

BnB show

THE SHOW DEVOTED
TO THE WORLD OF
NON-HOTEL HOSPITALITY

16-17 OCTOBER 2020, MILAN

bnb-show.it

INTRODUCTION

BnB Show is a trade fair devoted to the world of hospitality in all its forms, a showcase for services and products for the hospitality business.

The constant growth in incoming tourism in Milan and across Italy has seen the development of multiple hospitality solutions, comprising a wide range of different formats, levels of professionalism and facilities, as well as the proliferation of various activities and technologies catering to them.

BnB Show is the perfect tool for the annual presentation of all the latest services, products and technologies to existing owners and managers of non-hotel hospitality facilities and those interested in setting up in this business.

This two-day event in the centre of Milan is accompanied by a packed programme of conferences that will give the trade and private individuals the chance to meet top professionals and firms specialising in hospitality and facility management.

BnB show



LOCATION

MILAN

A city that has earned a leading position for itself on the world hospitality scene, which reached its peak during the World Expo 2015 and is set to face its next challenge in its candidacy for the Winter Olympics.

The Italian financial capital and the primary hub for incoming professional tourism in northern Italy, a world-famous fashion and design centre and home to Italy's most important trade shows.

A crossroads of Italian areas of excellence in culture, art, medicine and further education, as well as a destination attracting around 8.4 million tourists per year, placing it fifteenth on the *Global Destination Cities Index* that lists the top twenty most visited cities in the world.

DATES

BnB Show takes place in October, in between the busy summer and winter periods. This is the perfect month to make improvements to facilities, to assess new proposals or take first steps in the hospitality sector.

DATES: 16-17 OCTOBER 2020

EXHIBITORS

MANAGEMENT SERVICES

Online booking portals
Property managers
Estate agents
Full-service hospitality
Check-in / check-out
Cleaning services
Laundry services
Household linen rental
Professional photography
Decorators, architects, interior designers
Tourism promotion and marketing agencies
Digital and social marketing agencies
Home staging

GUEST SERVICES

Chef on demand
Babysitting on demand
Transfer services
Freelance tour guides
Trip/excursion organisers

INSTITUTIONS

Trade associations
Chambers of commerce
Tourist boards
Non-profit organisations

PRODUCTS AND INTERIORS

Courtesy sets
Household products
Linen
Domestic appliances
Interior fabrics
Household furnishings
Food & drink
Fire prevention and security systems
Air conditioning systems

TECHNOLOGY AND DIGITAL SOLUTIONS

Hospitality automation
Home automation
Management hardware and software
Audio and video
Web masters and app developers
IT services

CONSULTANCY

Tax
Law and data protection
Insurance
Financial

VISITORS

B&Bs

Farm holidays

Guesthouses

Boutique hotels

Boarding houses

Property managers

Holiday accommodation and short-stay apartment owners

Private individuals interested in starting up non-hotel accommodations

CONFERENCES

The event will be accompanied by a packed programme of conferences focusing on key themes and all the latest news in this sector, including regulatory, fiscal and financial issues as well as best practice case histories. Presentation of studies and research involving hospitality issues and the comparison of various business models.

COMMUNICATION

BnB Show will be promoted by a national advertising campaign and will primarily target potential exhibitors and visitors using the following methods:

Campaigns on the main social media channels

Advertising campaigns on online and offline newspapers

Advertising campaigns on trade websites

Newsletters and direct marketing

Advertising on national radio

Billboards and posters

ORGANISERS

BnB Show has been developed by O.P.S., which has more than twenty years of experience in organising trade fairs, conferences and seminars. Some of its most important events include: Packaging Première, a show devoted to packaging for the luxury sector; Promotion Expo, targeted at the promotional, customisation, corporate gift and loyalty sector; ShopExpo, dedicated to materials for shops and shop fitting.

CONTACT DETAILS

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