



TOURISM EQUIPMENT, ACCOMMODATION, RESTAURANT AND FOOD SERVICES, LANDSCAPING... :

SETT 2025: Europe's tourism industry gears up for the 2026 season this November in Montpellier, South of France



Halls A4 and B2 showcase an exceptional selection of rental and unique accommodation units – Credit: [Seize9](#)

From November 4 to 6, 2025, the Montpellier Exhibition Centre will bring together more than 730 exhibitors and nearly 18,000 tourism professionals from across Europe for SETT – the European Trade Show for Tourism Trends. Now recognised as one of Europe's leading business and innovation hubs, SETT has become the unmissable meeting point for professionals from the tourism, outdoor hospitality and restaurant & hospitality industries — all gathering to shape and prepare the 2026 season.

Historically known as the Trade Show for Tourism Equipment and Techniques, SETT has changed its name this year to reflect its new dimension: it is now the **European Trade Show for Tourism Trends**. This evolution mirrors the show's growing international momentum, with a steadily increasing number of European visitors over the past few years — particularly from Portugal, Spain, Italy, Germany, the Netherlands, the United Kingdom and Belgium.

“More than just a trade show, SETT has become a true laboratory of innovation for the entire European tourism sector,” says Philippe Robert, President of the Outdoor Hospitality Federation of Occitanie (FHPA Oc).

“Every year, we see here the emergence of new solutions that will shape tomorrow’s campsites, accommodations and tourist destinations.”

Originally created for campsite managers, now open to all tourism professionals

While SETT remains **first and foremost the leading annual event for campsite managers and outdoor hospitality professionals**, its influence now extends far beyond this scope.

The show now attracts **the entire tourism and hospitality ecosystem** — including hoteliers, restaurateurs, café owners, managers of public facilities, and planners involved in developing new tourism projects.

Every facet of innovation in the industry is represented across 60,000 m² of exhibition space: from rental and unique accommodation units, swimming pools and wellness facilities, to leisure equipment, restaurant and food service solutions, landscaping and green-area design, communication and digital services, as well as technologies supporting more sustainable management of tourism sites — particularly in water and energy efficiency.

The must-attend event for professionals: business & networking

Beyond the exhibition itself, **SETT is a place for connection and exchange**, where tourism professionals come together to share ideas, discover new equipment, develop their skills, anticipate trends and find practical solutions to their challenges in management, attractiveness and investment.

From campsites to hotels, numerous professions interact: maintenance, landscaping, food service, entertainment, reception... SETT brings these worlds together to build the European tourism offer of tomorrow.

Artificial intelligence at the heart of the conference program

This year, SETT is putting **artificial intelligence (AI) at the heart of its conference program**, with six sessions exploring its real-world applications in tourism — from customer experience and performance to communication, management and marketing. Four of these conferences will be available with English interpretation.

- **Reinventing Your Campsite with AI** — *Tuesday, November 4 at 11:30 a.m. – AI Center, Room 1*
- **AI: Artificial Intelligence or Absolute Illusion?** *(with English interpretation available)* — *Tuesday, November 4 at 2:30 p.m. – AI Center, Room 1*
- **The Emissions sIAve: The AI that’s Revolutionizing (Outdoor) Hotel Marketing** *(with English interpretation available)* — *Tuesday, November 4 at 4:30 p.m. – AI Center, Room 1*
- **#IA There a Pilot at the Campsite?** *(with English interpretation available)* — *Wednesday, November 5 at 10:00 a.m. – AI Center, Room 1*
- **AI at the Service of Your Customer Reviews: From a Chore to a Superpower!** *(with English interpretation available)* — *Thursday, November 6 at 10:00 a.m. – AI Center, Room 1*
- **AI Everywhere: How to Use It in Your Campsite Management** — *Thursday, November 6 at 11:30 a.m. – Room 3*

SETT d'Or: an innovation competition at the heart of the show



Sett d'Or 2025

Tuesday, November 4 at 6:00 p.m. – AI Center, Room 1

A competition showcasing 63 French and European innovations reshaping outdoor hospitality and tourism experiences, organized in partnership with Décisions magazine. [Presentation of the 63 nominees for the SETT d'Or 2025.](#)

ABOUT SETT

Founded in 1978 by the Languedoc-Roussillon Outdoor Hospitality Federation and now organized by the Outdoor Hospitality Federation of Occitanie, SETT – the European Trade Show for Tourism Trends – also brings together six partner regional federations: Auvergne, Bourgogne Franche-Comté, Corsica, Limousin, Provence-Alpes-Côte d'Azur and Rhône-Alpes. The event is reserved for French and European professionals — including campsite, holiday park and guesthouse managers, café, hotel and restaurant owners, beach operators, as well as technical managers from public facilities — all looking for high-quality, innovative and sustainable solutions tailored to their business and customers. Committed to environmental responsibility, SETT received bronze-level LEAD certification (Green Événements & SGS) in October 2023.

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SETT — November 4, 5 & 6, 2025

Parc des Expositions de Montpellier. Route de la Foire, Pérols (34).

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