

# 2023 TOPLINE REPORT

With a footfall of over 28,000 across all co-located shows, The Hotel Show proved to be an extraordinary success this year. We are delighted to have welcomed visitors from 117 countries, who had the opportunity to witness the pinnacle of hospitality.

At The Hotel Show, attendees were treated to a showcase of the latest products, innovations, and solutions that are revolutionising the industry. With a staggering presence of over 253 leading global brands, manufacturers, and suppliers representing a diverse range of product sectors, the event truly encompassed the entire spectrum of the industry.

**7,718**

Unique visitors at The Hotel Show

**27,921**

Footfall across the co-located shows, excluding exhibitors

**117**

Visiting countries across all co-located shows

**253**

Exhibitors

**44**

Exhibiting countries across all co-located shows

**4**

Dedicated conferences



THE HOTEL SHOW

**SPONSORS & PARTNERS**



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# TOP VISITING COUNTRIES



UAE



SAUDI ARABIA



QATAR



OMAN



IRAN

## A SNAPSHOT OF BRANDS THAT VISITED THE EVENT



Jumeirah  
CREEKSIDE HOTEL  
DUBAI



## HEAR FROM OUR EXHIBITORS AND VISITORS



This event provided an exceptional platform for networking within hospitality technology. We had the opportunity to connect the contacts that will lead to business.

### Sawa Technologies DMMC – Exhibitor

We had a great time connecting with many customers, partners, and hospitality professionals in Dubai. Overwhelming positive feedback from the industry leaders about Shiji Enterprise Platform. Thanks to everyone who came to visit our booth.

### Shiji Group – Exhibitor

It's an event hub for all hospitality products and services both from the region and across the globe. You can discover the latest trends and innovations. It's a really well organized event.

### Ignatius Irefoh – Visitor

The exhibition itself helps us learn about everything that is new and allows us to share different experiences from around the globe.

### Chhabi Lai Acharya – Visitor

## DIGITAL MARKETING & PR REACH

**143,000** USERS

Website traffic (during the visitor promotion period)

**707,631**

Total social media reach

**\$8,491,326**

PR Value

WWW.THEHOTELSHOW.COM

## HOSTED BUYERS PROGRAMME

This edition of The Hotel Show, we've brought together an exclusive group of 30+ buyers from Saudi and Africa, as a part of our highly coveted Hosted Buyers Programme. Our bespoke VIP campaign program aimed to bring together qualified buyers and suppliers within the design and hospitality market to facilitate business transactions and create networking opportunities for both buyers and suppliers.

## WE'RE THE ULTIMATE HUB FOR THE HOSPITALITY INDUSTRY

The Hotel Show, an awe-inspiring event, has transcended boundaries to become the meeting place for the industry. It surpasses the conventional notion of a mere trade exhibition by captivating visitors with its enticing blend of intriguing conferences, inspiring features, and ground-breaking innovations.

We're the platform for thousands of professionals to attend and connect with global brands and manufacturers and discover the next big thing in hospitality. Here, they embark on a remarkable journey of discovery, unearthing the veritable gems that will shape the future of the hospitality industry.

For more information, please contact: [sales@thehotelshow.com](mailto:sales@thehotelshow.com) | T: +971 4 438 0355

**4–6 JUNE 2024**

**DUBAI WORLD TRADE CENTRE**