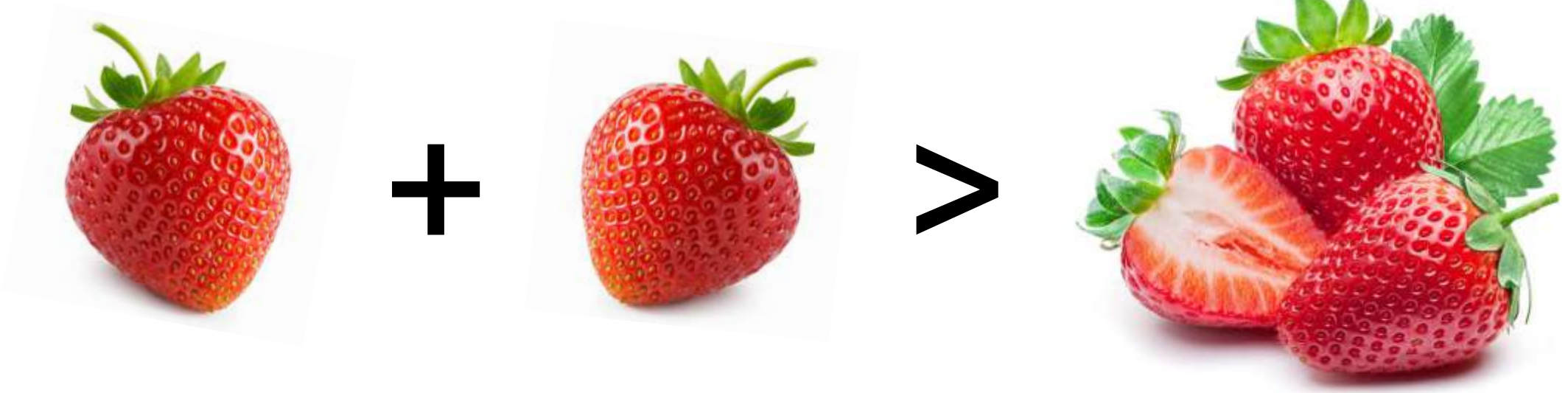


Create! Share it! Win!



FOODS AND BEVERAGES
FOR TOURISM

XOCT
HOTEL EQUIPMENT · SYSTEMS · TECHNOLOGIES



FOODS AND BEVERAGES FOR TOURISM



MODERN CITY

March 12, 2025
Sofia

BLUE SUMMER

April 23, 2025
Golden sands

April 29, 2025
Sunny beach

WHITE WINTER

November 2025
Pamporovo

November 2025
Bansko



March 2025
Pavel banya
Hisara



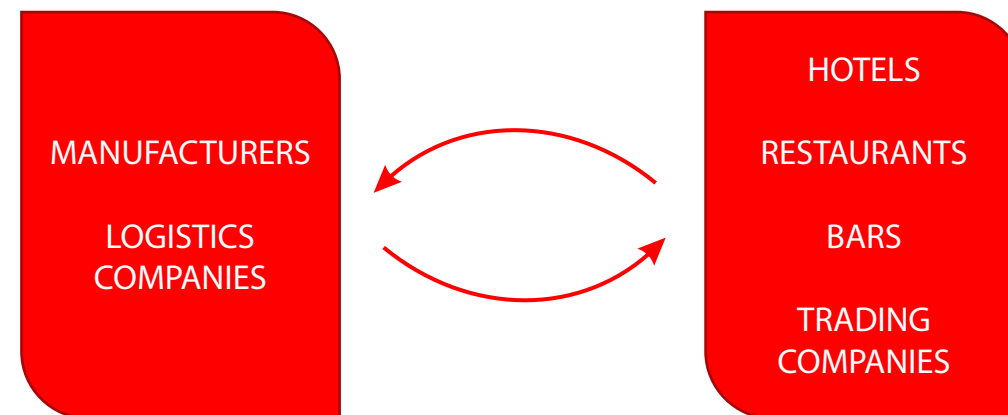
Profile

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 2024, in the four editions of **Foods and beverages for Tourism & XOCT industry**, **275 companies participated at 470 stands, and the forum was visited by 2223 representatives of 931 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

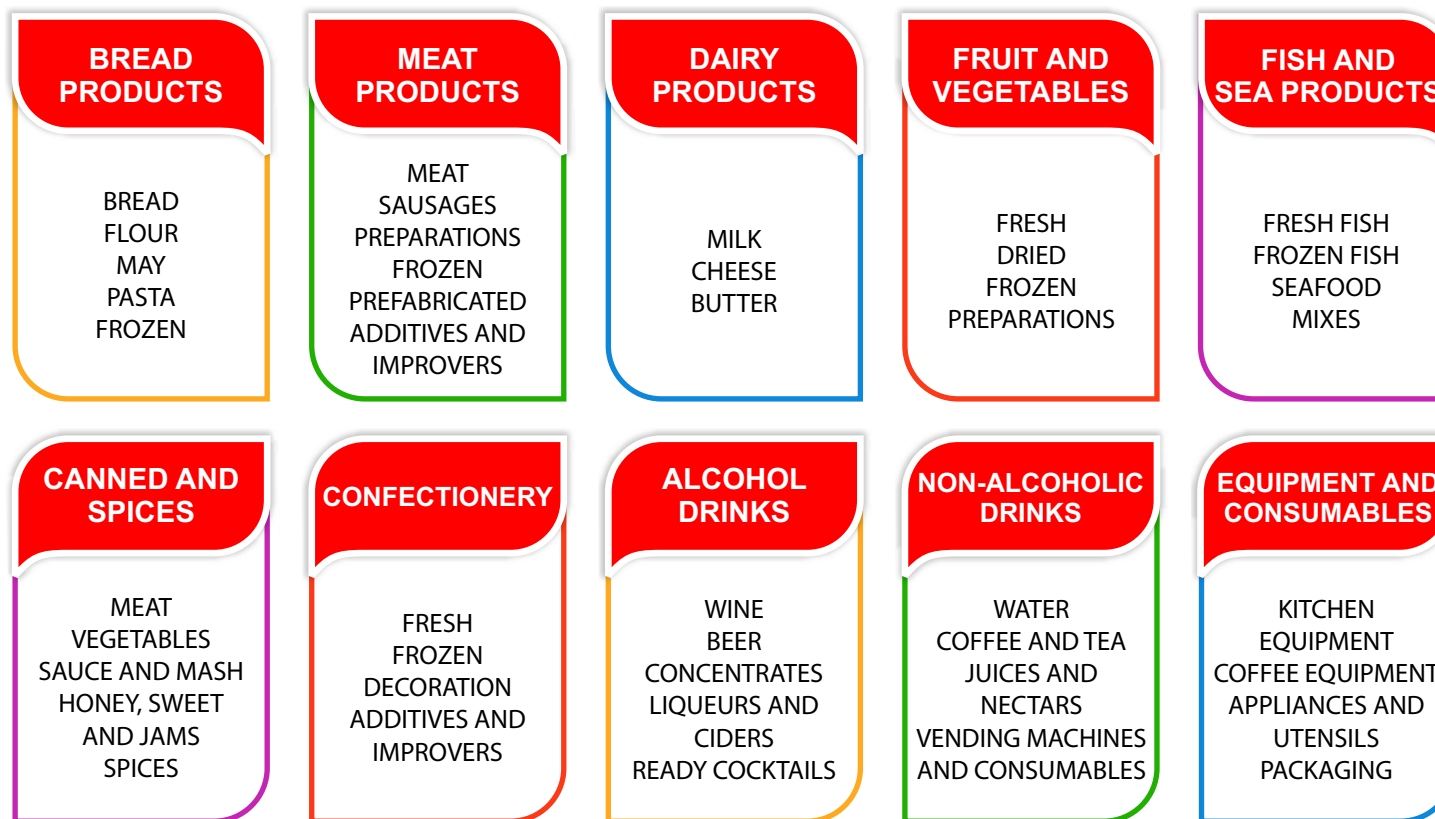
FOR TOURISM

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 2025, 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.

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





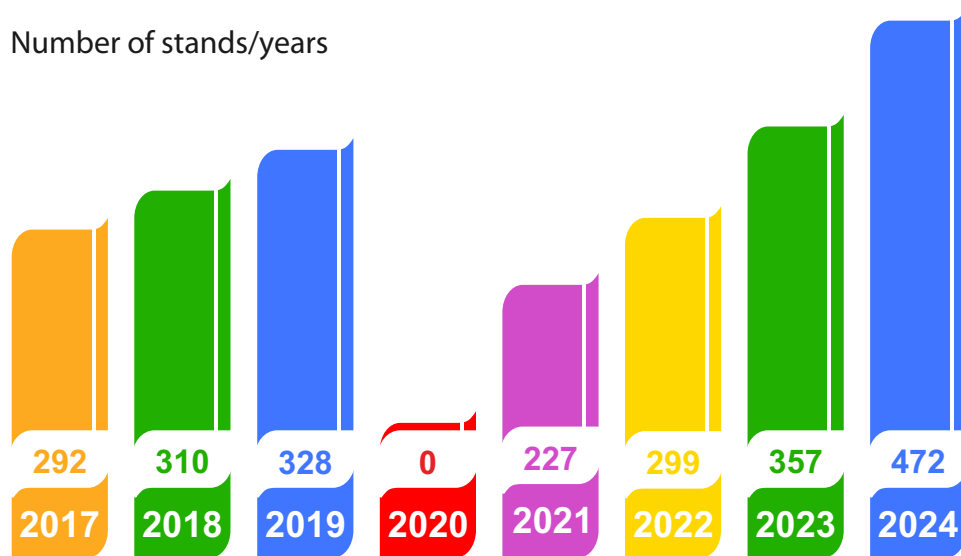
Who participates?

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

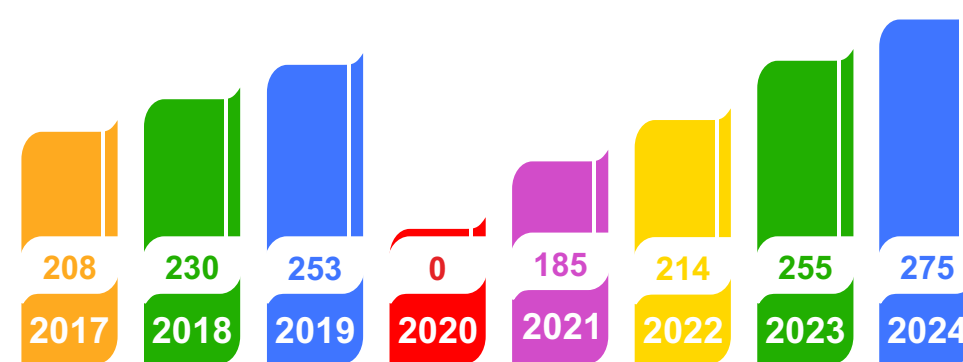
**The indicated data are for the period 2017 - 2024. In 2020, the forum was not held due to pandemic related restrictions, and in 2021, the conditions and measures imposed severely limited the number of exhibitors and visitors.*

	Sofia	Golden sands	Sunny beach	Bansko	Pamporovo	TOTAL	
Year	Number of stands	Number of stands	Number of stands	Number of stands	Number of stands	Number of stands	Number of companies
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
2024	100	115	139	73	45	472	275

Number of stands/years



Number of exhibiting companies**/years



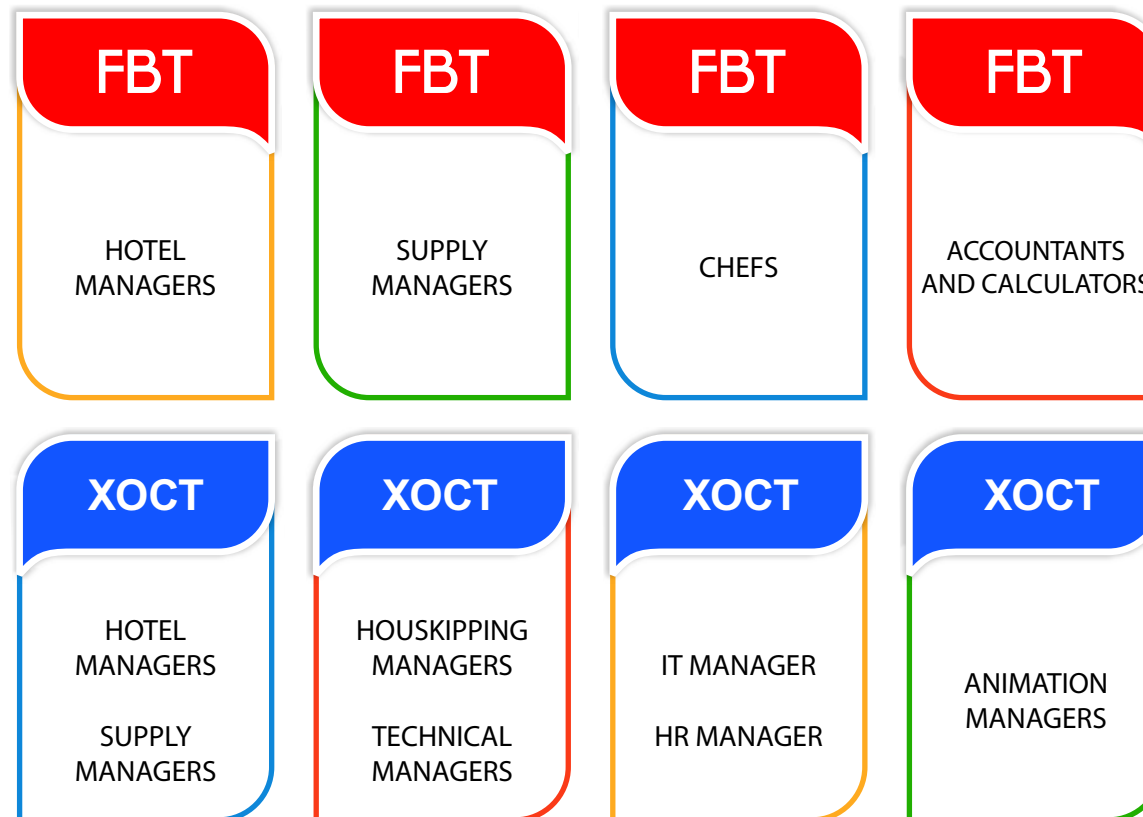
**The number of companies is smaller than the number of stands due to participation of these companies in more than one venue and with more than one stand.

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.





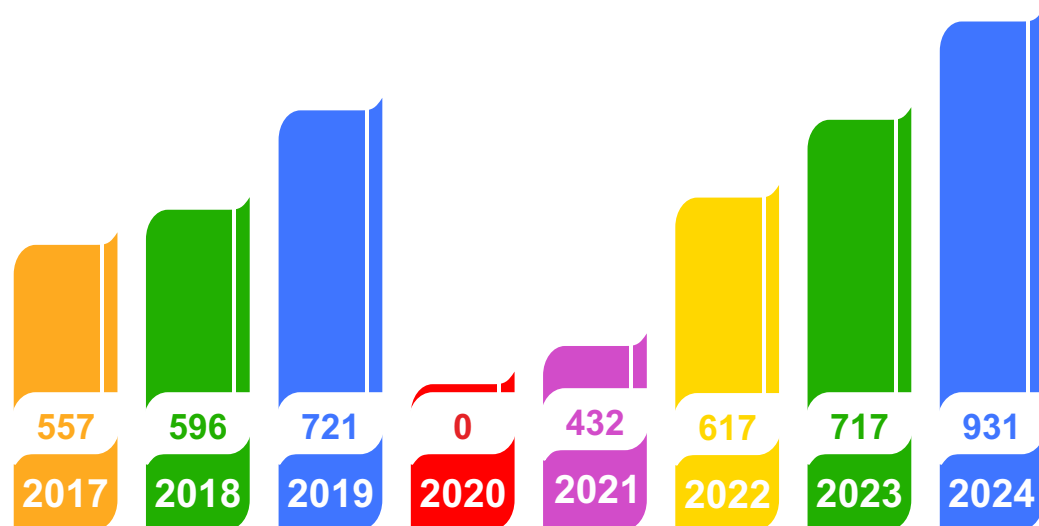
Who visits?

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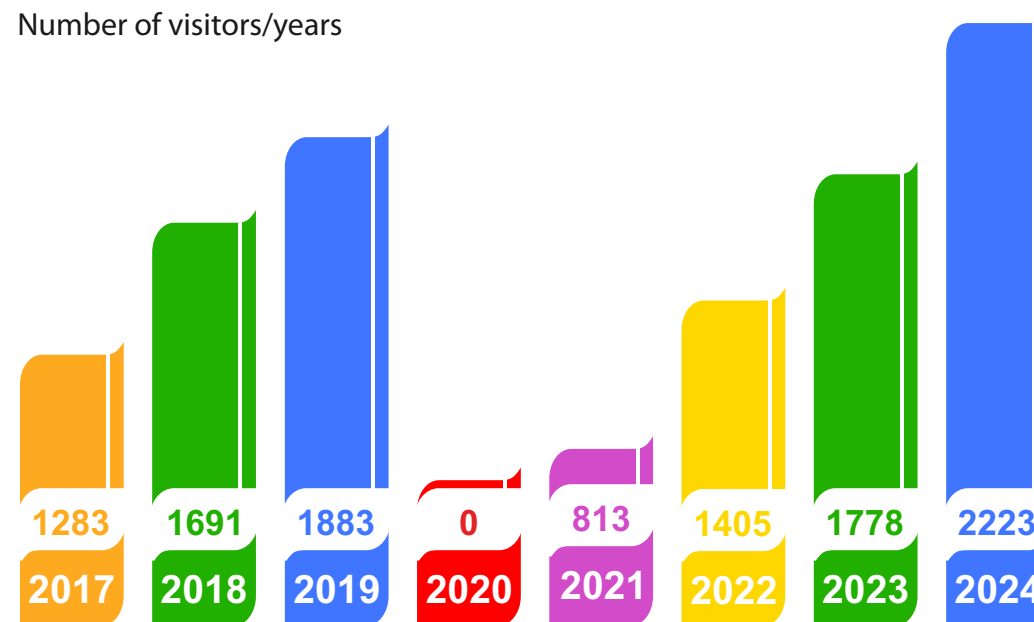
Thanks to targeted and precise registration of each guest of the forum, **Foods and beverages for Tourism & XOCT industry** has real statistics and detailed analysis of event attendance.

Year	Sofia		Golden sands		Sunny beach		Bansko		Pamporovo		TOTAL	
	Tourist sites	Visitors	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
2024	126	253	237	587	317	790	164	398	87	195	931	2223

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 2025

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

Faces and Meetings - NEW! - The section presents people - famous and/or established professionals from the HORECA industry - chefs, culinary experts, consultants and others who will attend the events, at the stands of the companies-exhibitors;

HORECA news - NEW! - HORECA news will have 7 editions (February - May; October - December) and will be sent to more than 3500 Bulgarian tourist/HORECA sites throughout the country, concentrated in the regions where the event is held;

Visitor's GUIDE - NEW! - The Visitor's Guide is a kind of index sheet/folder that each visitor to the

event receives. The Guide provides information about the presented product groups and the specific companies offering products in these groups.;

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](http://www.hnt-bg.com/Documents) section.*



FOODS AND BEVERAGES

FOR TOURISM



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.



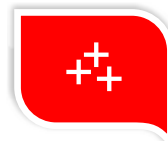
PERSONALLY invited key employees - professionals, decision-makers.



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.



FOODS AND BEVERAGES FOR TOURISM



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 2025, our **Foods and beverages for Tourism & XOCT industry** project has the following calendar:

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