

Create! Share it! Win!



FOODS AND BEVERAGES
FOR TOURISM

XOCT
HOTEL EQUIPMENT · SYSTEMS · TECHNOLOGIES





FOODS AND BEVERAGES FOR TOURISM



MODERN CITY

March 20, 2024
Sofia

BLUE SUMMER

April 17, 2023
Golden sands

April 25, 2024
Sunny beach

WHITE WINTER

November 2024
Pamporovo

November 2024
Bansko



May 2024
Ruse
Veliko Tarnovo
Plovdiv
Velingrad

2024





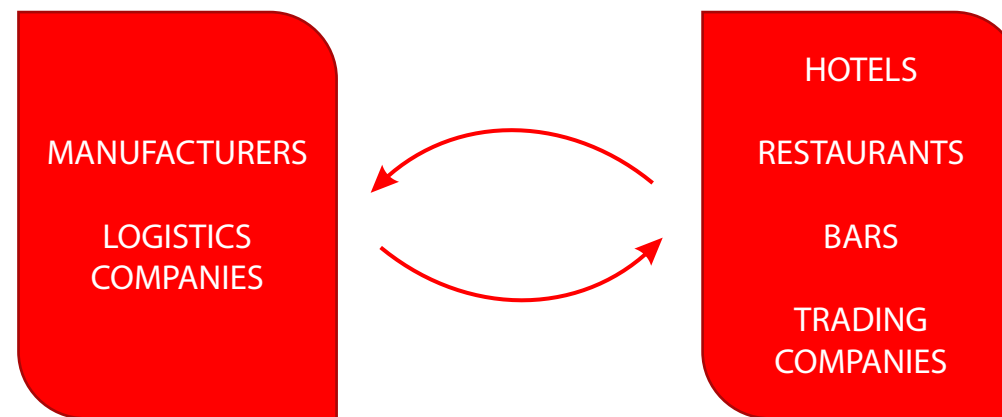
Profile

For two decades now, the exhibition forum **Foods and beverages for Tourism & XOCT industry** has proven its effectiveness by bringing together strategic business partners in the HORECA branch. By means of intensive business conversations, compelling culinary demonstrations, interaction with innovative technologies and systems, manufacturers and traders present products and services to representatives of tourist sites - hotels, restaurants, bars, trading companies.

Known, expected and necessary for the tourism industry, Foods and beverages for Tourism & XOCT industry is a platform and space that gives the opportunity to achieve concrete results - forming new contacts, establishing sustainable partnerships, achieving maximum sales, positioning brands, familiarity of companies and brands.

Since its creation, striving to be the best platform for business contacts on the eve of tourist seasons, the event has grown and developed, adding new activities in order to meet the demands of exhibitors and visitors.

In 2023, in the four editions of **Foods and beverages for Tourism & XOCT industry**, **225 companies participated at 357 stands, and the forum was visited by 1,778 representatives of 717 HORECA establishments** (Statistics - p. 7, 9).





What is Foods and beverages for Tourism & XOCT industry?

A professional B2B forum for the HORECA branch, conducted according to a proven formula and with proven effectiveness.

The event is **an intersection** between strategic business partners: key representatives of tourist and HORECA facilities /hotels, restaurants, bars, shops/ meet and exchange information with companies - manufacturers and traders of foods and beverages, hotel equipment, systems and technologies.



FOODS AND BEVERAGES

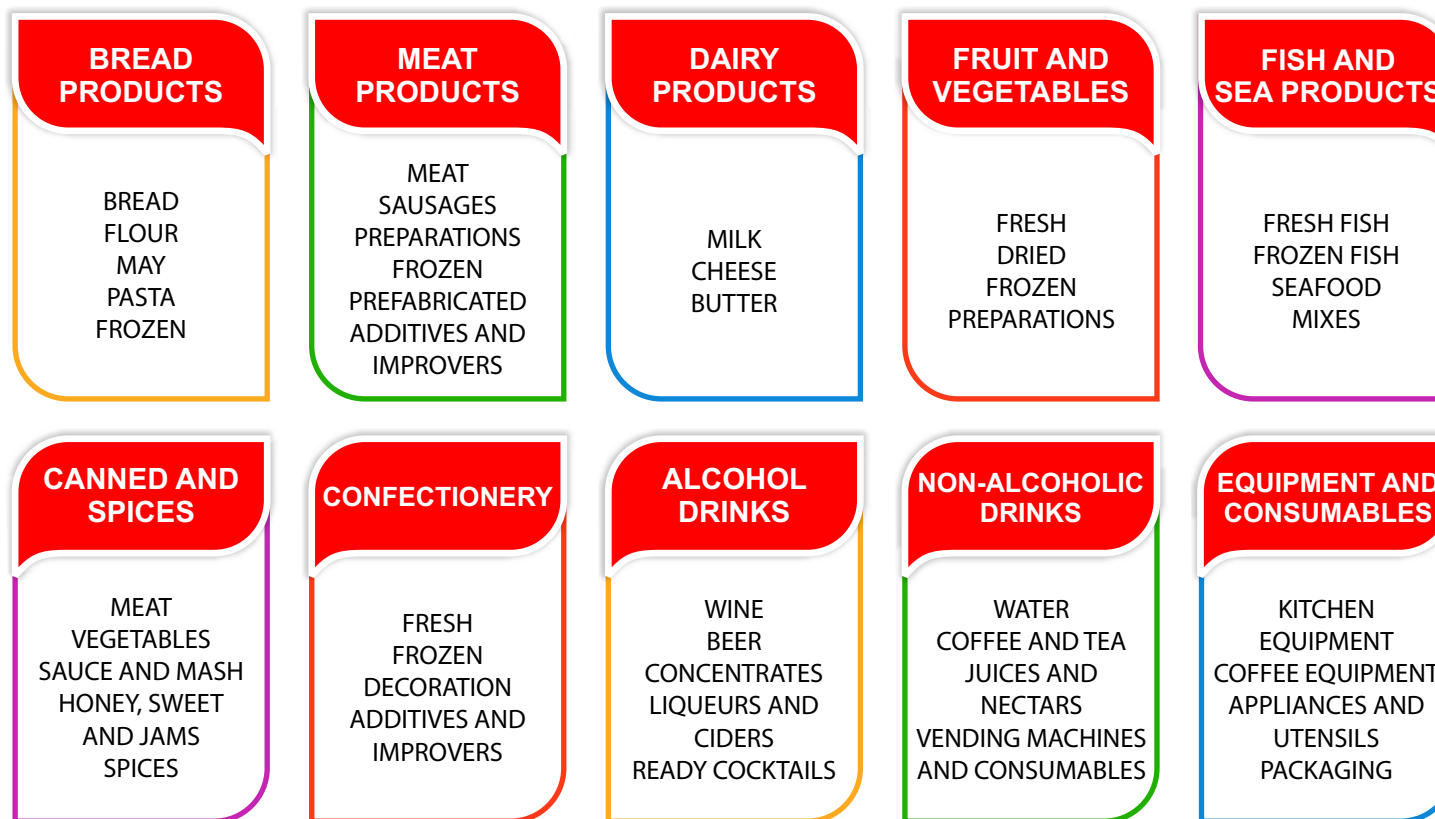
FOR TOURISM

Who participates?

Conceived and implemented as an effective marketing platform, the forum **Foods and beverages for Tourism & XOCT industry** is the product of ongoing in-depth research and detailed knowledge of the tourism industry and its needs.

The event is closely focused on the needs of hotels, restaurants and all HORECA organizations in the field of tourist catering.

Companies from the following specifically defined areas are invited to participate:





Who participates?

And in 2024, the **XOCT industry** sector will be represented at the forum in specially designated areas.

The focus is on the needs of the tourism industry in the non-food sector, by presenting the most current contemporary trends in the specialized hotel industry equipment, systems and technologies.

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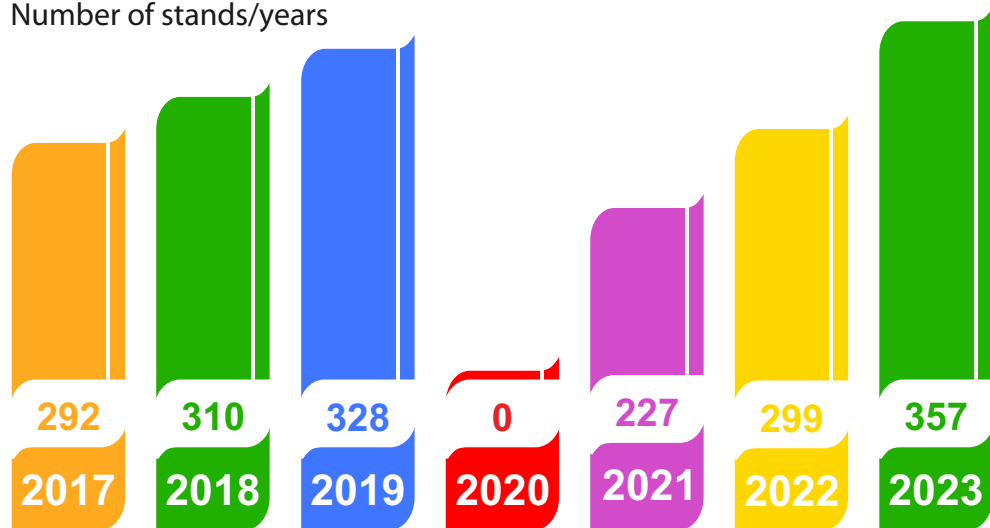
Who participates?

Golden Sands, Sunny Beach, Bansko, Pamporovo*
(cumulative data for the four venues of the exhibition)

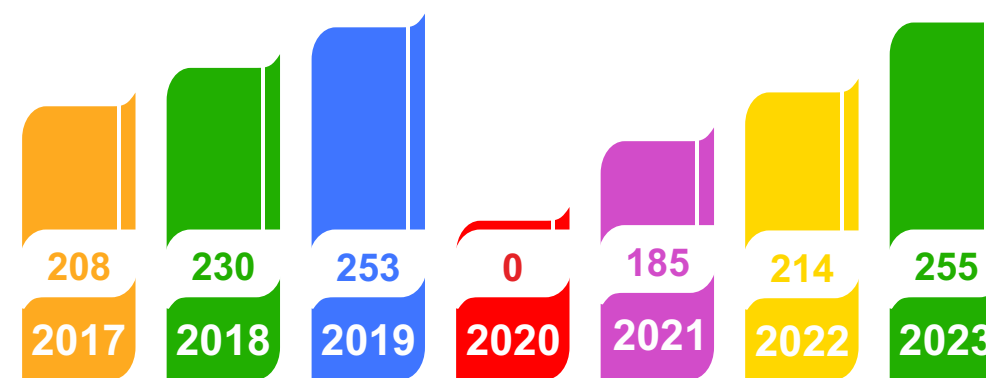
**The indicated data are for the period 2017 - 2023. In 2020, the forum was not held due to pandemic related restrictions, and in 2021, the conditions and measures imposed severely limited the number of exhibitors and visitors.*

Year	Golden Sands	Sunny Beach	Bansko	Pamporovo	TOTAL	
	Number of stands / year	Number of stands / year	Number of stands / year	Number of stands / year	Number of stands / year	Number of companies / year
2017	104	124	64		292	208
2018	108	132	70		310	230
2019	117	138	73		328	253
2020	0	0	0		0	0
2021	68	79	52	28	227	185
2022	94	102	66	37	299	214
2023	107	133	72	45	357	225

Number of stands/years



Number of exhibiting companies**/years



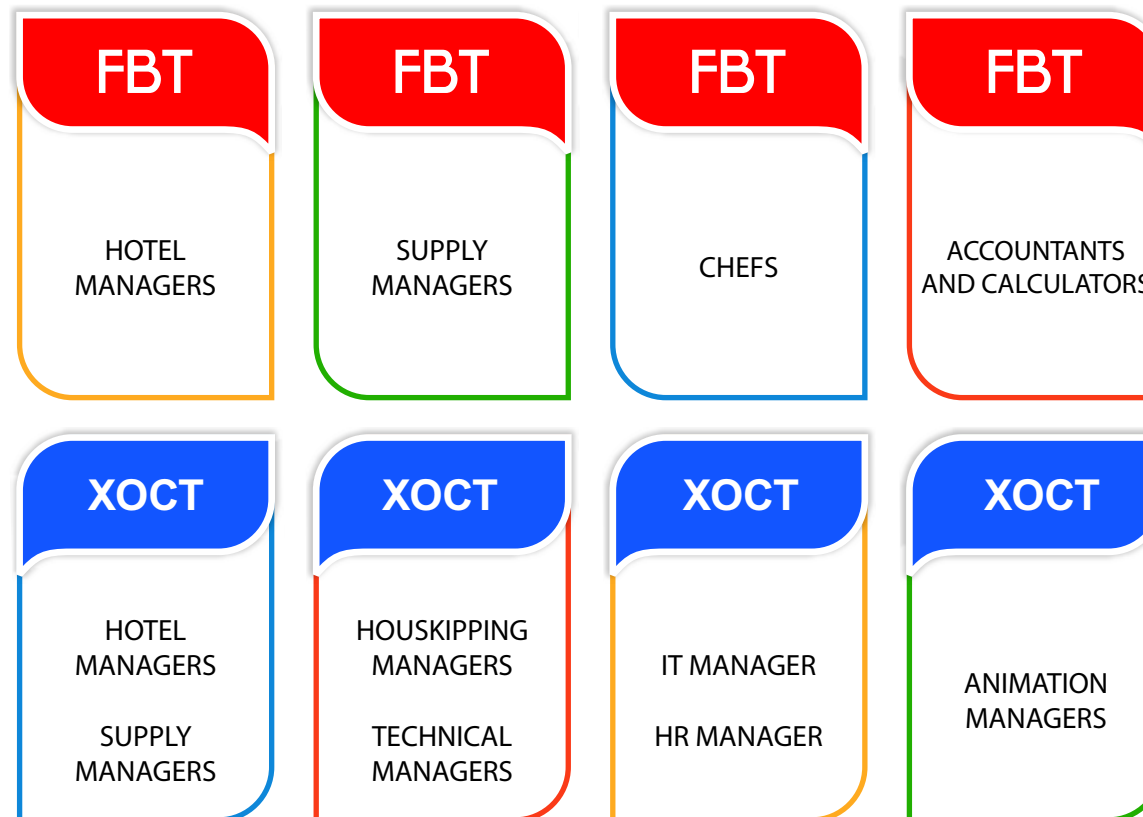
**The number of companies is smaller than the number of stands due to participation of these companies in more than one venue and with more than one stand.

Who visits?

On the part of the tourism industry, personally invited as visitors are:

- hotel managers, procurement managers, head chefs - key representatives of all significant sites in the HORECA sector.
- hotel managers, procurement managers, housekeeping managers, technical assurance managers, IT managers, HR managers, animation managers, etc. - key representatives of the HOST industry from all significant sites in the HORECA sector.

In the constantly updated and developing database of the forum, all sites from the summer tourist centers of the Bulgarian Black Sea coast are present - from Shabla in the north to Sinemorets in the south; the winter tourist centers of the Bansko and Pamporovo regions; all modern HORECA sites from the important Bulgarian tourist destinations.





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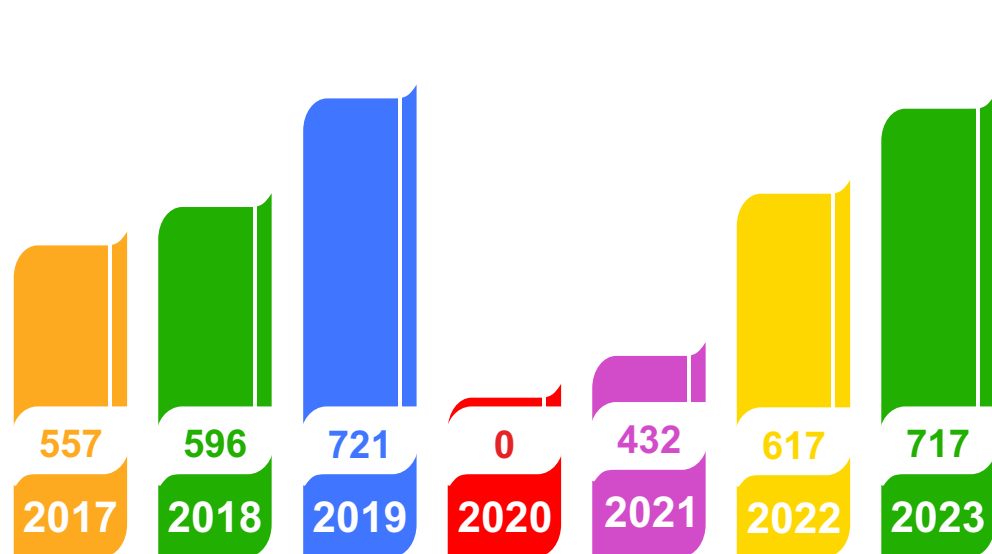
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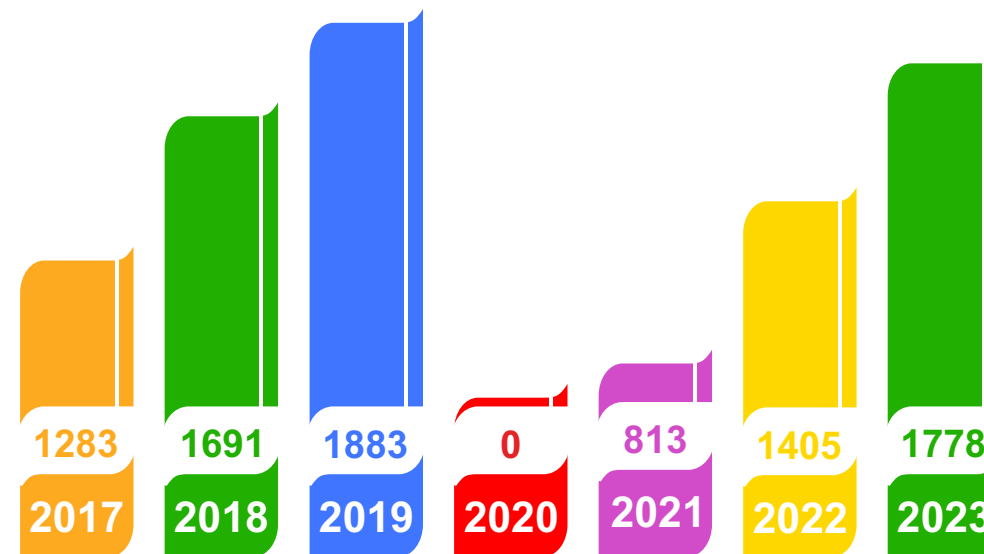
Thanks to targeted and precise registration of each guest of the forum, **Foods and beverages for Tourism & XOCT industry** has real statistics and detailed analysis of event attendance.

Year	Golden Sands		Sunny Beach		Bansko		Pamporovo		TOTAL	
	Tourist sites	Visitors	Tourist sites	Visitors	Tourist sites	Visitors	Tourist sites	Visitors	Tourist sites	Visitors
2017	169	390	245	587	143	306			557	1283
2018	203	607	249	763	144	321			596	1691
2019	242	683	301	862	178	338			721	1883
2020	0	0	0	0	0	0			0	0
2021	132	250	190	379	78	134	32	50	432	813
2022	146	323	251	645	143	288	77	149	617	1405
2023	200	456	260	669	166	452	91	201	717	1778

Number of tourist sites visited the events/years



Number of visitors/years





FOODS AND BEVERAGES FOR TOURISM



How does it happen?

Customers come to you! You meet the decision-making professionals in the HORECA industry!

You conduct effective business conversations! You provide exciting demonstrations and tastings!

You create and enjoy an inspiring atmosphere!





Marketing 2024

Aiming to be the best platform for working marketing solutions in the HORECA sector in Bulgaria, **Foods and beverages for Tourism & XOCT industry offers intelligent communication tools** to generate interest both during the forum and throughout the year.

Take advantage of a wide range of options based on your profile and your marketing strategy:

COMMUNICATION TOOLS

Online interview - present the advantages of your company in an individually prepared interview;

Chefs present - video column - NEW! - with the compelling presence of your chefs and technologists, present products and recipes adapted to the HORECA sector to the audience at the forum;

I invite you to a meeting - mailing campaign before the forum - NEW! - announce your participation with an intriguing video addressed to clients and partners;

New Products Zone - by being present in the zone you can emphasize your latest and attractive HORECA developments;

Top Products and Technologies catalogue - reaching directly to key professionals in the industry and announcing in advance your upcoming participation in the forum;

With these and more communication tools, get and keep the attention of your potential and real customers!

Learn more at www.hnt-bg.com/Documents section.

MARKETING PACKAGES

Marketing packages

The packages have been developed with the aim of maximum efficiency of the exhibition participation before, during and after the event.

They provide more visibility to target audiences and better contact with forum visitors.

*Get to know the contents of the **Standard, Plus and Premium** packages at www.hnt-bg.com/Documents section.*



FOODS AND BEVERAGES

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Advantages



Focus and narrow specialization in the field of tourist catering and XOCT industry.



Excellent attendance - only by professionals, no casual visitors.



In the "heart" of the seasonal complexes - close to the representatives of the tourism industry.



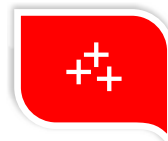
PERSONALLY invited key employees - professionals, decision-makers.



Full availability of the kitchens at the restaurants of the hotels, where the products can be prepared in the required form for presentation and tasting.



At the right time - before the actual start of the respective tourist season, when the sites begin their preparation.



A continuously developing project, provided with: up-to-date databases for the tourist sites, their potential and key employees; trained and motivated organizational team working directly in and with each tourist site; responsible attitude towards each participant in the event.

4 seasons

FBT presents **4 seasons**

In 2024, the 4 seasons format will reaffirm itself with its second edition. It will be implemented in 4 tourist centers that have proven their potential to evolve as sustainable HORECA destinations.

Locations: Ruse - Veliko Tarnovo - Plovdiv - Velingrad

Running period: May 2024

All details and invitations for the format will be available in the month of February.

Detailed information about the 4 seasons can be found here:
www.hnt-bg.com.





FOODS AND BEVERAGES FOR TOURISM



FBT at 20 years! Celebrate with us!

In 2024, **Foods and beverages for Tourism & XOCT industry** marks its 20th edition!

Another occasion to transform our meeting together into a meaningful and positive experience! We invite you to be part of the following initiatives:

PHOTO EXHIBITION

"Shared 20" Photo Exhibition
Participate with your own author's or collective corporate photos in the categories:

HNT-Emotions

Food that inspires

MENTOR PROGRAM

Mentor program "FBT - Horizons Never Trapped"

Be our partners in a program aimed at motivated and ambitious young people who need to be guided, inspired and supported to become part of the HORECA sector and connect their professional development with it.

CEREMONY "20 YEARS OF FBT"

Ceremony "20 Years of Foods and Beverages for Tourism"

Celebrate with us! Presenting awards to the longest-standing partners of the forum, as well as awards in the traditional categories of the event.



Stay tuned for more information and special invitations in February!



Organizer

Patchwork Communications Agency works in the field of integrated marketing communications and specializes in the management of special events.

We create conceptually and implement in practice B2B exhibition forums that develop their profile with each edition and establish themselves as effective marketing industry platforms.

In 2024, our **Foods and beverages for Tourism & XOCT industry** project has the following calendar:

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4 seasons

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Patchwork
Communications agency

Bulgaria, 9000 Varna, 45 Slivnitsa Blvd.
phone.: 00359 88 8294 162, office@patchwork-bg.com

www.hnt-bg.com