

THE HOTEL SHOW

4 - 6 JUNE, 2024

DUBAI WORLD TRADE CENTRE

Transforming hospitality spaces

with product, design and technology

Everything has its space





WHY EXHIBIT AT THE HOTEL SHOW

Exhibiting and getting face-to-face with hospitality industry professionals is the most effective way to grow your business in The Middle East. Thousands of visitors visit The Hotel Show every year to source, touch, feel and experience a wide range of products, solutions and innovations.

- PRODUCT SECTORS**
- HoReCa
 - Operating Supplies and Equipment
 - Facilities Management, Cleaning and Hygiene
 - HITEC (Hospitality Technology)



THE HOTEL SHOW

HEAR WHAT OUR EXHIBITORS HAVE TO SAY

“The hotel show is a hub for professionals. As you can see, many hotel general managers, chefs, and other leading staff members come to visit and see what’s new, the current trends, and what the competition is doing. It’s a great platform to stay up to date. I believe the hotel show is more than just a word; it’s a hub. We are here to meet our key clients.”

Regional Sales Manager, Everstyle Trading

84% of exhibitors hail this show as a vital cornerstone of their business success

“We chose the hotel show because we heard that it’s a highly renowned exhibition and holds a strong position in the sector. This is precisely what we have been searching for, and it’s the main reason behind our decision. Exhibitions of this nature are incredibly significant as they provide us with the opportunity to network, meet new people, interact, showcase our products, and expand our knowledge through exchange.”

Marketing Manager, Mineral Systems



“This event provided an exceptional platform for networking within the hospitality technology industry. We had the opportunity to connect with contacts that will potentially lead to business opportunities for our company.”

Managing Director, SAWA Technologies

80% of exhibitors hit the bullseye, connecting with precisely the right new contacts to drive their business forward

“The hotel show is the only exhibition in the Middle East where we can meet a lot of hoteliers and restaurateurs in just three days. This is the place where they should be. I mean, every single year, the hotel show brings together buyers, sellers, and creates a strong hospitality community. It’s not just an exhibition; it’s much more than that”

CEO and Co-founder, Rapid Supplies Middle East

71% of exhibitors show unwavering loyalty to the show and will return in 2024





DIRECT ACCESS TO BUYERS

- 31% Distributors
- 23% Hotel General Managers, Operators and Developers
- 18% Engineers and IT Professionals
- 11% Facilities Management, Housekeeping and Procurement
- 9% F&B Managers, Chefs and Restaurant Owners
- 8% Interior Designers and Architects

2023 SUMMARY

250+
Exhibitors

27K+*
Visitors

5
Interactive Experiences

FIND THE BUSINESSES AND BUYERS MOST RELEVANT TO YOU

Now in its 25th edition, The Hotel Show has dedicated over 20 years to nurturing and supporting global suppliers and manufacturers of hospitality products and solutions. We understand the challenges you face in connecting, networking, and doing business in this industry.

As an exhibitor, we become your trusted hospitality platform, providing you with a direct line to the market and access to a vast community of pre-qualified visitors. Under one roof, you'll find a supportive environment that enables you to thrive. Prepare to connect with over 8,000 hotel industry professionals and active buyers, all eager to pour through the doors of our show. Among them are hotel owners, interior designers, procurement professionals, and many more seeking products and solutions like yours. Together, let's unlock the full potential of your offerings and make a significant impact in the hospitality industry.

*across four co-located shows

FAST FACTS

Travel, tourism and hospitality are key pillars of the Middle East's GDP and the market is predicted by the **World Travel and Tourism Council** to reach **AED 488 billion** (US\$ 133.6 billion) **by 2028**.

Post-pandemic, the UAE hospitality is industry poised to undergo structural change and enjoy a considerable **AED 40 billion** (US\$ 11 billion) **investment in hospitality projects**.

Across the wider Middle East, it is reported that **631 hotel projects** with **185,366 rooms** are currently in development. The UAE tops the list with **199 projects** and **58,214 rooms** with 142 of these hotels in Dubai alone.

TOP 5 VISITING COUNTRIES:

UAE, SAUDI ARABIA, QATAR, IRAN, OMAN





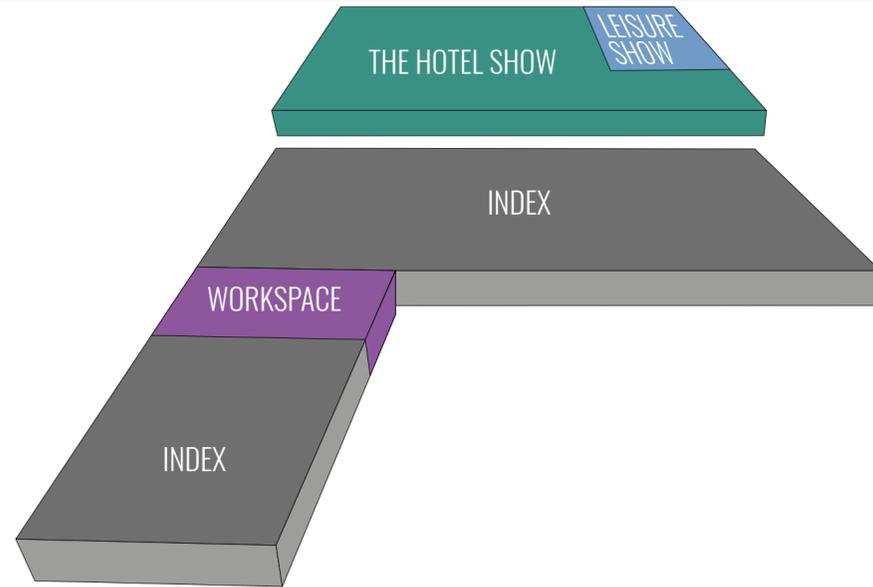
- HoReCa
- Operating Supplies and Equipment
- Facilities Management, Cleaning and Hygiene
- HITEC (Hospitality Technology)

- Wellness and Spa
- Sports and Fitness
- Recreation, Fun and Adventure

- Workspace Interiors
- Workspace Technology
- Workspace Wellbeing

- Furniture and Components
- Accessories and Décor
- Kitchen and Bath
- Design and Fit-out
- Art
- Flooring and Surfaces

- Textile and Furnishing Fabric
- Sleep
- Lighting and Home Automation
- Modular Structures
- Architectural Hardware



EVENT FLOOR PLAN

WHAT TO EXPECT IN 2024

MORE EXPOSURE TO THE FULL SPECTRUM OF DESIGN & HOSPITALITY

The Hotel Show is co-located with INDEX, Workspace and Leisure Show, providing the ultimate networking hub for professionals from across the hotel, interiors, design, office and leisure sectors.

THREE DAYS OF STRATEGIC DEBATE, INTERACTIVE FEATURES AND INSIGHTFUL CONFERENCES

Our range of conferences provide a platform for a series of open and lively discussions among many of the leading figures in the community.

THE HOSPITALITY ENGINEERS MIDDLE EAST ANNUAL CONFERENCE



UAE PROFESSIONAL HOUSEKEEPERS MEETING



HITEC CONFERENCE

Revolutionizing Hospitality through technology

Unlock the future of hospitality technology with the HITEC Dubai conference. Discover what's new in the world of technology and what innovations drive your workforce and solutions forward. Our speakers are leaders in robotics, automation, artificial intelligence and more, who will deliver their insights on how to help drive your business forward.



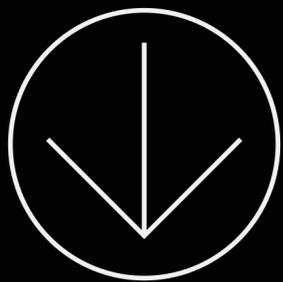
FEATURE: CHEFS TABLE



THE HOSPITALITY LEADERSHIP AND F&B FORUM



SECURE YOUR PLACE AT THE HOTEL SHOW



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🌐 [Visit The Hotel Show here](#)

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