



Rethinking hospitality: ISH 2027 presents solutions for tomorrow's guest experience

Frankfurt am Main, 17 08 2026. Comfort, hygiene and digital services are key success factors in the hospitality industry today from a guest perspective. At the same time, hotel operators are focusing on energy efficiency to keep operating costs under control. They also want to meet guests' growing expectations around sustainability and, depending on the hotel category, provide wellness facilities. As a result, the demands placed on project developers, architects, operators and investors are increasing: buildings need to operate economically, sustainably and flexibly without compromising the guest experience. ISH, the world's leading trade fair for HVAC + Water, addresses these challenges and will demonstrate from 15 to 19 March 2027 how modern hotel concepts are created through the integration of intelligent building technologies.

A shower with consistent water pressure, a comfortable room temperature, fresh air in the lobby or a spa with a relaxing atmosphere: what guests take for granted is made possible by a precisely coordinated technical infrastructure. Hotels operate around the clock and encompass a wide range of areas – from guest rooms, restaurants and conference facilities to laundries and wellness areas. Each has its own requirements when it comes to water, heating, air conditioning and building automation. At the same time, hotels are under pressure to reduce energy consumption, operating costs and CO₂ emissions.

From 15 to 19 March 2027, ISH will showcase solutions for the planning, construction, modernisation and operation of hotels and resorts. The exhibitors' portfolio is structured into eight solution fields, covering the full spectrum of modern building technology. Focusing on specific applications, these fields illustrate how design, technical systems and operational processes work together – whether in new-build projects or the modernisation, repositioning or conversion of existing buildings.

ISH is aimed at hotel operators, investors, facility managers, architects, interior designers, specialist planners, designers and project developers. At the world's leading international trade fair, they will find solutions for every phase of a hotel project – from planning and construction to long-term operation. In addition, a dedicated "Hospitality Day" is planned for 18 March, featuring a specialist conference followed by a guided tour of the trade fair and focusing on the key issues shaping the industry. The event is being organised in cooperation with the Hotel Real Estate Working Group ([Arbeitskreis Hotelimmobilien](#)). Andreas Martin, co-founder of the working group, says: "Sustainability has become a key hallmark of quality in modern hospitality, regardless of hotel category. In Europe, this is particularly important in view of the regulatory landscape. Sustainability can no longer be overlooked in new-build projects. Innovative and future-ready planning based on BIM requires a balance between economic viability and environmental responsibility,

incorporating elements such as environmentally responsible building materials, renewable energy generation, water-saving fittings that maintain the same level of user comfort, and an integrated system linking the property management system with building automation.”



ISH 2027 shows how the integration of intelligent building technologies can shape modern hotel concepts. Source: Sila Egridere (AI-generated)

The guest experience begins in the bathroom

The bathroom is one of the most important aspects of a hotel stay. Materials, lighting, fittings and sanitaryware all shape guests' first impressions. Behind the wall, installation systems, ventilation, sound insulation and easily accessible maintenance areas help ensure lasting quality. The ISH solution field “Bathrooms” in Halls 3, 4.1 and 4.2 combines design with solutions for hygiene, comfort and the efficient use of resources – from water-saving fittings and level-access showers to intelligent functions.

Prefabricated installation systems and bathroom modules can shorten construction times while ensuring consistently high quality. At the same time, clearly defined interfaces make maintenance and modernisation easier and help minimise room downtime.

The special show “Pop up my Bathroom – Solution Spaces”, initiated by the German Sanitary Industry Association (VDS), demonstrates how design and technology can come together to create coherent concepts for hotel bathrooms and wellness areas.

Wellness requires technical precision

Pools, saunas, steam rooms and experience showers are an important differentiating factor for many hotels. To ensure reliable operation, water treatment, air conditioning, dehumidification and technical systems need to be carefully coordinated. In the dedicated “Pools & Spas” area in Hall 3.0, exhibitors will demonstrate across around 1,000 square metres how hotel spas, wellness facilities and swimming pools can be planned and operated. The focus is on creating attractive spaces, maintaining high standards of hygiene and using water and energy efficiently.

Water quality – even with fluctuating occupancy

Hotel occupancy levels fluctuate, but hygienically safe water must be available at all times. Long pipe runs and rooms that are temporarily unoccupied place additional demands on maintaining water temperatures and ensuring that systems operate as intended. Hygiene, the prevention of Legionella and the early detection of leaks therefore play a key role.

The “Water-bearing Systems” solution field in Halls 4.0 and 5.0 presents piping, water treatment and circulation systems as well as digital water management solutions. Continuous system monitoring provides transparency on consumption, identifies irregularities at an early stage and supports maintenance. Water-saving fittings and the use of non-potable or rainwater can further reduce water consumption.

Heating and air conditioning for 24/7 operation

Hotels often need to provide heating and cooling at the same time, as different areas such as guest rooms, kitchens and spas have different temperature requirements. Heat recovery makes use of energy that would otherwise be lost through exhaust air, wastewater or refrigeration systems, feeding it back into hot-water production and other applications.

Indoor air quality also plays a key role in guest comfort. Temperature, humidity, draughts and noise levels have a significant impact on how guests experience their rooms, the lobby, spa and conference areas. As these spaces are used in different ways, flexible ventilation and air-conditioning systems are essential. The “Indoor Air” solution field in Halls 8 and 10.1 showcases centralised and decentralised systems, heat recovery, filtration technology and solutions for cooling and dehumidification. Particularly when refurbishing existing buildings, there is a need for compact, low-noise systems that can be easily retrofitted.

Although guest rooms are often heated and cooled using air-conditioning systems, hotels still require a central, reliable heat supply for the building as a whole. This supplies public areas, kitchens, laundries and wellness facilities as well as central hot-water production. Renewable and hybrid heating systems, heat pumps, thermal storage and local and district heating networks can help reduce energy consumption, CO₂ emissions and operating costs. The “Heat Generation” solution field demonstrates how these technologies can be combined to suit the location, building structure and load profile.

Connectivity improves efficiency and operations

Technical systems deliver the greatest benefits when they exchange data and adapt to occupancy, energy demand and maintenance requirements. When the property management system is connected to the building automation system, unoccupied rooms can automatically switch to an energy-saving operating mode and return to the optimum indoor climate before guests arrive. Sensors and digital monitoring help avoid peak loads and identify faults at an early stage.

The “Intelligent Building Management” solution field in Hall 11.1 showcases building automation, energy management, IoT applications and digital maintenance solutions. Operators and facility managers need transparent consumption data and reliable information for ESG and sustainability strategies as well as certification processes. For investors, the priorities are low operating costs, long-term value retention and buildings that can adapt readily to changing requirements. Open interfaces provide the flexibility needed to achieve this.

Hospitality Day at ISH 2027

On 18 March 2027, ISH will place a special focus on the hotel industry with a dedicated Hospitality Day. Together with members of the Hotel Real Estate Working Group, a curated half-day specialist conference is planned at Messe Frankfurt's Congress Center. This will be followed by a guided tour of selected exhibitors at the trade fair. The format

brings together strategic topics from hotel development, architecture, planning, investment and operations with practical technical solutions.

Read more about this topic in the feature article "[The hidden infrastructure of hospitality](#)". For more insights and industry expertise, available 24/7, visit [Building. Technology. Solutions.](#) – one platform, all the trends. Discover fresh inspiration from the world of intelligent building technology.

ISH

The next ISH, the world's leading trade fair for HVAC and water, will take place from 15 to 19 March 2027 in Frankfurt am Main. www.ish.messefrankfurt.com

Information and photographs for the press:

www.ish.messefrankfurt.com/press

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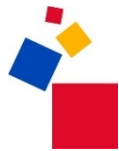
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