNERS



EXHIBITORS



+580
Exhibitors



BOOK YOUR STAND
+48 518 739 124

HERE'S WHAT OUR EXHIBITORS SAY



"When it comes to trade fairs (..), we treat them as a top priority. In my opinion, they are among the most important events of the year, effectively opening the season. We fully intend to exhibit here again next year."

SCM
Robert Padiasek



83%

exhibitors returned
to the trade fair

"There is an excellent turnout at the fair. Our main motivation for attending is to connect with the entire culinary industry, which aligns perfectly with our company's profile."

ELECTOLUX PROFESSIONAL
Małgorzata Krasowska - Klemba
Head of Sales Food



STRUKTURA ODWIEDZAJĄCYCH

WORLD HOTEL 2026

24 726

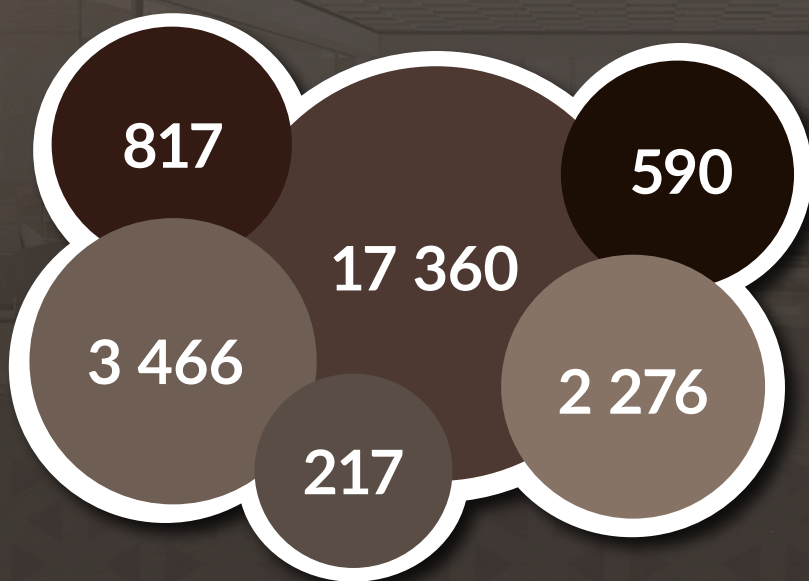
Total Number
of Visitors

POLAND
95%

EUROPE
4%

WORLD
1%

VISITORS' SECTOR INTERESTS



- Hotel Equipment and Design
- Security and Monitoring
- Catering Services for Hotels
- Sustainable Solutions for Hotels
- Property Management Technologies and Systems
- Wellness & Spa

KEY REASONS WHY OUR VISITORS ATTEND:

65% SOURCING MODERN EQUIPMENT AND TECHNOLOGIES FOR HOTELS THAT ENHANCE GUEST EXPERIENCE AND SERVICE STANDARDS

58% COMPARING OFFERS FROM SUPPLIERS OF HOTEL EQUIPMENT, TECHNOLOGIES, AND SERVICES FOR THE HORECA SECTOR

51% MEETING WITH SUPPLIERS OF PROPERTY MANAGEMENT SYSTEMS, ROOM EQUIPMENT, FOOD & BEVERAGE SOLUTIONS, AND WELLNESS AREA OFFERINGS

46% ESTABLISHING BUSINESS CONNECTIONS WITH MANUFACTURERS AND INDUSTRY PARTNERS

44% ATTENDING CONFERENCES FOCUSED ON HOSPITALITY TRENDS, COST OPTIMIZATION, AND PROPERTY MANAGEMENT

39% DISCOVERING NEW PRODUCTS AND THE LATEST TRENDS IN THE HOSPITALITY INDUSTRY

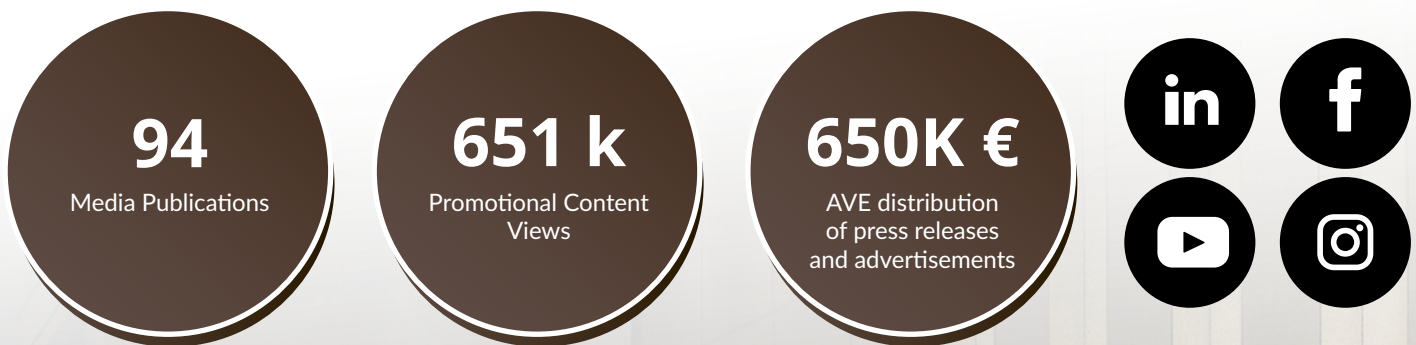


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MARKETING AND PR

We deliver an integrated marketing and PR campaign designed to reach key decision-makers within the hospitality sector—those responsible for procurement, design, product development, and operational processes. Our activities include partnerships with industry organizations, advertising campaigns, sponsored articles and editorial features in leading trade media, targeted email marketing, strong online promotion, as well as an active presence across social media and direct mail campaigns. In addition, we invest in advertising on Google and Facebook to maximize the event's reach and visibility.

WHAT PR CONTENT HAS BEEN PREPARED?



WE WOULD LIKE TO THANK OUR MEDIA PARTNERS:



WORLD HOTEL 2026 – MEDAL AWARD CEREMONY

On March 10–12, 2026, during World Hotel – the International Trade Fair for the Hospitality Industry, a prestigious Excellence Award Medal Ceremony took place, recognizing companies delivering innovative solutions for the hotel, HoReCa, and accommodation management sectors.

The awards were presented to businesses whose products, advanced technologies, and functional solutions actively support the development of modern hotels and hospitality facilities. The laureates were honored for their innovation, superior quality standards, and tangible impact on elevating service excellence across the hospitality industry.

WYRÓŻNIENIA PRYZNANO W NASTĘPUJĄCYCH KATEGORIACH:

- 🌿 Hotel and Gastronomy Equipment (HoReCa)
- 🌿 Hotel Comfort and Interior Design
- 🌿 Technical, Technological and Security Systems
- 🌿 Hygiene, Cleanliness and Facility Maintenance
- 🌿 Industry Collaboration and Support



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09-11 | 03 | 2027
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UFI THE GLOBAL ASSOCIATION OF THE EXHIBITION INDUSTRY

UFI is the global association of the world's leading trade show organisers and fairground owners, as well as the major national and international exhibition associations. UFI endorses Ptak Warsaw Expo as an organiser of international trade fairs.

CONTACT WITH OUR TEAM

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Social Media Channels

