

H&T 2026 WILL DRIVE THE PROGRESS OF THE HOSPITALITY, HOTEL AND TOURISM SECTORS TOWARDS DIGITALIZATION AND SUSTAINABILITY FROM FEBRUARY 2ND TO 4TH AT FYCMA

The reservation period is now open for companies providing equipment, services, and gastronomic products for the 2026 edition of H&T, the Hospitality Innovation Fair, which will take place from February 2 to 4 at FYCMA (Malaga Trade Fair and Congress Centre), managed by the Málaga City Council. The fair will bring together leading brands in these sectors with the aim of increasing business opportunities between companies and professionals during a time of growth and transformation in the hospitality, hotel, and tourism industries.

In addition, it will offer a comprehensive proposal for the industry, featuring content areas, sectoral meetings, and participation from prominent experts.

Málaga, 19 June, 2025. – H&T, the Hospitality Innovation Fair, confirms its 2026 edition for February 2, 3, and 4 at FYCMA (Malaga Trade Fair and Congress Centre), managed by the Málaga City Council. The three pavilions will be packed with innovation, showcasing the latest solutions in equipment, services, and food for the continuously developing and evolving hospitality, hotel, and tourism sectors. The event will host everything from leading brands in these fields to an exclusive selection of gourmet products, protected designations of origin, and regional promotional brands, highlighting the best of national and international gastronomy. H&T grows alongside the industry, adapting to its needs and fostering a future based on digitalization and sustainability.

The fair has already begun commercializing its exhibition space, with reservations now open for companies providing equipment, services, technology, and gastronomic products, which are in high demand for participation.

H&T annually brings together the most relevant entities from the hospitality, hotel, and tourism sectors at both national and international levels, creating a platform for innovation and procurement of solutions and products. It offers equipment and service companies the opportunity to position themselves as industry leaders, establishing direct contact with their target audience and key decision-makers. In 2025, approximately 600 companies and entities were represented, with over 19,000 professional visitors from 17 countries. Notably, around 60% of professionals closed a purchase or business agreement, and 78% rated the networking and contact generation as excellent or very good.

All of this reinforces H&T's position as one of the most important sectoral events at the national level, providing the industry with top-tier business opportunities, internationalization, and insights into global market trends. In this sense, H&T gives professionals the chance to find real solutions tailored to every type of business.

Professional activities and meetings

H&T will also host an extensive program of forums and activities aimed at professionals, such as the Main Stage, where internationally renowned experts will share the latest trends, research, and solutions for the industry. The Kitchen Lab will feature cutting-edge techniques and culinary



innovations with participation from leading chefs, forming the gastronomic agenda together with the Aula Makro.

A new edition of the Tasting Room will also return, an exclusive space dedicated to wine and oenology where sommeliers and experts will showcase the highlights of vintages, wines, and sector trends. Furthermore, H&T serves as the chosen framework for industry associations and professional organizations to hold their meetings and periodic sessions, consolidating itself as a key point for networking and intercompany collaboration in the industry.

H&T is organized by FYCMA (Palacio de Ferias y Congresos de Málaga), managed by the Málaga City Council. Sector promoters include the Association of Beach Business Owners of the Province of Málaga – Costa del Sol (Aeplayas), the Málaga Hospitality Association (Mahos), and the Association of Hotel Owners of the Costa del Sol (Aehcos).

All the information about the fair is available at www.salonhyt.com, and on its profiles: [Facebook](#), [Instagram](#), [X](#) y [Linkedin](#).