

interihotel

Event Brochure

Europe's Leading Hospitality Design Event

17—19 Nov
IFEMA
Madrid 2026



EXHIBITION
CONFERENCES
WORKSHOPS
INNOVATION
TRENDS
AWARDS

Creative Rebellion

Europe's Leading Hospitality Design Event

Bringing together hospitality design professionals for three days in Madrid, interihotel welcomes 14,000+ visitors from 50+ countries to the industry's leading event for inspiration and business.

Exhibiting brands, innovative spaces, trends and the people who define the impact of design in the hospitality world will meet on 17, 18 & 19 November 2026 at the event to be held at IFEMA Madrid.

Info

Design, trends and inspiration in the hospitality industry.

An environment that has been carefully curated to encourage collaboration and synergy among professionals.

17, 18 & 19 November. IFEMA Madrid.

Showroom

The interihotel brands are industry leaders with global reach.

They specialize in creating comprehensive projects and manufacturing a wide range of materials, offering design products that cover all areas of hotels and restaurants.

Visitors

Interior designers and architects.

Decision-makers from hotel and restaurant groups.

Real estate developers and investors.

Distributors and product brands.

Speakers

Our speakers showcase the impact of design in the world.

Their projects and their ways of doing define interior design in hotels and restaurants today.

Visitor Profile



42% Architects & interior designers



20% Hospitality industry professionals, investors, builders, and project developers



14% Distributors & installers



12% Manufacturing brands



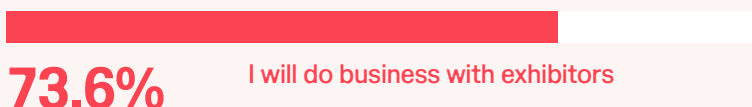
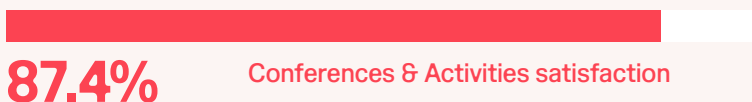
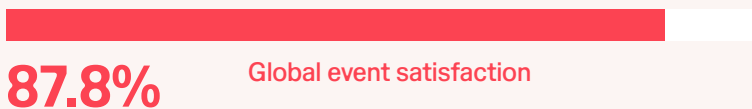
12% Other contract professionals

More than 75% of visitors have purchasing or project specification power for hospitality design

Key Figures

| | |
|---------------|--|
| 240 | Speakers in conferences, debates & workshops |
| 350 | Brands specialized in hospitality design |
| 2,500 | New hospitality projects identified |
| 14,000 | Attendees, hospitality design professionals from 50+ countries |
| 5,000 | Organic social media mentions |
| 165K | Newsletter opens |
| 260K | Sessions on the website |
| 19M | Social media impacts |

What our visitors say



Don't just look. Be part of it.

Optimism can be a form of rebellion.

In hospitality, that means questioning what's given. Challenging the expected. And imagining new ways of designing and experiencing space.

Because nothing meaningful happens within the limits of convention. It begins when we dare to think differently.

At interihotel, we create the space where it all begins.

Europe's
Leading
Hospitality
Design
Event

Creaa

Rebbe

Creative Rebellion is not about breaking things for the sake of it. It's about choosing a different direction — one driven by intention, curiosity, and the will to move beyond established ways of thinking.

In hospitality, this shift redefines how spaces are conceived, experienced, and valued.

From repetition to intention. From standardization to identity.

Design becomes a tool for transformation.

A way to open new possibilities, reshape narratives, and create spaces that connect on a deeper, more human level.

An invitation to rethink, experiment, and shape what comes next.

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Themes

interihotel brings together the people shaping hospitality design today.

For three days, designers, hoteliers, and industry leaders gather in Madrid to share ideas, challenge perspectives, and explore new ways of thinking about space, experience, and business.

Through talks, round tables, workshops, and immersive formats, the event becomes a platform for exchange — and for pushing the discipline forward.

The 2026 edition is structured around three central themes. Three perspectives on the conversations shaping how hospitality is designed, experienced, and reimagined today.

The Inside Rebellion

Rebellion begins from within. From spaces that disrupt routine, challenge the expected, and turn a stay into something more.

At interihotel, we see interior design as a force capable of subverting codes and prompting new ways of inhabiting hospitality — spaces that build identity and resonate on a deeper level.

The Future Rebellion

The future is not something we wait for — it's something we design.

At interihotel, we bring together ideas that go beyond incremental change to explore new ways of understanding how we travel, live, and experience space.

Design's true potential lies in imagining what doesn't yet exist — and making it possible.

The Green Rebellion

Sustainability can no longer be a marginal concern. It requires a shift in logic: from minimizing impact to rethinking the system.

In hospitality, this means questioning materials, processes, and priorities to imagine a more conscious and transformative way of designing — where responsibility drives creativity forward.

Exhibition
Talks
Workshops
Innovation
Trends
Awards

The Event

**CREATION
REACTION****Europe's
Leading
Hospitality
Design
Event****17—19 Nov
IFEMA
Madrid/ES**

interihotel brings together the hospitality design community for three days of exchange, inspiration, and business. A space where ideas are challenged, connections are built, and new ways of thinking begin to take shape.

From brands to designers, from investors to operators, the voices shaping the industry today will come together at the event. Through exchange, collaboration, and real interaction, interihotel is a platform where perspectives meet, opportunities emerge, and the future of hospitality is actively defined.

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Showroom

Brands, materials, and ideas come together to shape new hospitality projects.

A space to discover solutions, explore possibilities, and move from concept to reality.

ihBCN25
Jung Stand at interihotel BCN25.
Designed by Trench Studio.



Conferences

Pioneers, innovators, and industry leaders take the stage to share their work, challenge perspectives, and open new conversations around hospitality design.

ihBCN25

Tom Dixon (Founder, Tom Dixon).



Workshops

Hands-on sessions where ideas are tested, tools are shared, and new ways of working begin to take shape.

ihBCN25

Workshop conducted by Gabriela Sagarminaga (Sagarminaga Atelier).



Debates

Hoteliers, restaurateurs and designers confront ideas, question assumptions, and debate the challenges shaping the industry.

ihBCN25

Daniel Campos (Caribe Hospitality), Julia Dias (HPG International Latinoamerica), Fernanda Esquivel (Enjoy Group), María José Fernández (5 Sólidos), Camille Irazusta (Six Senses), Aswin Jansen op de Haar (Arquitectura de interiores), Gonzalo Tudanca (HBA International) & Enrique Villanueva (Grupo MRP).



Dialogues

Designers and brands exchange perspectives, build relationships, and explore new ways of working together.

ihBCN25

Emerging interior design firms and brands discuss topics that affect the industry and the hospitality sector.



International Guests

A curated group of international professionals with strong specification power.

They will take part in conferences and working sessions within a dedicated environment designed to foster direct connections with brands.



Dusit
HOTELS & RESORTS

HBA

LEO A DALY



ADRIANA HOYOS

EMAAR

Hilton

Marriott
INTERNATIONAL



amRESORTS

Gensler

HYATT

**PERKINS —
EASTMAN**

VIDANTA

BlueDiamond
RESORTS

POSADAS

IHG
HOTELS & RESORTS



WELLS

BRISAS
GROUP

GVA

Kristina Zanic



1508
LONDON

Concept Rooms

Concept Rooms are live explorations where ideas, materials, and brands come together to shape new hospitality experiences.

Two design studios will create a restaurant and a hotel space — responding to how people travel today, and imagining what comes next.

ihBCN25
Nomad's Concept Terrace,
inspired by Medplaya Hotels and
developed by PhiBa Architecture.



Awards

Recognising those shaping hospitality design.

The interihotel Awards celebrate the projects and professionals pushing the industry forward, across six categories — from product innovation to interior design and professional path.

The jury brings together leading voices from hospitality, architecture, design, and academia.



interihotel Awards 25

RiceTab by Birdmind (best sustainable product for hospitality)

Acoustic Wall by Bariperfil (best innovative product for hospitality)

TM Leader Contract & María Ortega (best stand)

Hotel Riad Brummell Medina by Clàudia Raurell Architecture Office (best hotel design)

Superchulo Canalejas by Pablo Roig (best restaurant design)

Sandra Tarruella (professional path)

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