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**THOSE WHO HOST NEED INSPIRATION.  
ONCE A YEAR, HERE.**

**Italy's largest hospitality event returns to Rimini  
on October 7, 2025, to shape the future of the industry.**

**Special guest speaker Paolo Borzacchiello,  
one of the leading experts in linguistic intelligence.**

*Rimini, Palacongressi* – **Hospitality Day,** the annual event dedicated to tourism, hospitality, and future trends in the accommodation industry, returns for its twelfth edition at the **Palacongressi** in **Rimini** on **October 7, 2025**.

Hospitality Day is the most important hospitality event in Italy, addressing content, topics, and trends on emerging themes, successful case histories, and future visions. Conceived and organized by **Teamwork Hospitality**, a hotel consulting and training company based in Rimini with over twenty years of experience in the tourism and hospitality industry, Hospitality Day has become a national benchmark, bringing together thousands of hoteliers in a single day.

A day of meetings, networking, new insights, and idea exchanges on current and future perspectives, Hospitality Day is **dedicated to the world of hospitality**. Tourism operators, hotel owners and directors, entrepreneurs, managers, and consultants come together to share experiences, develop effective strategies, and discover the latest industry trends.

An opportunity to gain inspiration, receive expert advice, and find practical solutions through discussions with **exceptional** **speakers and industry professionals**, covering topics such as *Sales and Business Development, Automation and Digital Innovation, Leadership and Team Management, Customer Loyalty and Reputation, Marketing and Communication, Artificial Intelligence, Sustainability and Inclusive Hospitality, Food & Beverage, Housekeeping, and Hotel Design*.

With 15 training rooms, 5 themed arenas, 250 exhibitors, a 5,000-square-meter networking space, over 180 talks by 200 national and international speakers, and more than 5,000 registered participants in 2024, since 2014 Hospitality Day has been connecting the most prestigious companies in the sector with key players and professionals in the hospitality industry.

Among the **5 themed arenas**, you'll find: the *Communication Arena*, focused on improving the use of language, writing, and social media marketing, with tips from top creatives; the *Quality and Service Arena*, where experts from outstanding hotels and hospitality groups share insights on service standards, guest experience, and quality; the *Revenue and Digital Marketing Arena*, addressing topics such as data, pricing strategies, and the latest frontiers of digital marketing; the *People Have the Power Arena*, dedicated to human resources management, empowerment, motivation, merit, inclusivity, and future skillsets; the brand-new*All You Need is AI Arena*, entirely focused on the AI revolution in hospitality, with hands-on demonstrations.

Hospitality Day continues to be a hub of ongoing professional development, featuring talks by industry experts delivering technical and practical content, live demos, and stories of innovation. It showcases real success cases from hoteliers, and hosts exhibitors and companies offering networking opportunities and new supplier connections.

The keynote speaker for the 2025 edition is **Paolo Borzacchiello**, one of the leading experts in linguistic intelligence. For over fifteen years, he has been dedicated to studying and sharing knowledge about human interactions and language. A bestselling author and successful podcaster, consultant, and educator, he is the co-creator of HCE – Human Connections Engineering, the discipline that studies human interaction. Each year, he trains thousands of people in live sessions and works with companies, entrepreneurs, and managers worldwide. He has written for several newspapers, including Il Sole 24 Ore, and is a regular guest on TV and radio, promoting his mission: “Knowledge sets you free.” His podcasts are among the most followed and appreciated. With the publisher Mondadori, he has released bestselling novels such as *La parola magica, Il Super Senso, and La quinta essenza, along with essays like Basta dirlo, Forse sei già felice e non lo sai, Chiedi bene e ti sarà dato, and Bada a come parli.*

The selection of speakers is always made with the goal of providing insight into the most talked-about topics, delving deep into current issues, and anticipating market trends.

Hospitality Day will also be the occasion to unveil the new MODE ECO MOOD HOTEL, which will be officially presented on October 7. This will be an opportunity to discover a **new concept of hospitality designed according to sustainable principles**, with the participation of the architectural firms involved in the project.

On stage, 13 of the most prominent and influential architecture studios in the hotel industry will present their own interpretations of sustainable design, including: ***Rizoma Architetture, Architetto Laura Verdi, HUB48, Roberta Studio, OTTO Studio, Scuola del Design- Dipartimento di Design- Politecnico di Milano, Eclettico Design by Lombardini 22, the ne[s]t, NOA, ovre.design®, GLA Genius Loci Architettura, Alessia Galimberti & Partners, Comfort Hub.***

MODE HOTEL represents a concrete response to the growing demand for eco-sustainable innovation in hotel design and management and aims to serve as a hub for sustainability and creativity. The project also seeks to revitalize the hospitality landscape of the Rimini area, breathing new life into its accommodation offering.

Here is the list of 2025 speakers: <https://www.hospitalityday.it/relatori/>

Here is the list of 2025 partners: [www.hospitalityday.it/partners/](http://www.hospitalityday.it/partners/)

**Contact information:**

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**TEAMWORK HOSPITALITY**

Teamwork Hospitality, based in Rimini, is one of the leading players in the hospitality world, offering professional and forward-thinking 360-degree consulting and training services for industry professionals. With a comprehensive range of services, Teamwork Hospitality supports tourism and hospitality operators in optimizing their work and achieving the best possible results in terms of quality, customer satisfaction, and business profitability. Among the key success factors of this Rimini-based network, led by President Mauro Santinato, are the experience, passion, know-how, and expertise of its team. These strengths are continuously enhanced through constant updates and a deep interest in the ever-evolving and dynamic world of tourism.

**TEAMWORK HOSPITALITY**

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