



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

m<sup>2</sup> of space

# 30.000

including accompanying 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**

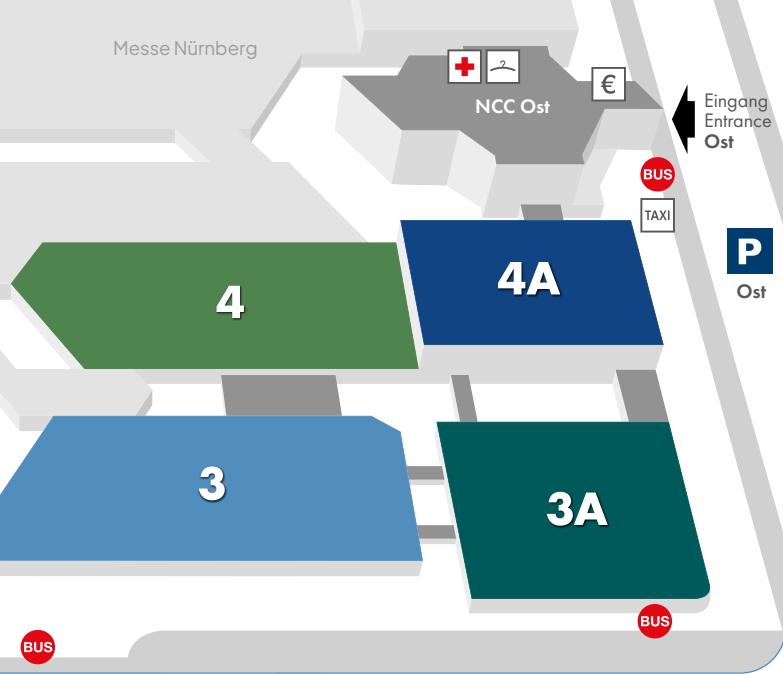
## HOGA – A source of inspiration, a marketplace for trends, a meeting point and a driver of business

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





## Why HOGA?

HOGA is Bavaria's central meeting place for Hoteliers, Restaurateurs, Operators of canteens 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

*Für die innovativsten Ideen der Branche*

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



Register your exhibition stand here.

### Prices per m<sup>2</sup>

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 m<sup>2</sup>\*

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

