



inspiring
welcoming
innovative

hoga-messe.de



HOGA

The Hospitality Fair

January 17–19, 2027
Messe Nürnberg

exhibitors

520

including parallel
events

visitors

16.600

from a wide range
of industry sectors

3

days of exhibition

m² of space

30.000

including accom-
panying events



“We welcomed many business customers to our stand and were able to establish excellent contacts. The event fully met our expectations. We are already planning to participate in the next edition of HOGA in 2027.”

Simon Huh, Friviko

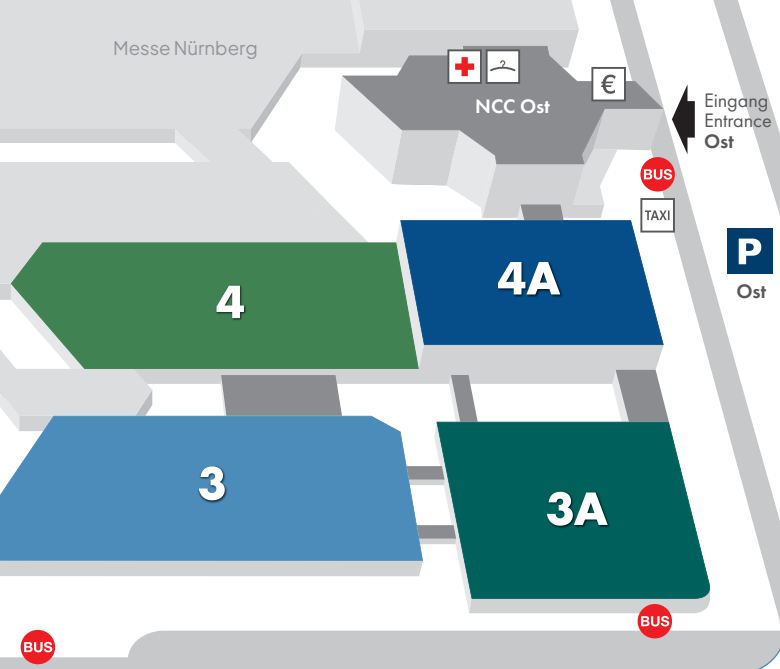
HOGA – A source of inspiration, a marketplace for trends, a meeting point and a driver of business

HOGA offers a unique opportunity to network, exchange ideas and discover new inspiration. HOGA is Bavaria's leading trade fair and an important platform for achieving your marketing goals. Take advantage of the value and impact of direct, personal interaction with top customers in a unique and welcoming industry atmosphere. This is also made possible by the high purchasing competence of HOGA's professional visitors: 31% of them do not attend any other trade fair in this sector.

Thematic Areas

- Kitchen Technology
- Food & Beverage
- Service & Technology
- Outdoor & Wellness
- HOGAnovum
- Hospitality & Interiors
- Careers & Innovations
- FoodSpecial
- Gastro Innovation Award
- Liquid Area, Beer Quarter and Coffee Roastery





As of: March 9, 2026 / Subject to change without notice

Why HOGA?

HOGA is Bavaria's central meeting place for Hoteliers, Restaurateurs, Operators of casinos and casinos, Buyers of commercial kitchen equipment, Chefs, Catering companies, Butchers, Bakers and pastry chefs, Bar and café operators, Service professionals, Food truck operators.

HOGA is your direct gateway to the Bavarian hospitality industry – all in one place.

Registration opens
in summer 2026.

**Gastro
Innovation
Award**

*for the industry's most
innovative ideas*



**Register your
exhibition
stand here.**

Prices per m²

Stand with 1 open side	€ 182,00
Corner stand	€ 197,00
Stand with 3 open sides	€ 204,00
Island stand	€ 211,00

Complete Stand Packages per m²*

Basic	€ 64,00
Comfort	€ 102,00
Exclusive	€ 172,00
*Stand space not included	

For further information about package contents and stand bookings, the HOGA project team will be happy to assist you.

Visitor Data

Northern
Bavaria:
43 %

Southern
Germany:
60 %



Top 5 Countries by Number of Visitors



Germany



Austria



Italy



Switzerland



Netherlands

In total, visitors come from more than 28 different countries

Source: AFAG, HOGA 2025

Where decisions are made: Visitors and exhibitors

Direct decision-
makers:
32 %

Involved in the
decision-making
process:
60 %



Industry Overview

ordered by frequency – most frequent at the top

Gastronomy
Hotel industry
Institutional catering
Restaurant
Hotel
Pub
Cafeteria / Commercial kitchen
Café / Bistro
Catering
Bakery / Pastry shop
Bed & Breakfast
Other commercial sectors
Butchery
Snack bar
Restaurant chain

