

Press Release

Paths to new standards: INTERNORGA provides inspiration for the hotel industry

Hamburg, 15 January 2025 – An exciting transformation lies ahead for the hotel industry: new trends, innovative concepts and pioneering technologies are shaping the sector and offer fascinating prospects for hosts and guests in equal measure. As the leading international trade fair for the catering and hotel industry, from 14 to 18 March 2025 INTERNORGA will once again be placing the focus on the most important developments in the sector. From sustainable business models and personalised guest experiences to digital solutions, INTERNORGA will demonstrate how the hotel industry is preparing for the challenges and opportunities of the future.

Technology and digitalisation: the hotel industry of the future

Digitalisation is revolutionising the hotel industry like almost no other sector, opening up a wide variety of possibilities for a modern, personalised guest experience. Smart check-in systems such as those from **straiv** make a seamless and contactless arrival process possible, while electronic hotel locking systems, including those from **Salto Systems**, allow guests to access their hotel room via an app on their smartphone. Guest management systems like the ones presented by **ASA HOTEL** at INTERNORGA provide individual service offers, optimised processes and proactive guest communication. With other companies from this sector also exhibiting, such as **Citadel Hotelsoftware**, **3POS** and **Smart Host**, new standards will be presented, demonstrating how digital progress is shaping the future of the hotel industry.

Furnishings: atmosphere meets functionality

Attractive furnishings are crucial if your aim is not only to welcome guests, but also to impress them in the long term. Current design trends in the hotel industry focus on a combination of aesthetics, functionality and sustainability. Natural materials such as wood, stone and recycled textiles create an authentic and inviting ambience, while modular room concepts offer flexibility for different uses. The company **IKONO**, for example, has set itself the task of making the world of seating more modular without compromising on individuality. They will be exhibiting their modular system in Hamburg this year: "INTERNORGA is the perfect platform to present our modular furniture system, which has been specially developed for the dynamic requirements of the hotel and catering industry. This is where we meet decision-makers in the industry who are looking for efficient and modern furnishing solutions," says **Olaf Kramm**, CEO of **IKONO GmbH & Co. KG**.

Spas and wellness in the hotel industry: fresh impetus for unforgettable guest experiences

Wellness has long since ceased to be merely an added extra in the hotel industry, and has instead become a decisive factor in guest satisfaction and an important unique selling point. From luxurious spa areas and innovative sauna solutions to sustainable concepts – modern wellness offers are in tune with the times and increase the success of hotels over the long term. That is why they are also featured at INTERNORGA 2025, where well-known suppliers will be presenting pioneering solutions specially tailored to the requirements of the hotel industry. That includes **InnoZen**: "We will be presenting our innovative sauna solution, which has been specially developed to meet the

needs of modern hotels, at INTERNORGA. The trade fair is the ideal stage for us to talk directly to decision-makers and promote sustainable wellness concepts in the hotel industry,” says **Pei Hua Yip**, CEO of **InnoZen GmbH**.

A central meeting point for the industry

At the centre of it all: the **DEHOGA Club** will once again be the focal point for the hotel and catering industry at INTERNORGA this year. The two-storey location right by the upper-floor entrance to Hall B4 (booth 325) provides a modern and relaxed atmosphere for discussions with colleagues. At the same time, it offers the opportunity to find out about relevant topics from the German hotel and catering association (DEHOGA).

About INTERNORGA

INTERNORGA is the leading trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 14 to 18 March 2025 on the grounds of Hamburg Messe und Congress GmbH. National and international exhibitors will present their products, trends and innovations for the entire foodservice and hospitality market to trade visitors. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Further information can be found on the website www.internorga.com and on the INTERNORGA [LinkedIn](#), [Instagram](#) and [Facebook](#) social media channels.



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