



the
hotel show

28-30 SEPTEMBER 2014
DUBAI WORLD TRADE CENTRE



HOSPITALITY REDEFINED

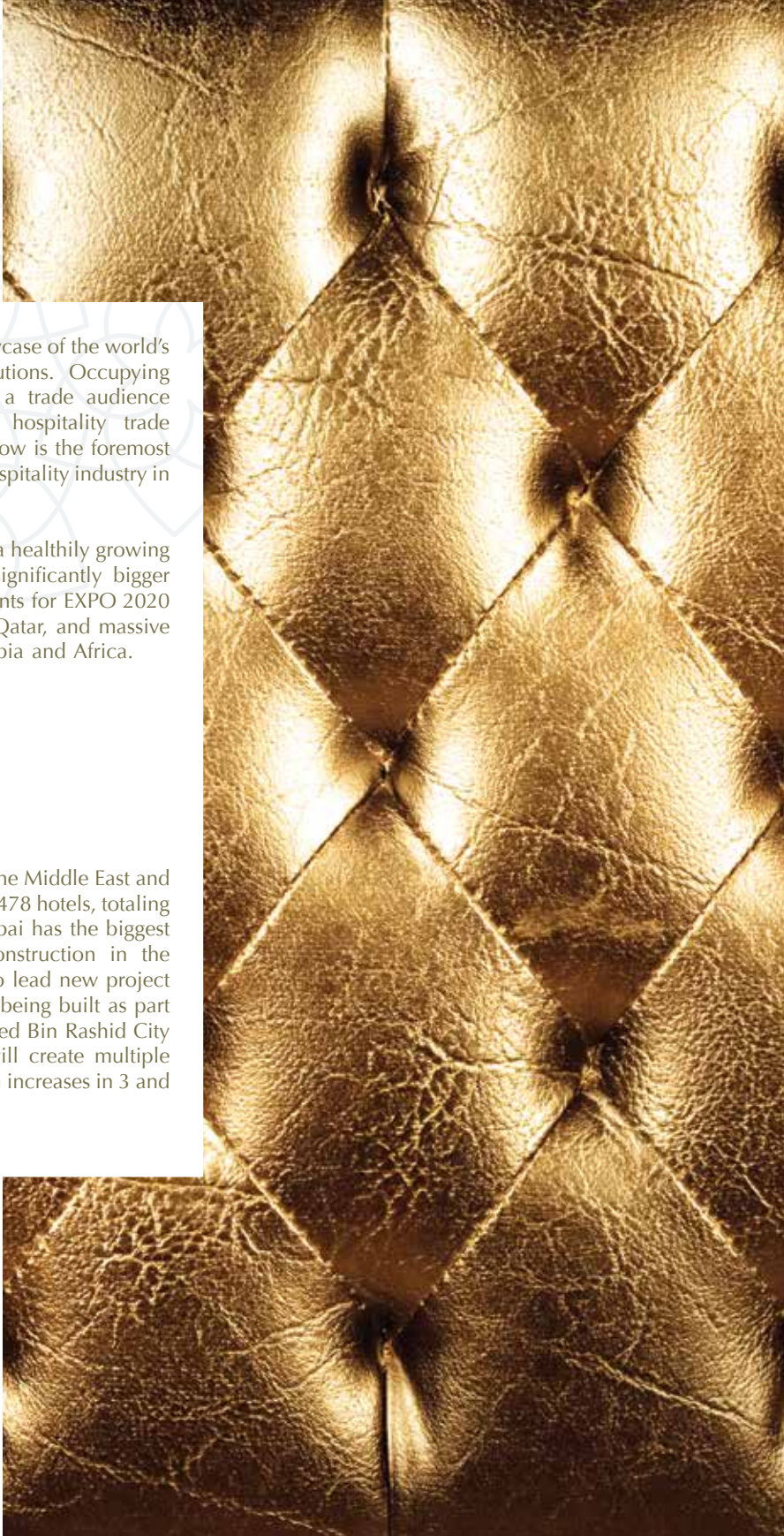
THE HOTEL SHOW IS THE DEFINITIVE
EVENT FOR HOSPITALITY AND
CELEBRATES ITS 15TH ANNIVERSARY
IN 2014

The Hotel Show is the ultimate showcase of the world's leading hotel and hospitality solutions. Occupying more than 8 halls and attracting a trade audience in excess of 16,700 hotel and hospitality trade professionals globally, The Hotel Show is the foremost business-to-business event for the hospitality industry in the MENASA region.

The Hotel Show reflects and serves a healthily growing marketplace that is about to get significantly bigger with major projects and developments for EXPO 2020 in Dubai, The World Cup 2022 in Qatar, and massive hotel room expansion in Saudi Arabia and Africa.

A SOLID INDUSTRY WITH EXPO 2020
AND WORLD CUP 2022 MAKING IT
ALL THE MORE EXCITING

The future of hotel development in the Middle East and Africa remains bright, with a total of 478 hotels, totaling 119,233 rooms in the pipeline. Dubai has the biggest number of hotel rooms under construction in the UAE and is expected to continue to lead new project development, with 100 new hotels being built as part of the multi-billion dollar Mohammed Bin Rashid City project. In addition, EXPO 2020 will create multiple opportunities to grow the sector with increases in 3 and 4 star classified hotels.



\$6.1 bn

Worth of completed projects in the hotel sector in the GCC in 2013



\$27 bn

Expected growth in the GCC hospitality market estimated by 2015



\$5.9 bn

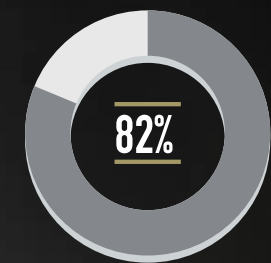
Worth of projects due to be completed in the hotel sector in the GCC in 2014



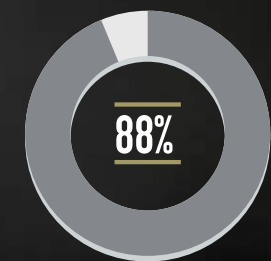
HIGHLY SATISFIED EXHIBITORS

\$4 bn

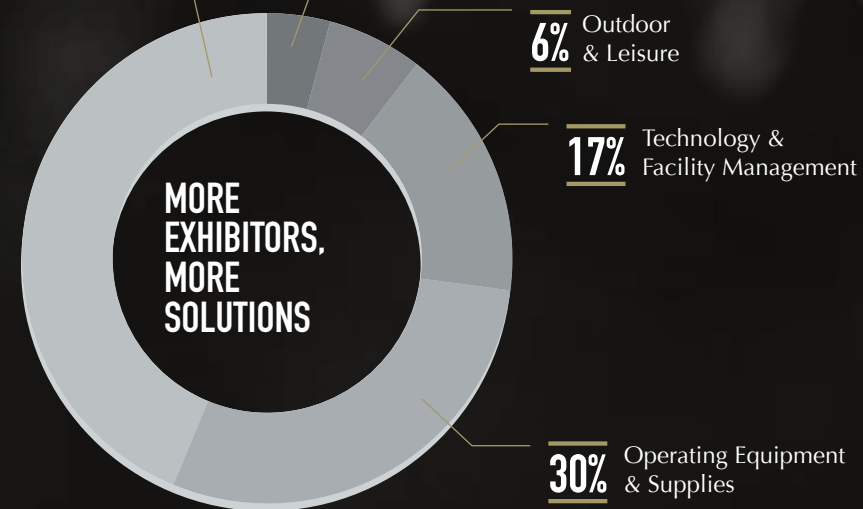
Generated in new business deals for the 12 months ahead between visitors and exhibitors at The Hotel Show



Of exhibitors were completely satisfied and will return in 2014.



Of exhibitors see the exhibition important for their business.



566

Exhibitors

37

Countries

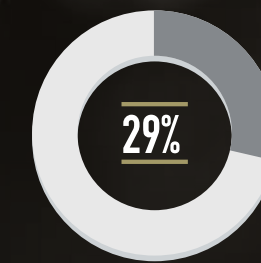
WHO WILL YOU MEET?

\$418,148

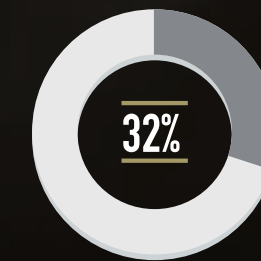
The amount spent on average per visitor to The Hotel Show

\$837,067,050

The amount of money spent onsite at The Hotel Show by visitors and buyers



Of visitors are in a buying stage.



Of visitors are sourcing new suppliers.

11,370

Visitors

98

Countries

16,987

Total attendance

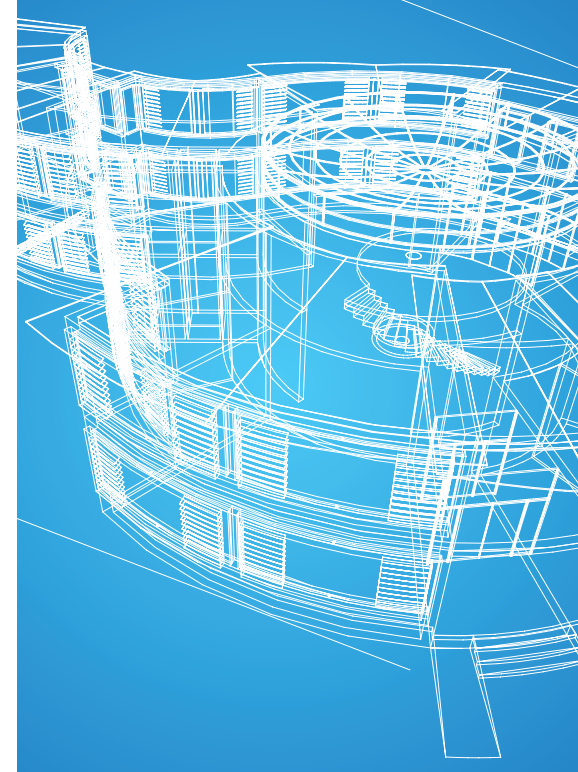


18% Have a purchase responsibility in excess of \$1M

50% Are decision makers, purchasers or buyers

NEW ADDITIONS TO THE HOTEL SHOW

Reflecting the emerging trends and developments in the regional hospitality industry, The Hotel Show expands further to focus in greater depth on some dynamic sectors to connect decision makers with more expertise and product range. These new sectors include: Sustainability, Development and Build, Retail Franchise, Hotel Services and Careers & Training.



SUSTAINABILITY, DEVELOPMENT AND BUILD

With the vast number of projects planned and already in progress for the Middle East alone, attention has certainly been drawn to the investment and development stage of planning, designing and building hotels, resorts, leisure facilities and F&B outlets. Sustainability will be at the core of every part of the build process, from green build methods and products to materials and operations. This new area of the exhibition floor will provide a showcase for the suppliers offering products, solutions and services to the build and development stage; incorporating but not limited to: **Hotel Real Estate Developers, Designers & Architects, Consulting and Engineering, Banks and Financial Services, Landscape Architects, Building Systems, HVAC, Green Building Systems, Sustainability & Sustainable Solutions & Products, Waste Management Products, Water Treatment, Hotel Management Group, Windows and Doors Manufacturers, Bathroom & Kitchen Equipments and Materials, Hotel Building Materials Suppliers Fitting and Fixture Equipment and Supplies, Investment Consultants, Government.**

RETAIL FRANCHISE AND HOTEL SERVICES

Although 60% of hotels revenue comes from room sales, increasingly hotels are evolving into complete tourism and leisure destinations integrating various offerings to satisfy guests. Franchised restaurant and food outlets, wellness and sports centers, souvenirs and luxury gifts are becoming landmarks inside hotels, that attract not only stay in but also walk in guests. The Hotel Show, offers franchisers and entrepreneurs the ideal venue to connect and explore new business opportunities in the hospitality retail industry. This sector includes: **Restaurants & Hotel Franchisers, Flowers & Ribbons, Valet Parking Services, Car Rental & Services, Yoga, Sauna and Sports Providers, Gifts, Souvenirs and Give Aways, Photography and Video Services, Beauty & Wellness, Modeling & Staffing, Retail, Marketing & PR Services, Events Management, Equipment and Services.**



CAREERS & TRAINING

After launching the Career Zone in 2013 with the presence of 15 leading hotel chain HR department heads and representatives, The Hotel Show has added a new sector for training and professional development suppliers to respond to the need to develop talented and qualified candidates across the hospitality professional hierarchy.

40% OF NEW JOBS CREATED IN DUBAI BY EXPO 2020 WILL BE ALLOCATED FOR THE TRAVEL AND HOSPITALITY INDUSTRY

Following the recent win of Expo 2020 and the future vision of 20 million visitors to Dubai, the employment market will need to urgently attract and develop skilled hospitality professionals. More than 280,000 new jobs will be created in Dubai alone where 40% will be allocated for the travel and hospitality industry. The new sector offers: **Training Institutes and Certification Programs, Training Equipment & Accessories, HR & Recruiting Agencies, Associations, Syndicates and Representations, Publishers, Books and Training Systems, Industry Portals.**



EXISTING SECTORS - JUST GOT BIGGER

INTERIORS, LIGHTING & DESIGN

Occupying the largest area at The Hotel Show, Interiors & Design is reshaped to present greater focus on lighting solutions and technologies including smart lighting, exterior, interior and decorative lighting. The same location hosts many country pavilions and continues to present innovative interior design concepts and innovations in: **Furniture & Furnishing Art, Accessories & Decor, Curtains, Upholstery & Fabrics, Wall Coverings, Wall paper and paint, Flooring & Carpeting, Lighting & Sustainable Lighting Solutions & Accessories, Bathroom furniture and furnishings.**

OPERATING EQUIPMENT & HORECA

With more than 191 companies exhibiting in this sector in 2013 and over 95% of visitors sourcing products from Operating Equipment & HORECA, the importance of this area within the exhibition could not be greater. This sector includes: **Mattresses & Bedding, Bed Linen, Table Linen & Towels, Amenities, Mini-bars, Room Service Equipment, Bathroom Supplies & Toiletries, Uniform & Clothing, Laundry Equipment & Solution, Cleaning & Hygiene Equipment and Solutions, F&B Services and Equipment, Catering Services & Equipment, Buffet Ware, Flatware & China Ware, Table Ware and Accessories, Cutlery & Crockery, Refrigeration & Storage, Menu Systems, F&B & Restaurant Consultants. Bar & Restaurant Equipment.**

TECHNOLOGY & FACILITY MANAGEMENT

Technology & Facility Management attracted 81.2% of the show visitors and has introduced various applications and solutions for the Middle East hotel industry for many years. Latest innovations will be showcased: **In room Entertainment Systems & Solutions, Room Automation Systems & Technology, Internet, E-Commerce & Web Applications, Inventory & Control Systems & Solutions, Reservation Systems, Health, Safety & Security Systems, Telecommunication Systems, Services & Equipment, Audio Visual, Conferencing, PA & Sound Systems, In-Room safes & Room Access Technology, Management Systems & Technical Support, Energy Consumption Control Systems & Services, Waste Disposal & Management Systems, Recycling Systems & Facilities, Air-conditioning & Ventilation Systems & Services, Maintenance & Repair Systems & Services. Safety & Security, Lifts, Signage, Web, Mobile, Social & Email, CRM, Loyalty, Web Design & Development.**



MORE THAN JUST AN EXHIBITION

The Hotel Show connects suppliers with buyers, decision makers, consultants, government and owners and managers of world-class hotels, restaurants, resorts and cafes, encouraging knowledge sharing, networking and face-to-face relationship building and business deals, through a variety of different events onsite and throughout the year.

THE VISION CONFERENCE: TURNING VISION INTO REALITY

Launched in 2013 the Vision Conference set out a full 3 day programme of sessions and debates where more than 70 heads of industry gathered to share insight and knowledge.

21% OF VISITORS ATTENDED THE CONFERENCE, WITH SPEAKERS, CONTENT AND TIMING ALL BEING HIGHLY RATED.

For 2014 the conference will expand further to cover all essential topics and content from major development across the region..



CO-LOCATION WITH THE LEISURE SHOW FOR WIDER REACH

Leisure is an important sector as it helps to attract domestic and international visitors for hotels, and diversify the income pool of the hospitality industry. The Leisure Show stands as a strategic partner for The Hotel Show to attract more visitors and exhibitors involved in investing, building and supplying the leisure and attraction industry. It is a perfect venue to showcase products and services for: **Water Attraction Facilities, Health and Fitness Centers, Indoor and Outdoor Sport Attractions, Spa & Wellness Centers, Pool & Resorts Attractions.**

BUYERS CLUB: A PRIVILEGED ZONE FOR QUALIFIED BUYERS

Spend at The Hotel Show is one of the highest globally with almost \$4bn being spent as a result of the event and 21% of visitors expecting to spend in excess of \$100,000 with exhibitors at The Hotel Show. The Buyers Club will host key qualified buyers from across the UAE and the GCC region providing an ideal networking for VIP buyers and visitors.

\$754,000+

74,833,284

The Hotel Show's marketing campaign's worth

Total reach of The Hotel Show brand via PR, advertising, email, SMS, social media and the website

54,377,094

PR

18,390,908

Advertising

02,065,282

Email, website,
SMS and social
media

HIGH LEVELS OF
THE HOTEL SHOW
BRAND'S REACH

15%

9.5%

Increase in
attending audience

Increase in unique visitors

EVENTS & FEATURES AT THE HOTEL SHOW 2014

HOSTECH ZONE

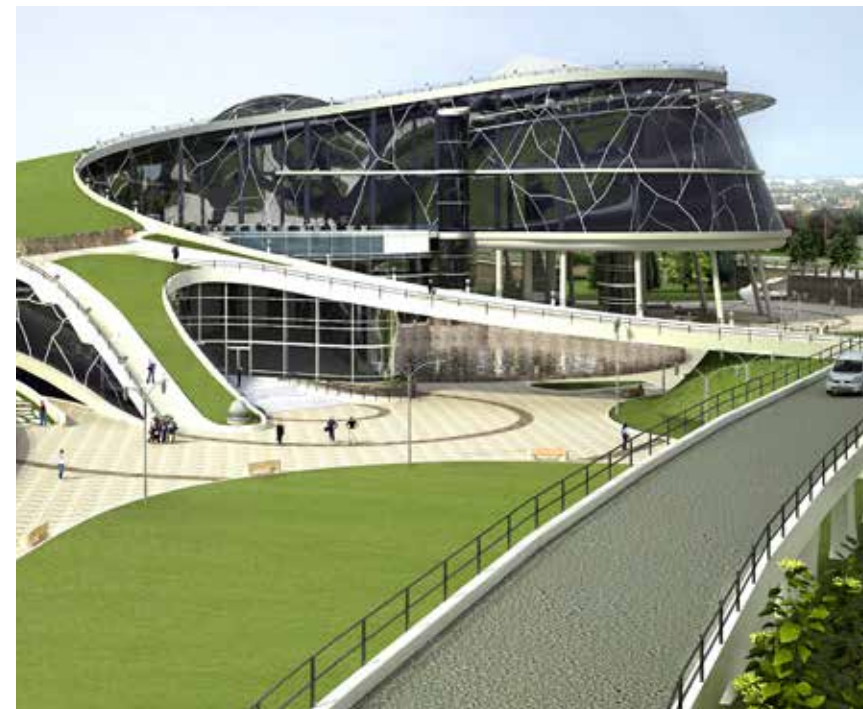
Demonstrating new technologies and applications for the hospitality industry located in the Technology & Facility management section in Halls 7 & 8. Specialized for IT, lighting and automation products exhibitors to multiply their brand awareness and visitors interaction with their products.

THE ACADEMY

An exciting professional development area dedicated to training and certification programs across various job functions in Hotels, Catering and Customer service.

SUSTAINABLE HOTEL BUILD

A thought provoking example of how sustainable and energy saving materials, products, build and design can translate into an exceptional hotel space.





STRATEGIC PARTNER: DEPARTMENT OF TOURISM & COMMERCE MARKETING

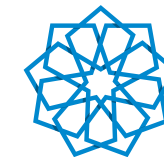
DTCM is heavily involved in The Hotel Show and supports its position as a must attend event for the industry. Working closely with the team, the DTCM assists in setting the strategy for activities and content to ensure it reflects the government objectives.




UNLIMITED OPPORTUNITIES

As the euphoria of Expo2020 begins to settle, the focus of Dubai's gaze on how to meet the expectations of the predicted growth and accommodate the millions of tourists will now shift to hotel developers and suppliers. With an anticipated 100 million tourists expected in Dubai during 2020, the need for new hotel properties is unprecedented. Now is the time to be at The Hotel Show and present your brand to the key decision makers responsible for these establishments.

إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES





SALES & SPONSORSHIP

Standard
Rate

\$420/sqm
\$470/sqm

\$515/sqm
\$630/sqm

Premium
Line Rate

\$440/sqm
\$490/sqm

\$535/sqm

PACKAGE

Space Only
Shell Scheme

Upgraded Shell Scheme
Double Decker

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