



# HOTEL & HOSPITALITY EXPO SAUDI ARABIA

17 - 19 September 2024

Riyadh Front Exhibition & Conference Center

## POST SHOW REPORT

Organized by

**dmg & KAOUN**

Strategic Partners



وزارة الاستثمار  
Ministry of Investment



# OVERVIEW OF THE EVENT

## THE ULTIMATE DESTINATION FOR ALL THINGS HOSPITALITY IN THE KINGDOM

For over a decade, the Hotel & Hospitality Expo Saudi Arabia has been the Kingdom's largest and most established trade exhibition for professionals in the hospitality industry. The event is a must-attend event for anyone buying products and services for hotels and restaurants.

This year was no different, the event was co-located with INDEX Saudi Arabia and Lighting Design & Technology Expo and collectively they gathered 25,623 attendees, 773 exhibitors and 195 speakers. The event is strategically supported by Invest Saudi and Ministry of Investment. It was opened by Mohammed Alsaheb, Investment Development Deputy at the Ministry of Investment in Saudi Arabia.

It also welcomed industry heavy weights like Pioneer, Sealy Mattress, RAK Porcelain, Lutron, Kärcher, Chalhoub Group to name a few. Renowned CEOs and key industry experts from brands like Saudi Arabia Holding Co., PIF Projects, AlKhozama Investments, Dan Company, AlOthaim Entertainment, LEVA Hotels, Vivere Hospitality, and many more who spoke at the Hospitality Leadership Summit and shared their valuable insights with attendees.

Hotel & Hospitality Expo Saudi Arabia is the ultimate platform to forge invaluable connections, strike lucrative deals, and stay at the forefront of the hospitality industry and Saudi Arabia is at the center of it.



*Exhibiting at the Hotel & Hospitality Expo Saudi Arabia has been a great experience for Bushtec GCC. The event was well-organized, with seamless coordination and support from the event team. We were impressed by the quality of attendees, many of whom were highly engaged and genuinely interested in our products. The opportunity to showcase our Falcon Tent in such a dynamic environment allowed us to build meaningful connections and foster new business opportunities. Overall, the Expo had a positive impact on our presence in the region, and we look forward to participating again!*

**HANS HILLEBRAND**  
CEO, Bushtec - 2024 Exhibitor

## KEY SHOW FIGURES FOR HOTEL & HOSPITALITY EXPO SAUDI ARABIA



**8,172**  
VISITORS



**249**  
EXHIBITORS



**26**  
EXHIBITING COUNTRIES



**9,000**  
SQM



**3**  
SHOW FEATURES

# VISITOR PROFILE



**8,172**  
ATTENDEES



**63**  
VISITING  
COUNTRIES

## TOP 10 VISITING COUNTRIES



Saudi Arabia



UAE



Italy



Qatar



Egypt



Pakistan



Bahrain



China

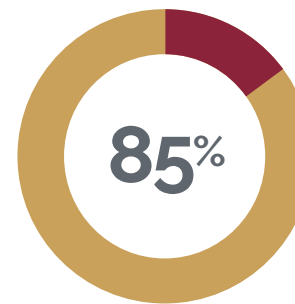


India



Kuwait

## REGIONAL BREAKDOWN OF VISITORS



Saudi Arabia

International Countries

## TOP VISITING COMPANIES



# EXHIBITOR PROFILE



**249**  
EXHIBITORS



**26**  
EXHIBITING  
COUNTRIES



**5**  
COUNTRY  
PAVILLIONS



## TOP EXHIBITING COUNTRIES



Saudi Arabia



Italy



Belgium



Greece



Portugal



UAE



Turkiye



China

## SECTORS BREAKDOWN

- HOSPITALITY TECHNOLOGY
- WELLNESS
- HOTEL SERVICES
- OPERATING SUPPLIES & EQUIPMENT
- HORECA, F&B AND FOOD SERVICES
- CLEANING & HYGIENE
- HOSPITALITY INTERIORS

## TOP EXHIBITING BRANDS



# HOSPITALITY LEADERS SUMMIT

Sponsored By



The Hospitality Leaders Summit, stands as a premier gathering of leaders and experts in the hotel and hospitality sector aimed at fostering collaboration, inspiring growth, and setting a visionary path in the Kingdom. The summit featured distinguished speakers from top organizations such as the Ministry of Investment, Ministry of Tourism, Public Investment Fund, Diriyah Gate Development Authority, Red Sea Global, JLL, DLR Group, Knowledge Economic City, Deutsche Hospitality, IHG Hotels & Resorts, and many others, providing a platform for insightful discussions on the evolving hospitality landscape in Saudi Arabia. The theatre, designed by Designsmith in collaboration with OK Middle East, welcomed thousands of hospitality leaders over the three days to discuss the future of hospitality in the Kingdom.

The summit welcomed over **68** speakers, across **21+** sessions



**Sheikh Mohammed Al-Qahtani**, CEO Arabia Holding Co.



**Badr Alherbish**  
Chief Strategy Officer  
Tourism Development  
Fund -TDF Saudi Arabia



**Dr. Adel Izzat**  
CEO  
Elaf Group



**Emma Banks**  
Vice President  
F&B Strategy &  
Development EMEA  
Hilton



**Fahad Al Obailan**  
Group CEO  
Al Hokair Group



**Naif Almadi**  
Chief Business Officer  
Tourism Development  
Fund -TDF KSA



**Giovanna Carnevali**  
Executive Director -  
Master Planning  
Fund -ROSHN



**Majed M. Aleid**  
Director of Entertainment,  
Ministry of Investment



We also had speakers from:



# EVENT HIGHLIGHTS

## CHEFS MYSTERY BOX CHALLENGE



In its 6th edition, the Chefs Mystery Box Challenge was a culinary spectacle, delivering an electrifying experience as top chefs from leading hotels battled it out in a live kitchen environment. Supported by Chef Yasser Jad, Founder & President of the Saudi Arabian Chefs' Association. The challenge was an unforgettable feast for both the eyes and the palate, cementing its place as a highlight of the show.

Supported by



## RESTAURANT & CAFE OWNERS ASSOCIATION - CONFERENCE



The Restaurant and Cafe Owners Association, a key partner of the event and a significant voice in the hospitality space, held its annual conference and members' recognition and award ceremony at the event. The goal was to discuss the future of restaurants and cafes in the region, their role in driving this growth, and how they can further empower them.

Hosted by



## HOTEL AND HOSPITALITY AWARDS



Returning for its 4th edition, the Hotel & Hospitality Awards introduced two main categories: Hospitality Excellence Award to recognize the achievements of hotels and restaurants in Saudi Arabia, and Hospitality Talent Award to celebrate the achievements of hospitality professionals. This prestigious event brought together industry peers to recognize and celebrate the outstanding contributions of exceptional professionals within the hotel and hospitality sector across 18 different categories, elevating standards across the sector.

## HOSPITALITY TALENT AWARDS

Hospitality Woman of the Year



**NABIHA KHAN**  
Managing Director,  
Red Chillies Hospitality

Housekeeper of the Year



**KUNUTKHAN PATHAN**  
Executive  
Housekeeper, Centro  
Salama By Rotana  
Jeddah KSA

Chef of the Year



**SANJAY THAKUR**  
Executive Chef,  
Riyadh Air

Rising Star of the Year



**AMRO MELAIH**  
Assistant Front Office  
Manager, Swissotel Al  
Maqam Makkah

IT Champion of the Year



**AHMED ALMALKI**  
IT Supervisor,  
Makkah Hotel & Towers

HR Champion of the Year



**IBRAHIM ALBEJADI**  
Human Resources  
Director, Jumeirah  
Jabal Omar

Excellence in Procurement Leadership Award



**MOTASEM AL BAKKAR**  
Group Procurement  
Manager, MJS Holding

F&B Icon of the Year



**MARCO LIVIA**  
Group Beverage  
Manager, MJS Holding

Hospitality Icon of the Year



**AHMED ALAJMI**  
Founder, Takara  
Hospitality Group

## HOSPITALITY EXCELLENCE AWARDS

Best Fine Dining Restaurant



Best Design Restaurant



Best Casual Dining Restaurant



Best Concept Restaurant



Heritage Hotel Excellence



Ultimate Wellness Retreat



Eco-Conscious Hotel of the Year



Luxury Hotel of the Year



Boutique Hotel of the Year



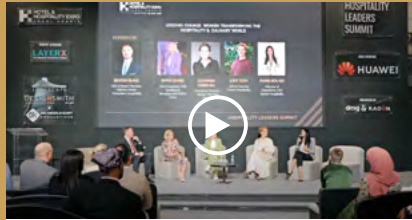
# SHOW HIGHLIGHTS

**15 MILLION**  
in total media reach

**8 MILLION**  
in viewership across TV channels

**100 PIECES**  
of global media and press coverage including features in prominent newspaper and TV outlets

DAY 1



WATCH HERE

DAY 2



WATCH HERE

DAY 3



WATCH HERE

## MEDIA COVERAGE



READ ARTICLE HERE



READ ARTICLE HERE



READ ARTICLE HERE



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# WHY EXHIBIT AT THE HOTEL & HOSPITALITY EXPO?



## HOW WILL YOU BENEFIT

- Engage directly with key buyers from KSA's hotel and hospitality market, which is forecasted to reach US\$ 23.1 billion, the highest in the GCC region.
- Build connections with industry leaders and decision-makers to forge strategic alliances and partnerships that can fuel your business expansion.
- Establish your business as a key player in the Kingdom's hotel and hospitality sector, boost your brand's visibility and influence.
- Use this platform to introduce new products or increase the sales of existing ones by capitalizing on face-to-face interactions with your target market.

## WHY KSA?

- **320,000** new hotel rooms by 2030
- Saudi Arabia's F&B market is valued at **US\$ 45 billion**
- **66%** of new hotel rooms will be luxury or upscale, growing to 72% by 2030.

**50%** of our show floor is already sold out, get in touch today to secure last few premium spots.

Get in touch with us today to book your stand:  
[sales@hotel-hospitalityexpo.com](mailto:sales@hotel-hospitalityexpo.com)



*Had a great opportunity to make the conversations with our valuable customers at Hotel & Hospitality Expo Saudi Arabia! Proudly presenting RHT-Beyond Linen and it's always inspiring to hear feedback directly from those we serve and showcase what makes us stand out.*

*Excited for new opportunities and partnerships ahead!*

**MOHAMMED MURAD HOSSAN**

Sales Manager, RHT-Beyond Linen - 2024 Exhibitor



# THANK YOU

## Strategic Partners



## Sponsors & Supporters

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Sponsor



Trophy Sponsor



Chefs Mystery Box Challenge Supporter



Official Partner Association



## Media Partners

Headline Media Partner



Key Project Intelligence Partner



Knowledge Partner



Official Magazine Partner



Official Media Partner





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SAVE THE  
DATES FOR OUR  
NEXT EDITION  
8 - 10 April 2025

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PREFERRED SPOT NOW

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