



INTERNATIONAL TRADE FAIR FOR THE HOTEL INDUSTRY

09-11 | 03 | 2027



organizer:

PTAK
WARSAW
EXPO

ufi
Member

www.worldhotel.pl/en/



WORLD
HOTEL

★ ★ ★ ★ ★

WORLD HOTEL - A HUB OF INNOVATION AND A PREMIER MEETING POINT FOR THE HOSPITALITY INDUSTRY IN THE HEART OF CENTRAL AND EASTERN EUROPE

World Hotel stands as one of the key hospitality industry events in this part of Europe—a space where cutting-edge technologies, equipment, and services for accommodation facilities align with the real needs of a rapidly evolving HoReCa market. The exhibition attracts both industry leaders and professionals seeking innovative solutions to support the growth of hotels, guesthouses, serviced apartments, conference venues, and premium hospitality concepts. More than just an exhibition, World Hotel serves as a dynamic platform for the exchange of knowledge, experience, and business inspiration. Attendees gain valuable insights into the latest industry trends—from advanced hotel management systems and room and public space furnishings, to security solutions, hygiene and maintenance technologies, textiles, as well as catering equipment and innovations designed to enhance guest comfort and operational efficiency. The event is tailored to a broad professional audience, including hotel owners and managers, investors, developers, architects, interior designers, procurement specialists, accommodation operators, and suppliers of solutions for the hospitality and gastronomy sectors. With the presence of international exhibitors, renowned experts, and a rich program of accompanying events such as conferences, keynote sessions, and industry networking meetings, World Hotel offers a distinctly international environment while remaining closely attuned to the specific needs of the Central and Eastern European market. For those who aim to stay ahead of hospitality trends, build valuable business relationships, and discover solutions that are already shaping the future standards of service, management, and design in the accommodation sector, World Hotel is an unmissable event.

2027 ESTIMATIONS:

60 000 m²

Exhibition
space

620

Exhibitors

26 000

Visitors

Over
1 100

Brands
and trademarks

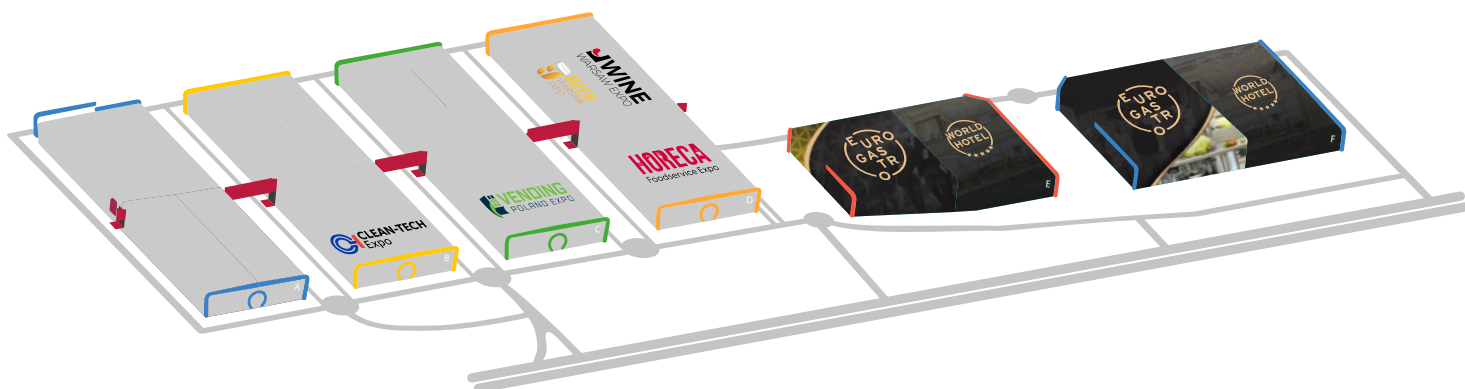


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THE LARGEST EXHIBITION SPACE IN EUROPE

During World Hotel at Ptak Warsaw Expo, an extensive program of industry-focused events has been carefully curated, collectively creating one of Poland's most significant meeting platforms for the hospitality and HoReCa sectors. In addition to the main exhibition, participants will also have the opportunity to take part in:

 <p>The Largest HoReCa Industry Trade Fair in Central and Eastern Europe</p>	 <p>Wine Products Trade Fair</p>	 <p>Trade Fair for Brewing Products</p>
 <p>Industry Vending and Self-Service Technology Trade Fair</p>	 <p>Industry Trade Fair for Cleaning Technologies and Maintenance Products</p>	 <p>Food Supply and Supply Chain Trade Fair for the HoReCa Industry</p>



RELATED INDUSTRY EVENTS ORGANIZED BY PWE



International Trade Fair for Heating, Ventilation and air Conditioning Technology

23-25.02.2027



The Largest HoReCa Industry Trade Fair in Central and Eastern Europe

9-11.03.2027



International Lighting Trade Fair

1-3.12.2026



The Largest B2B Interior Design Trade Fair in Central and Eastern Europe

21-24.10.2026



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EXHIBITOR PROFILE

- Manufacturers and suppliers of hotel equipment and furnishings
- Providers of cleaning products and professional hygiene solutions
- Technology companies and IT solution providers
- Suppliers of energy systems and HVAC solutions
- Automation and security specialists
- Providers of leisure, spa, and wellness infrastructure

INDUSTRY SCOPE

- AIR CONDITIONING AND HEATING SYSTEMS
- SECURITY SOLUTIONS
- CLEANING PRODUCTS
- IT AND COMPUTER SYSTEMS
- CUTLERY AND PORCELAIN
- TEXTILES
- CLEANING EQUIPMENT
- PROFESSIONAL KITCHEN FIT-OUTS
- LIGHTING SOLUTIONS
- CATERING ACCESSORIES
- INTERIOR DÉCOR

VISITOR PROFILE

- Owners and Managers of Accommodation Facilities
- Hospitality Industry Investors and Developers
- Design and Interior Architecture Professionals
- Technology and Energy Management Experts
- Leisure, Spa and Wellness Specialists



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HERE'S WHAT OUR EXHIBITORS SAY



"When it comes to trade fairs, we treat this event as a top priority. In my view, it is one of the most important exhibitions of the entire year—effectively setting the tone for the season. We fully intend to exhibit here again next year."

SCM
Robert Padiasek



83%

of exhibitors chose to exhibit again at the trade fair

"The trade fair enjoys excellent attendance. Our primary motivation for participating is to build meaningful connections across the culinary and gastronomy sector, which aligns perfectly with our company's core business."

ELECTOLUX PROFESSIONAL
Małgorzata Krasowska - Klemba
Head of Sales Food

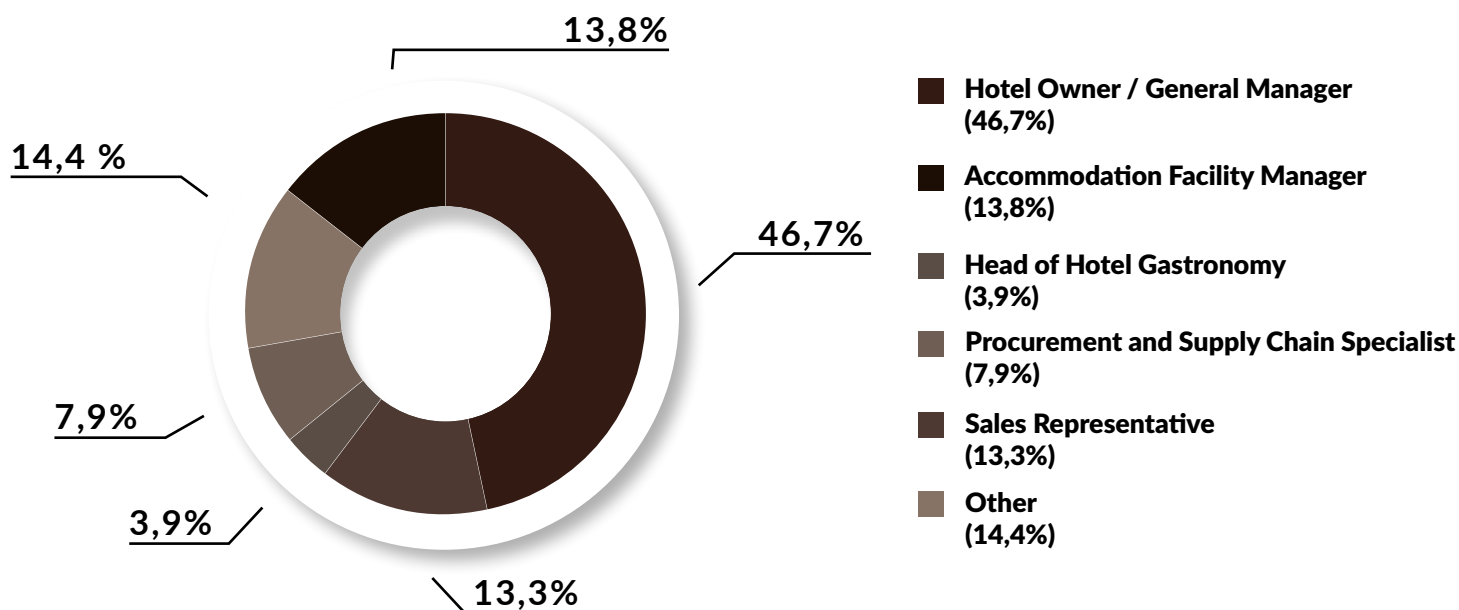


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KEY PROFESSIONAL ROLES IN ATTENDANCE

WORLD HOTEL 2026

World Hotel Expo 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 facilitating the exchange of knowledge and experience.



BRANDS PRESENT AT

WORLD HOTEL 2027

TRADE FAIR AND CONFERENCE PARTNERS



EXHIBITORS



+105
Exhibitors



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VISITOR STRUCTURE

WORLD HOTEL 2026

24 726
Total Number
of Visitors

POLAND
95%

EUROPE
4%

WORLD
1%

Switzerland / France / Armenia / Cyprus / Finland /
Germany / Greece / Italy / Lithuania / Montenegro /
Czech Republic / Netherlands / United Kingdom /
Ukraine / Denmark / Latvia / Albania / Sweden /
Slovakia / Portugal

China

VISITORS' SECTOR INTERESTS



KEY REASONS WHY OUR VISITORS ATTEND:

65% EXPLORING MODERN EQUIPMENT AND TECHNOLOGY SOLUTIONS THAT ELEVATE GUEST SERVICE STANDARDS IN HOTELS

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, GASTRONOMY SOLUTIONS, AND WELLNESS AREA INFRASTRUCTURE

46% ESTABLISHING BUSINESS RELATIONSHIPS WITH MANUFACTURERS AND INDUSTRY PARTNERS

44% PARTICIPATING IN CONFERENCES FOCUSED ON HOSPITALITY TRENDS, COST OPTIMIZATION, AND EFFECTIVE PROPERTY MANAGEMENT

39% DISCOVERING NEW PRODUCTS AND STAYING UP TO DATE WITH THE LATEST TRENDS IN THE HOSPITALITY INDUSTRY



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BENEFITS OF PARTICIPATING IN INDUSTRY TRADE FAIRS

- 1** **GUARANTEE OF ESTABLISHING NEW BUSINESS CONTACTS**
Participation in trade fairs is an opportunity to gain contacts with key companies in Poland and Europe.
- 2** **ACCOMPANYING EVENTS**
High-quality conferences provide substantive support and complement the trade fair offer.
- 3** **COMPREHENSIVE EXHIBITOR SERVICE**
A dedicated account manager provides full organizational support, from the stand to logistics.
- 4** **CONVENIENT PARTICIPATION CONDITIONS**
Flexible payment options allow for stress-free preparation for participation in the event.



DRIVE REVENUE GROWTH
close deals and secure contracts directly on-site.



MEET HUNDREDS OF DECISION-MAKERS
and future business partners.



SHOWCASE YOUR PRODUCTS AND INNOVATIONS
to a carefully selected audience of industry professionals.



INCREASE YOUR BRAND VISIBILITY
and generate new, high-quality leads.



INTERNATIONAL REACH:
build new partnerships with companies from Poland and across Europe.

FULL SERVICE IN ONE PLACE

Focus on what truly drives your business—we'll handle the rest. Our all-inclusive service package streamlines the entire exhibition process, eliminating the time-consuming preparations for exhibitors.



Fully Equipped Exhibition Stands Provided
Comprehensive A-Z execution in one place.



INDIVIDUALLY TAILORED STAND DESIGNS

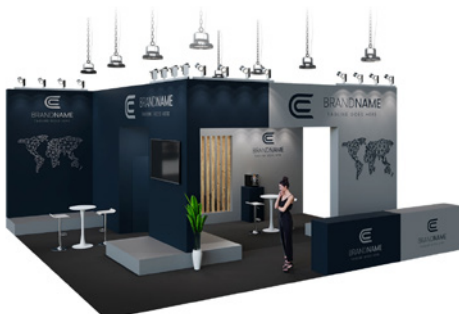


Simple Stand Booking System with flexible payment terms available up to 30 days before the event.



MARKETING PACKAGE
A ready-to-use marketing package, including VIP invitations for your guests.

WE PROVIDE STAND CONSTRUCTION SERVICES

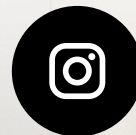
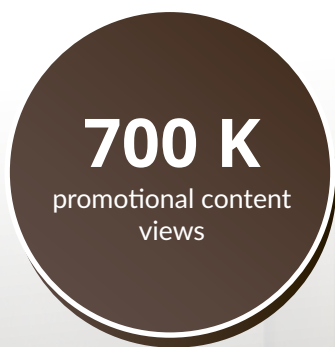


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MARKETING & PR

We execute a comprehensive marketing and PR strategy designed to effectively reach hospitality industry professionals and drive strong interest in the event. Our activities include targeted email campaigns, extensive online and social media promotion, as well as direct outreach to hotel owners, property managers, investors, interior architects, and representatives of the HoReCa sector. In addition, we leverage Google and Facebook advertising to maximize reach, strengthen brand visibility, and support high attendance at World Hotel.

PR COVERAGE FORECAST 2027:



MEDIA PARTNERS:



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INDUSTRY EVENT AS PART OF THE HVAC INNOVATIONS SUMMIT

TRADE FAIR STUDIO

We invite you to the Trade Fair Studio—a dedicated space featuring exclusive interviews with industry experts and leading exhibitors, offering insights into the latest trends and innovative solutions. In this inspiring setting, market leaders share their experience and future outlooks, providing valuable knowledge and practical guidance. The Trade Fair Studio is also closely connected with the awards ceremony, during which outstanding exhibitors are honored with prestigious medals, further enhancing the event's profile and celebrating innovation and excellence within the industry.



INSPIRING CONVERSATIONS AND NEW OPPORTUNITIES - THE B2B NETWORKING ZONE AWAITS!

The B2B Networking Zone extends the conference experience, offering participants a unique opportunity for direct conversations with speakers and industry experts. In this dedicated space, attendees can exchange insights, ask questions, and build valuable business connections in a more relaxed and informal setting. Join us to deepen your knowledge, continue inspiring discussions from the conference, and establish meaningful relationships that can bring tangible benefits to both you and your business.



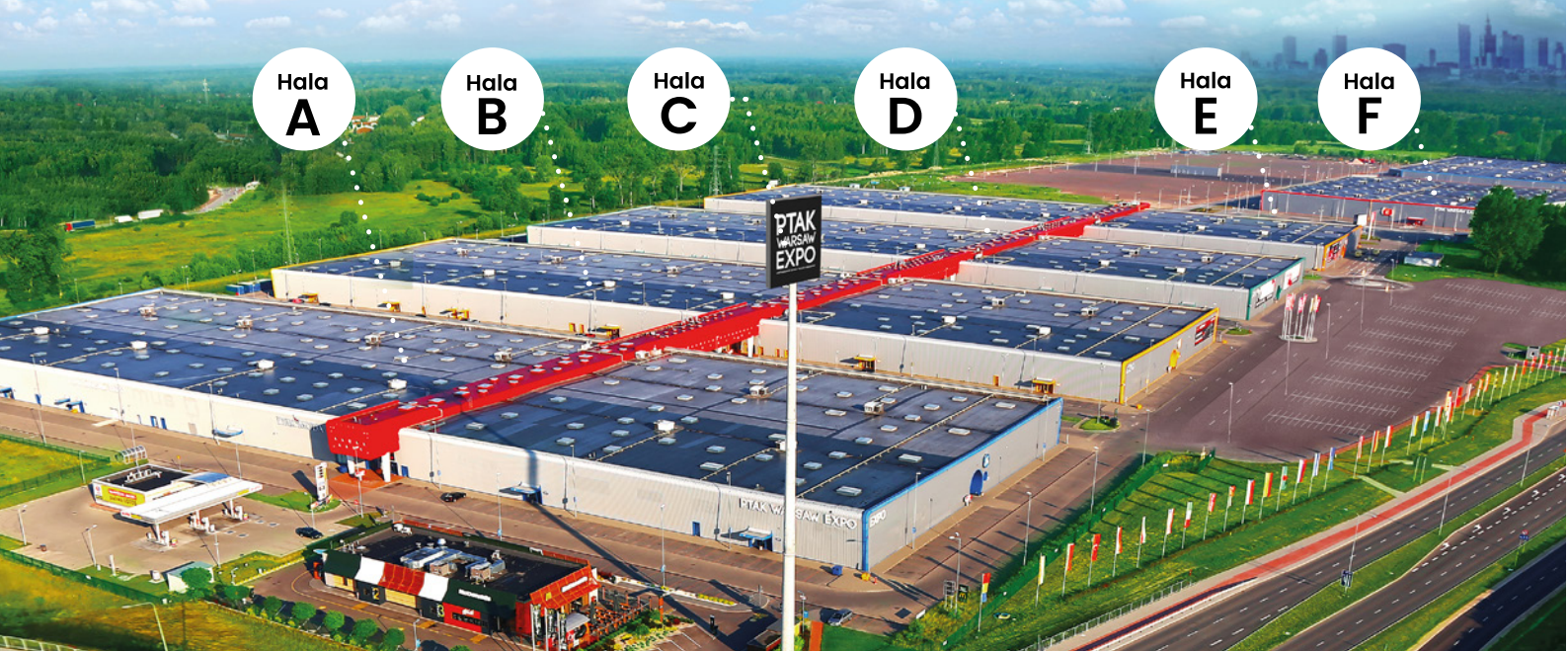
TRADE FAIR AWARDS

This prestigious gathering offers a unique opportunity to recognize companies whose activities, products, and innovative approach make a significant contribution to the advancement of the industry and the overall success of the event. The awards presented during the trade fair highlight enterprises that set new directions for development, elevate quality standards, and inspire the implementation of forward-thinking solutions.

For trade fair participants, it is also a unique opportunity to build valuable business relationships with awarded exhibitors. Visitors can explore their innovative products in detail, benefit from expert insights, and discuss potential avenues for future cooperation. It is the perfect moment to draw inspiration from pioneering projects and discover companies that are genuinely shaping the future of the industry.



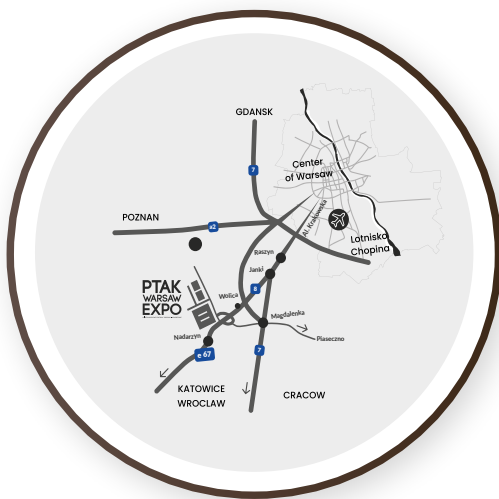
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WHO WE ARE

Ptak Warsaw Expo is the largest trade fair and congress center in Poland and Central-Eastern Europe, located in the suburbs of Warsaw.

It offers 153,000 sqm of exhibition space in 6 modern halls and 500,000 sqm of outdoor space. This place is designed for organizing industry trade fair events.



Location

- The region with the largest economic potential in Central and Eastern Europe
- Location at the intersection of European north-south and east-west communication routes (over 100 million inhabitants in Central and Eastern Europe)

Communication

- 10-minute drive to Fryderyk Chopin International Airport
- 15-minute drive to Warsaw city center

Parking

- 15,000 parking spaces, with direct access to the pavilions

warsawexpo.eu

WORLD HOTEL 2027 FLOOR PLAN

FLOOR PLAN AS OF APRIL 16, 2026

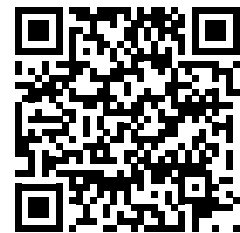
HALL E

33 STANDS REMAINING FOR THE 2027 EDITION!

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FLOOR PLAN AS OF APRIL 16, 2026

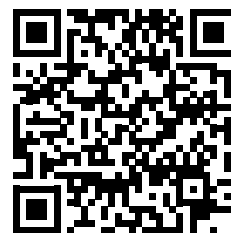
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Poland, Warsaw



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

