



BROUGHT TO YOU BY THE HOTEL SHOW

Redefining the future of hospitality in Saudi Arabia

10-12 September 2023

Riyadh Front Exhibition & Conference Center



Join the conversation #HotelShowKSA

www.thehotelshowsaudi Arabia.com

Colocated with



Organisers



What to expect at the Hotel & Hospitality Expo?

Since its launch in 2012, The Hotel Show Saudi Arabia has gone from strength to strength, emerging as the most influential platform for the hotel and hospitality industry in the Kingdom. We are proud to announce, exhibition rebrand to the Hotel & Hospitality Expo Saudi Arabia, reflecting growth for both, the sector and the event. This surge in growth has created opportunities for promising investment prospects in the hospitality industry and its associated services, making this the perfect place for hundreds of international hospitality suppliers to showcase their products and services to the region's most comprehensive community of buyers.

The Hotel & Hospitality Expo Saudi Arabia provides a one-stop-shop for sourcing hotel amenities, operating equipment & supplies, F&B products, and hospitality technology, meeting the demands of a growing market.

18,000+ TRADE VISITORS

350 EXHIBITORS

100+ KEY SPEAKERS

3 CO-LOCATED SHOWS



We were quite overwhelmed by the number of people attending The Hotel Show Saudi Arabia, a true sign of a market in evolution, with opportunities abundant thanks also to Saudi Vision 2030.



MICHAEL BURFORD

International Brand Development, Kastel, 2022 Exhibitor



Why exhibit at the Hotel & Hospitality Expo?

PRODUCT SECTORS REPRESENTED AT THE SHOW



HOSPITALITY
TECHNOLOGY



HOTEL
SERVICES



OPERATING
EQUIPMENT
& SUPPLIES



HORECA, F&B AND
FOOD SERVICES



WELLNESS
(GYMS, RECREATION,
SPORTS AND SPA)



CLEANING
AND
HYGIENE

In 2022, Exhibitors stated that they expect to generate an average of

**US\$
312,000+**

over the next 12 months as a result of exhibiting at the Hotel & Hospitality Expo.

CO-LOCATED SHOWS

**INDEX
SAUDI
ARABIA**



The Kingdom's leading furniture, interiors and design trade event provides a dynamic platform where leading global brands come together to showcase their innovative products and connect with interior designers, retailers, and fit-out contractors. The exhibition covers a wide range of product sectors, including Hospitality Interiors, Bed & Bedding, Bathroom and Commercial Kitchens. View the product sectors [here](#)



Lighting Design & Technology Expo offers a dedicated platform for global solution providers in the lighting industry to present cutting-edge technology, innovative products and spark creative thinking.

The exhibition showcases a wide range of products, including intelligent, decorative, exterior & interior lighting, infrastructure & lighting for public realm, lighting controls & components, and switches & other accessories. View the products [here](#)

82%

of exhibitors rated the events performance between very good and excellent.

80%

of exhibitors are likely to exhibit again in 2023.

84%

of exhibitors feel exhibiting is vital for their business.

83%

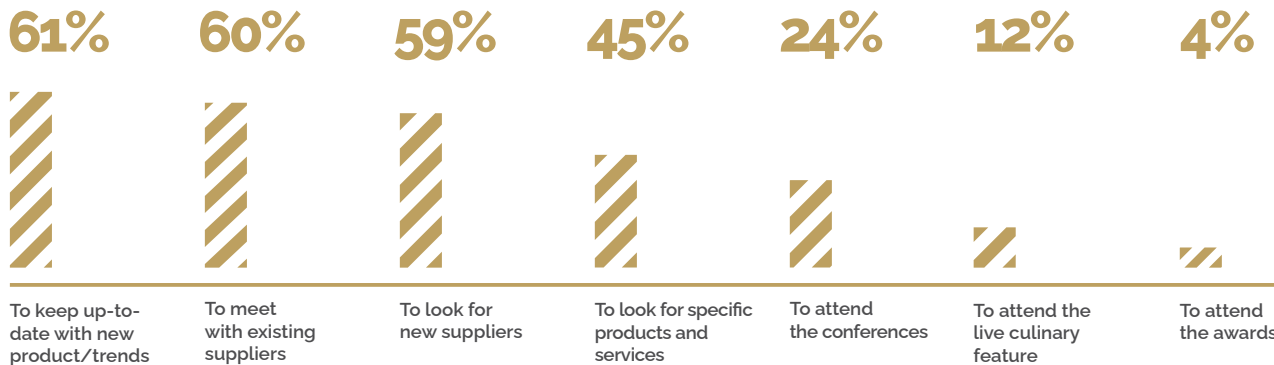
of exhibitors were very satisfied with the show.

Buyers Profile

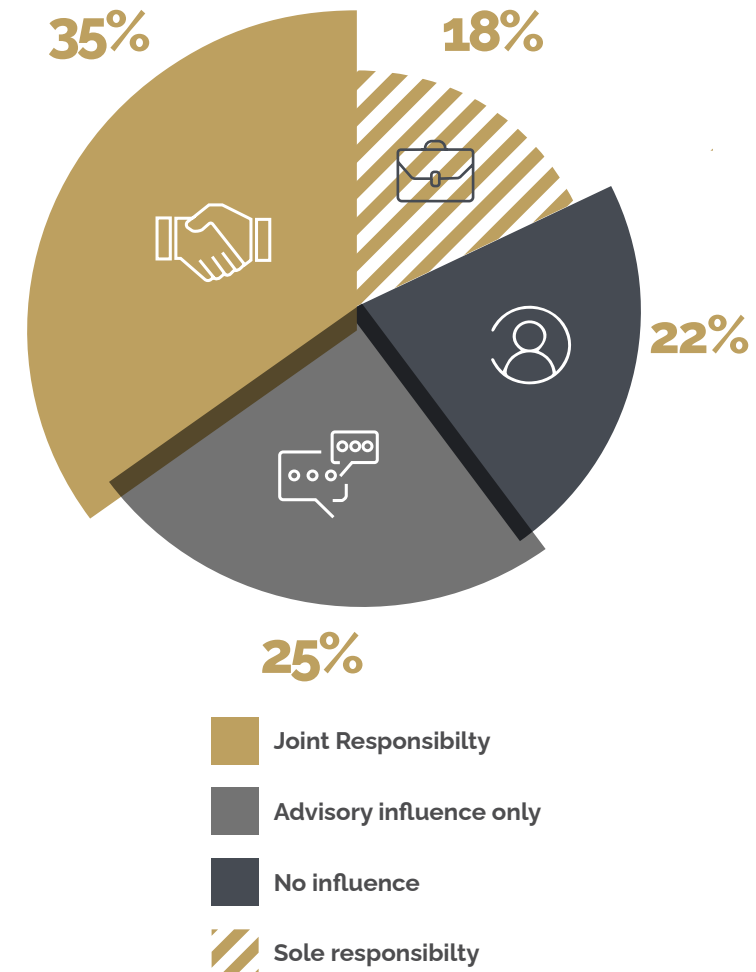
MEET INFLUENTIAL AND SERIOUS BUYERS

- HOTEL OWNERS OPERATOR & DEVELOPERS
- CHEFS
- GYM & SPA MANAGERS
- IT & ENGINEERS
- FACILITIES MANAGERS
- PROCUREMENT COMPANIES
- F&B PROFESSIONALS & RESTAURANT OWNERS/MANAGERS
- HOUSEKEEPING
- GOVERNMENT
- INTERIOR DESIGNERS & ARCHITECTS

ATTENDEES' MAIN OBJECTIVES FOR VISITING



PURCHASING AUTHORITY OF ATTENDEES



FLEXIPASS
INTELLIGENT DIGITAL KEYS



Great venue, great speakers, and even better relationships with our partners and clients thanks to The Hotel Show Saudi Arabia! When looking at innovation, technology, and unique ideas this exhibition is definitely the place to be in the coming years.



LUISE ELENZ

Digital Sales, FLEXIPASS Mobile Access, 2022 Visitor

Hospitality Leaders' Summit

At the Hospitality Leaders' Summit, pioneers in hospitality are gathering to present bold ideas and discuss the future of hospitality in Saudi Arabia. The summit offers the opportunity to gain insights and expertise from key industry leaders sharing their latest insights and predictions.



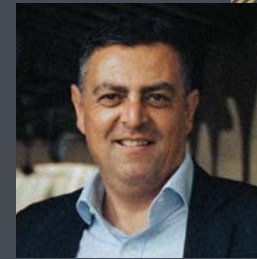
Imran Changezi
Senior Director
Development - Hospitality
Diriyah Gate Development Authority



Karen Comber
Director of Interior Design
Boutique Group



Amit Nayak
Vice President
Hospitality Asset Management
Association



Naim Maadad
Chief Executive & Founder
Gates Hospitality



Maher Abou Nasr
Vice President - Head of
Operations, KSA
IHG Hotels & Resorts



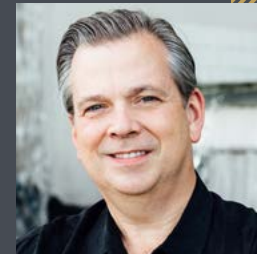
Abdullah Alzahrani
Brand and Marketing Executive Director
The Red Sea Development Company
and AMAALA



Zoltan Kali
Chief Asset Management Officer
Boutique Group



Hassan Ahdab
President of Hotels Operations
Dur Hospitality



Christopher Ford
Asset Management Executive Director
The Red Sea Development Company



Marko Vucinic
Director of Hospitality Development
Tourism Development Fund

*Snapshot of speakers in 2022

Show Features

CHEF'S MYSTERY BOX CHALLENGE

The Chef's Mystery Box Challenge is returning for its 5th edition, with hotels putting forth their top chefs to showcase exemplary cooking styles and share culinary expertise in a live kitchen environment. Attendees can witness these talented chefs in action and taste their delicious creations.

SAUDI HOSPITALITY TALENT AWARDS

Encouraging local talent is at the forefront of the Kingdom's Vision 2030 goals and in line with this initiative the 3rd edition of the Saudi Hospitality Talents awards is back to recognise professionals from across the industry. These awards are a unique opportunity for companies operating in the hotel and hospitality industry to shine the spotlight on their staff's achievements with industry peers.



This exhibition was a success for Almarai as we signed instant deals and collected prospective leads. We used the show to launch our Foodservice wing "ALMARAI PRO" in the Saudi market and the show has attracted the right audience that we were targeting. The culinary competition was a major highlight, where we received the maximum visibility and endorsement from the Saudi Arabian Chef's Association for our products' performance in their culinary space.

AHMED KHOLIEDY

Brand Manager - Food Service, Almarai Pro, 2022 Exhibitor

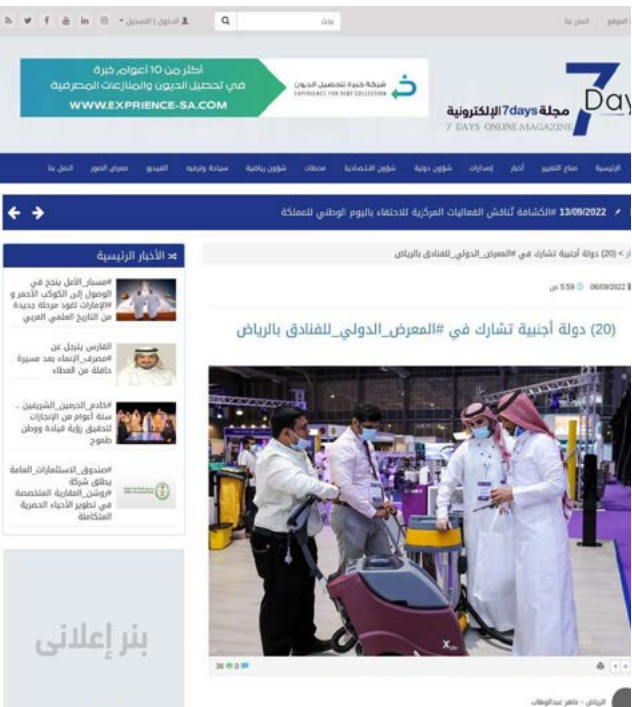
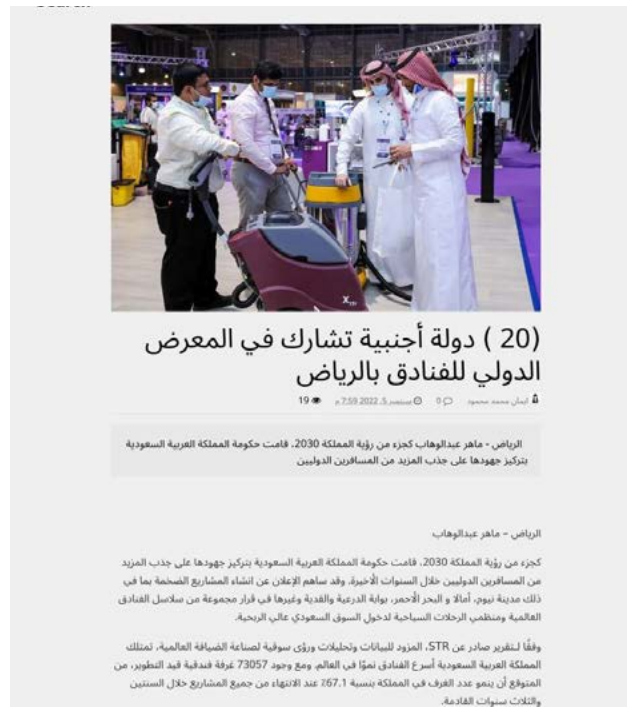


137,000+ EMAIL SUBSCRIBERS

190,000+ WEBSITE PAGE VIEWS

736,000+ SOCIAL MEDIA REACH

\$384,000+ PR VALUE



Choose your stand package

DID YOU KNOW: First-time participants expect to generate 140% more than returning ones.

What are you waiting for? Book your stand now!

Standard Price (US\$) Per Sqm	Standard Rate
Space Only (From 18 sqm only)	US\$515 per sqm
Space & Shell	US\$595 per sqm
Open Side Fees	
2 Sides open	US\$500
3 Sides open	US\$800
4 Sides open	US\$1000
Furniture Package	
Package 1 (9 – 16 sqm)	US\$250
Package 2 (18 – 24 sqm)	US\$410
Registration Package (Marketing Support, Standard Digital Package and Lead Retrieval Solution)	US\$595

Note: The late joining rate is applicable from 27 May 2023.

Rates are exclusive of 15% Saudi Arabia VAT



SPONSORSHIP OPPORTUNITIES FOR YOUR BRAND

Maximise exposure and elevate your brand by taking advantage of sponsorship opportunities. Tell us your goals, and together we'll devise a tailored strategy to help you make them happen.

Enquire here - ksa@thehotelshowsaudiarabia.com

HOTEL & HOSPITALITY EXPO SAUDI ARABIA

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MEET THE TEAM



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**GET IN TOUCH TO FIND OUT HOW HOTEL & HOSPITALITY EXPO CAN
HELP YOU UNLOCK NEW HORIZONS IN HOSPITALITY.**

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