



the
hotel show

28-30 SEPTEMBER 2015
DUBAI WORLD TRADE CENTRE

A word cloud shaped like an inverted triangle, composed of various hospitality-related terms. The words are arranged in a way that they fit the triangular form, with larger words in the center and smaller words towards the edges. The words include:

- TELEPHONE
- CATERING
- FOOD SERVICE
- SERVICE
- FOOD
- HOTELS
- RESTAURANT
- HOTEL
- SCAFES
- RESORT
- RESTAURANTS
- BAR
- RESORTS
- FOOD SERVICE
- CATERING
- FAST FOOD
- RESTAURANT
- CATERING
- CLUB

100% HOSPITALITY

A WARM WELCOME AWAITS YOU AT THE HOTEL SHOW DUBAI 2015

Dear colleague,

There is much anticipation and excitement about the next few years in hospitality. Guests are driving demand and there is a wealth of opportunity created around forthcoming mega events. Technology is changing the whole hospitality landscape and security is increasingly important in terms of guests, data and facilities. The region's leisure, business, religious, medical and MICE tourism is looking positive.

The Hotel Show Dubai has for the past 15 years mapped the market and for 2015 is set for its best event ever. The impressive hotel, restaurant, foodservice and leisure pipeline across the Middle East and in parts of Africa is creating significant demand for products and services, and this, together with the need to refurbish, refit and refresh existing properties, is creating an urgent demand for global suppliers.

It is no surprise that suppliers and brands selling to managers and owners from hotels, restaurants, resorts, leisure and entertainment facilities, cafes, bars and clubs see great opportunities for doing business and connecting in Dubai at the industry's largest event. Dubai is a world class destination, a world travel and trade hub, and is the heart of hospitality and tourism in the Middle East and Africa.

There is a good reason why brands choose The Hotel Show Dubai to launch new products, to meet key buyers from more than 98 countries and to influence buying decisions. As the largest meeting place for the hospitality industry with over 600 exhibitors and 17,700+ attendees, a content programme including 86+ speakers and live demonstrations, awards and events, and over \$6.2m worth of business deals conducted onsite, it is truly a leading industry forum.

For suppliers looking for more business and to break into the Middle East, Africa & Asia market The Hotel Show Dubai presents the ideal platform with more chance of success.

The highlights and results detailed in this brochure, from last year's event tell you all you need to know. As a key supplier to this market I would invite you to investigate how you can reach your target audience at The Hotel Show Dubai.



Christine Davidson
Event Director

Hospitality Portfolio | **dmg** events



INDUSTRY OVERVIEW

MIDDLE EAST & AFRICA HOSPITALITY

The Middle East is set to experience unparalleled construction activity over the next several years. GCC governments have impressive national development plans to diversify their economies, reduce their reliance on oil and gas reserves, and a desire to be recognised on the world stage.

9.5%

hospitality market expected annual growth across the GCC

10,000

rooms in Dubai requiring refurbishment prior to Expo 2020

\$35.9bn

estimated value of GCC hospitality market by 2018

14,000

new rooms in Africa pipeline

90m

annual capacity of Dubai International airport by 2020

\$200bn

Qatar spend on construction projects between 2013 and 2018

20m

expected number of visitors to Dubai in 2020

770 hotels

198,028 rooms in the pipeline for Africa and Middle East

Source: United Nations World Tourism Organisation; pwc.com; tophotelprojects; strategy& (pwc network)

MAJOR PROJECTS

Millions of dollars' worth of projects are taking place across the GCC within the hotel and tourism sectors, set to attract hundreds of thousands of visitors to the region. Some the top projects include:

Qatar

123 projects including:

- Katara Towers development
- Doha Festival City
- Sports City Stadium

Oman

45 projects including:

- Saraya Bandar Jissah Resort
- Oman Convention & Exhibition Centre
- Al Futtaim Group
- Mall of Oman
- The Muscat Reserve

UAE

Mega events and projects including:

- Expo 2020, Dubai
- Louvre, Abu Dhabi
- Dubai Canal
- Mall of The World, Dubai

Bahrain

13 projects including:

- Seef One & Only Resort
- Rotana Hotel
- Four Seasons Hotel
- Best Western Premium

Africa

313 projects including:

- Crowne Plaza, Egypt
- Addis Regency Hotel, Ethiopia
- Protea Hotel Lusaka, Zambia

Saudi Arabia

55 projects including:

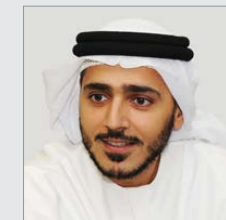
- Saudi Aramco
- 11 stadiums
- Dana Bay
- Jabal Omar Development



DEPARTMENT OF TOURISM AND COMMERCE MARKETING

As Strategic Partner to the event, DTCM is heavily involved in the show and supports its position as a must attend event for the industry. The team works closely with DTCM to drive its show features and educational content and ensures it reflects the region's need.

“ In recent years we have seen a whole range of new leisure developments, projects and attractions open their doors to the public, and there are plenty more in the pipeline. The number of visitors is continuing to increase, as is the average length of stay, which means we are well placed to realise our Tourism Vision of 2020 with its goal of attracting 20 million annual visitors by the start of the next decade. ”



Issam AbdulRahim Kazim
CEO, Dubai Corporation for
Tourism and Commerce Marketing

HIGHLY SATISFIED EXHIBITORS IN 2014

596 Exhibitors

\$6.2m

in new business deals conducted onsite between visitors and exhibitors

89%

view the event as important to help achieve their business objectives

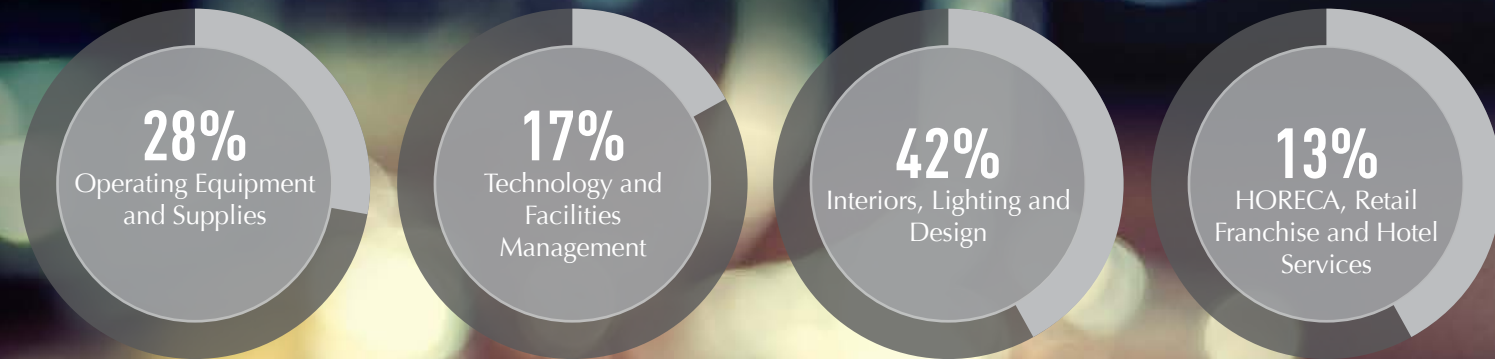
41%

of exhibitors rebooked onsite to secure their place in 2015

45 Countries

17 Country Pavilions

Percentage of exhibitors by sector



“At The Hotel Show, we meet hotel investors, operators and developers. In the past six years of exhibiting the quality of visitors has been very high.”

Michael Loffy, Head of Building Automation India & MEA, ABB

WHO VISITED IN 2014

13,400

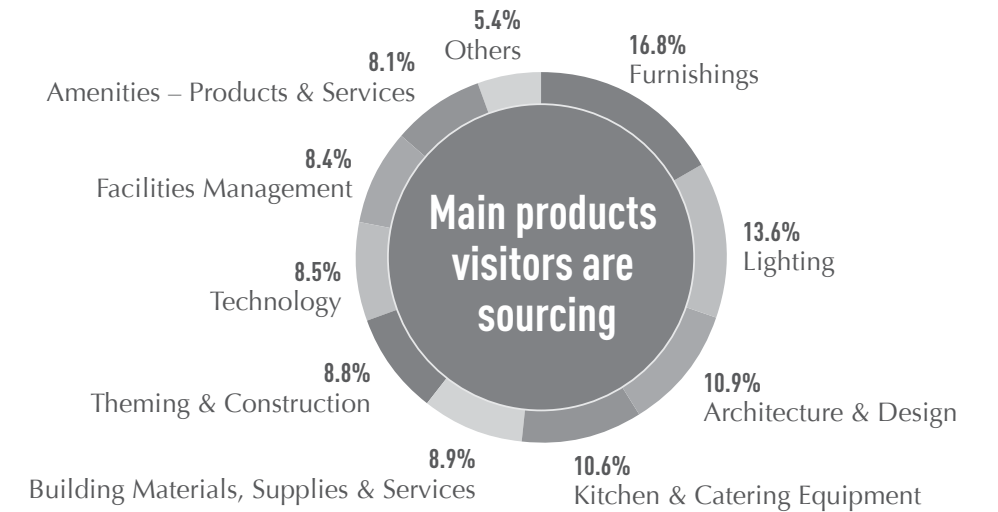
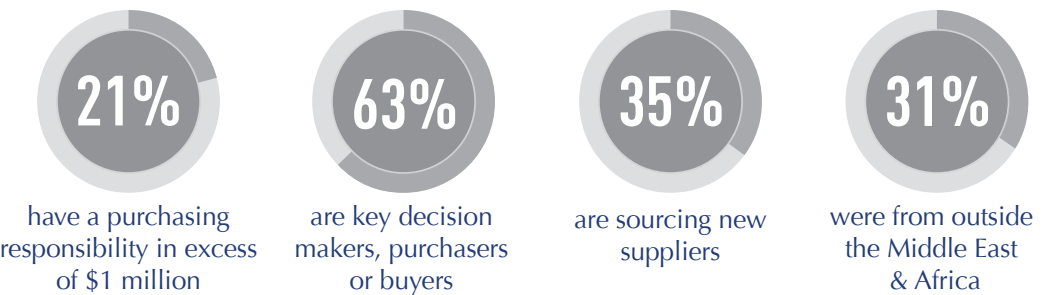
Unique visitors

17,772

total attendance

98

Countries



MARKETING AND PR THAT WORKS

\$1,800,000

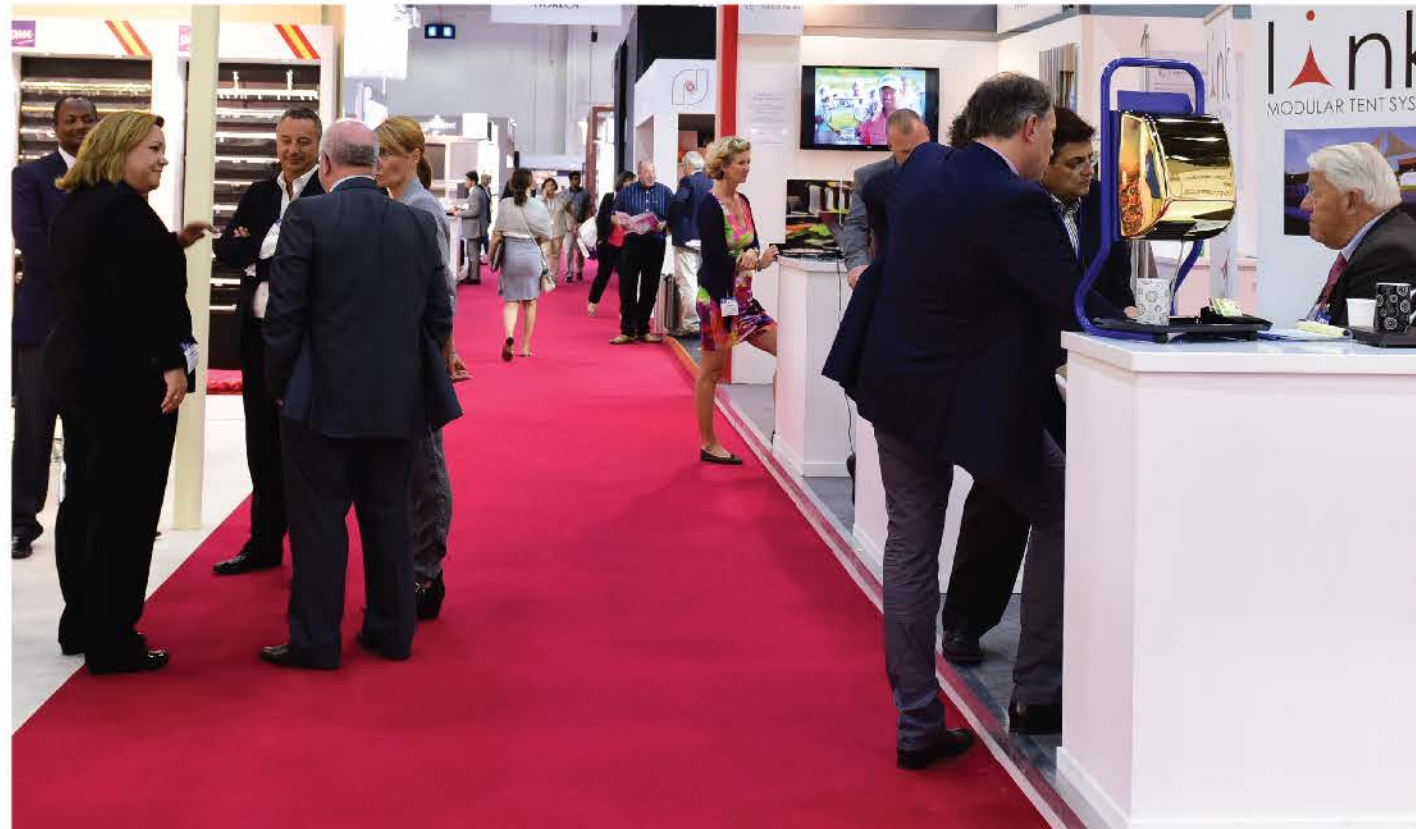
campaign value

101,220,220

total reach across PR, advertising, email marketing, SMS, social media and online

“This is a great show, we have generated several appointments and have had a lot of success by coming across the main hospitality operators in the Middle East. We are already in process with several projects.”
Olivier Charles, Director, Edition Bougainville

“We are working on different hotel projects and are looking to source contracts from the suppliers here. This is the best hotel exhibition in the Middle East.”
Bassam Hamadeh, CEO, Bassam Trading, Saudi Arabia



Audience reach:

45,500,000

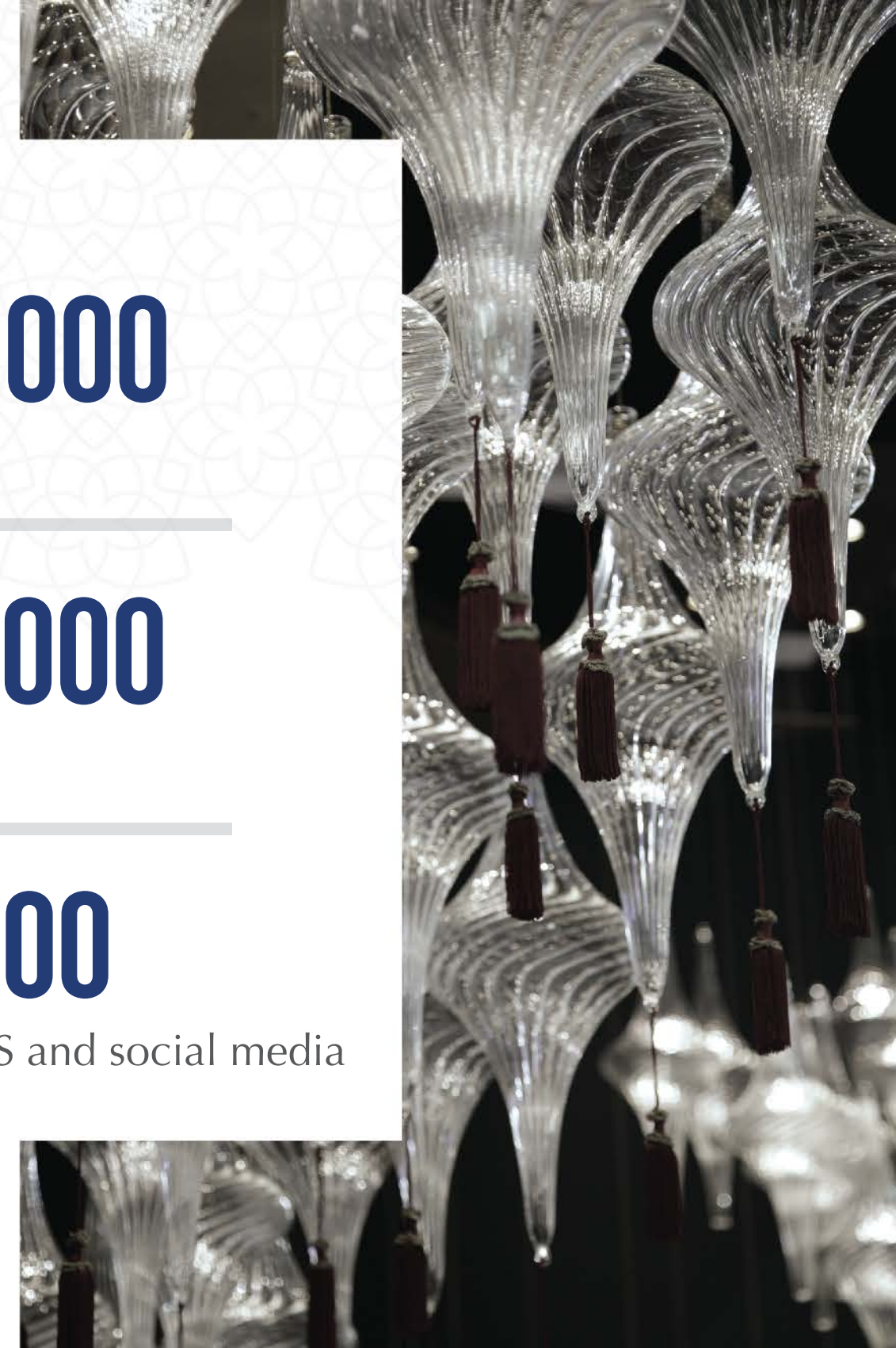
PR

50,109,000

Advertising

2,461,400

Email, online, SMS and social media



HIGHLIGHTING NEW SECTORS FOR 2015

Hotel Build

It is vital that the hospitality market in Dubai and the wider Middle East & Africa regions grow to accommodate the anticipated influx of visitors in the build-up to mega events including Expo 2020 and the Qatar World Cup. With the vast number of projects planned and already underway including Mall of the World, the world's largest shopping centre of 8 million square feet and the Lagoons & Canal Project, an ambitious city of the future in Dubai, attention has been drawn to the development and build of new hotels, resorts, leisure facilities and food and beverage outlets.

This area in the exhibition will showcase an array of suppliers offering products, services and solutions for build and development stages, incorporating but not limited to:

Hotel Real Estate Developers, Designers & Architects, Building Systems, HVAC, Green Building Systems, Window and Door Manufacturers, Hotel Building Material Suppliers, FF&E: Fitting and Fixture Equipment and Supplies, Signage and Lifts.



Facilities Management

Effective facilities management is vital to the success of any organization and is subject to continuous innovation and development. Facilities management starts from the design and construction of a building and will be the way forward to involve facilities management companies from the building conception.

Hotel corporations and build projects are under pressure to reduce costs and to add value to its core business: from understanding what can be done to be more sustainable in an integrated way through different systems, to ensuring a safe and efficient working environment to its staff and guests, through to property strategy and building maintenance. This sector includes products such as:

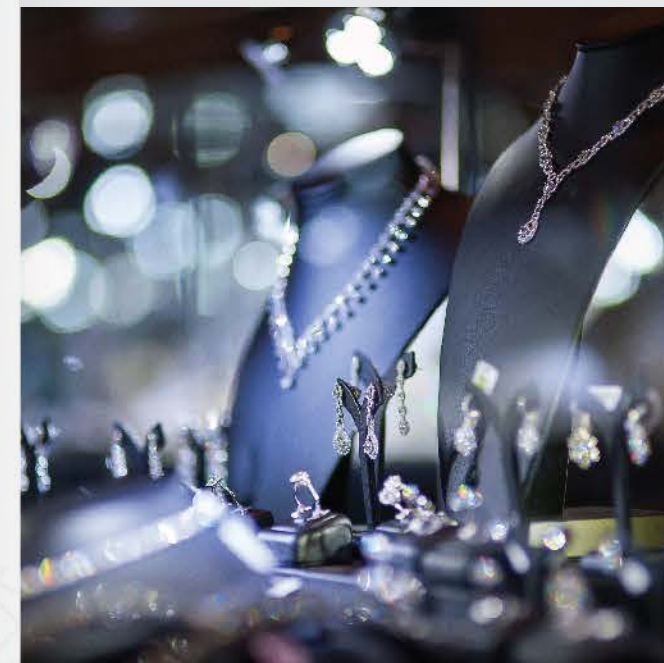
Health, Safety & Security Systems, Energy Consumption Control Systems & Services, Waste Disposal & Management Systems, Recycling Systems & Facilities, Air-conditioning & Ventilation Systems & Services, Maintenance & Repair Systems & Services, Safety & Security and Lifts.

Retail Franchise

Although 60% of a 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 platform to connect and explore new business opportunities in the hospitality retail industry. This sector includes franchise companies such as:

Restaurants & Hotel Franchisers. Flowers & Ribbons, Gifts, Souvenirs and Give Aways, Photography and Video Services, Beauty & Wellness, Fashion & Jewelry, Coffee & Bar, Tobacco & Souvenirs.



Kitchens and Bathrooms

Whilst Kitchen and Bathroom products are not new to The Hotel Show product portfolio, it now has its own sector to highlight the importance these products have within hotels, resorts and F&B outlets.

Whether it's for new hospitality developments or for complete kitchen or bathroom refurbishments, it is important for hotel and hospitality outlets to stay one step ahead of the competition. Providing the latest in bathroom designs or industrial kitchen technology, or state of the art appliances to improve efficiency and maximise output within the F&B outlets, this sector includes:

Bathroom Supplies & Toiletries, Bathroom Cleaners & Dispensers, Automatic Hand Dryers, Bathroom Fixtures & Fittings, Guest Toiletries, Refrigeration & Storage, Fitout Consultants, Chefs Cooking Accessories & Cooking Utensils, Commercial Kitchen Appliances, Commercial Kitchen Ovens & Cooktops, Dishwashing Machines.

EXPANDING EXISTING SECTORS

Interiors, Lighting and Design

Hotel interior design is an important factor which can impact levels of customer satisfaction and the comfort that a guest expects. Good quality hotel interior design is more important than ever before.

Unique and creative brand identity and smart lighting design is a crucial factor in differentiating one hotel from another. This sector continues to present innovative design concepts and includes:

Furniture & Furnishing, Art, Accessories & Décor, Curtains, Upholstery & Fabrics, Wall Coverings, Wall Paper and Paint, Flooring & Carpeting, Lighting & Sustainable Lighting Solutions & Accessories.



Operating Equipment and Supplies

Essential to a hotel's daily operations is the supplies and equipment that keep the wheels turning – from bedding & linens, toiletries, hygiene solutions, laundry & uniform to the latest in room service equipment and mini bars. Occupying the largest area at The Hotel Show products within the sector include:

Mattresses & Bedding, Bed Linen, Table Linen & Towels, Amenities, Mini-bars, Room Service Equipment, Uniform & Clothing, Laundry Equipment & Solution, Cleaning & Hygiene Equipment and Solutions, Menu Systems, F & B & Restaurant Consultants, Vending Machines.

HORECA and Food Service

The Hotel Show brings together some the world's very best HORECA products & brands providing a showcase of the latest tableware, innovative equipment solutions for banqueting, cafes, bars and restaurants. Get in front of the regions chefs, restaurant managers & owners if your products include:

Catering Services & Equipment, F&B Services & Equipment, Buffetware, Flatware & Chinaware, Tableware and Accessories, Cutlery & Crockery, Menu Systems, Bar & Restaurant Equipment, Food Service Distributors: Smallwares Kitchen Utensils & Foods.

Hotel Services

Companies providing hotel services that enhance a stay. This sector includes:

Valet Parking Services, Car Rental & Services, Modelling & Staffing, Photography & Video Services, Event Services, Car Parking Facilities, Conference Facilities and Social Function Services.



Technology and Security NEW

Seamless systems, improved efficiency, increased customer service is now a viable option. Self-check ins and kiosks, integrated staff and guest facing mobility, global traceable sourcing, restaurant and foodservice solutions, direct booking, smart appliances & enhanced in room experiences, are all game changers for hospitality owners and managers moving forward.

Digitally held data will require extra protection and security of guests and facilities is more essential than ever so whilst Technology is the trend this year, Security presents a major challenge requiring solutions.

Together with the TECSEC Summit, the technology and security product showcase will be largest ever.



Products and systems on showcase include:

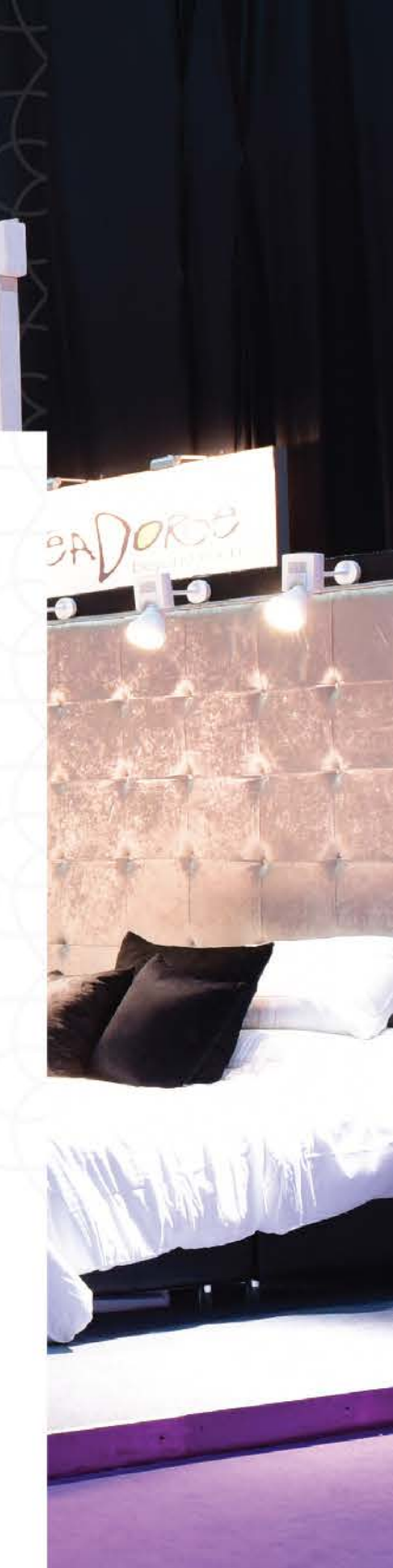
- Entertainment Systems & Solutions
- Surveillance Systems, Locks and Monitoring
- Room Automation Systems & Technology
- Information Security Services
- E-Commerce & Web Applications
- Inventory & Control Systems & Solutions
- Telecommunication Systems, Services & Equipment
- Audio Visual, Conferencing, PA & Sound Systems
- Commercial Security
- Mangement Tools and Systems
- Minibar Systems
- High Speed Internet Access Systems
- Front & Back PMS
- Customer Loyalty and Dinner Programs



THE INTERNATIONAL VILLAGE

The Hotel Show attracts exhibitors and products from across the globe and following the previous edition of The Hotel Show, 56% of visitors indicated that they were attending the exhibition to source new and innovative international products. After a successful first year, this dedicated area spans across 45% of the exhibition floor where global products are showcased under the umbrella 'Country Pavilions' making it easier for the buyers to navigate the products on show.

In 2014, 45 countries were present from outside the UAE, with 17 dedicated country pavilions that proudly displayed a cross section of products from respective regions.



VISION CONFERENCE 2015

This year's Vision Conference will be host to more than 80 International speakers offering over 990 delegates insights and market intelligence on the latest topics and trends in the hospitality market. Key presentations, panel discussions and key note speakers will share their expertise over the 3 days of the conference.

2014 speakers included:



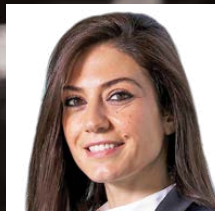
Issam Abdul Rahim Kazim

CEO, Dubai Corporation for
Tourism and Commerce Marketing



Karim Benkirane

Head - Design Development,
Business Development/Design Development,
Meraas Holding



Stephanie Aboujaoude

Area Director of Marketing
Middle East and sub-Saharan Africa,
The Rezidor Hotel Group



Grant Salter

Director at Deloitte Financial Advisory
and Head of the travel, hospitality
and leisure advisory

NEW

TECSEC SUMMIT

The technology and security conference for hotel, restaurant
& foodservice professionals

Technology is *the* trend.

Convenience and speed is now an accepted requirement in everyday life. Global traceable sourcing, faster foodservice, efficient kitchens and real-time marketing via mobile devices will now change consumer experiences and drive restaurants to use the latest technologies to enhance their service.

The latest technology from CRM, EPOS, Social Media, Smartphones, Smart Appliances, Marketing Automation, Online Booking Systems and more will be discussed here.

Security poses one of the greatest challenges and threats for the hospitality industry; from fraudsters, hackers, cyber criminals, and identity thieves to how you secure critical information, data, facilities and hotel operators need a robust cyber, information and facility security strategy.



OUTDOOR AND LEISURE @ THE LEISURE SHOW



Following significant growth of this sector, The Leisure Show is an exciting extension of The Hotel Show Dubai and is the only comprehensive leisure event in the Middle East for commercial, residential facilities and outdoor spaces.

Products across, Pool & Spa, Outdoor Design, Furniture and Lighting, Recreational Fun & Adventure and Sports & Fitness are all represented at the show for visiting hotels, real estate developers, residential and leisure facilities.

The event is co-located with The Hotel Show Dubai.

For all exhibiting enquiries, please contact:

John Suzara
Event Manager
T: +971 4 445 3685
E: johnsuzara@dmgeventsme.com
W: www.theleisurehshow.com

HEADLINE SPONSOR AQUA MIDDLE EAST



Aqua Middle East will offer visitors an exciting and visionary live pool feature showcasing the future in architectural design and the latest possibilities for aqua leisure, whether at home or within a hotel or waterpark.



STAND BOOKINGS

STANDARD RATE	PREMIUM POSITION RATE	PACKAGE
\$435	\$455	Space only
\$485	\$505	Shell scheme only
\$530	\$550	Upgraded shell scheme
\$630		Double decker
\$150		Administration fee

FREE MARKETING SUPPORT

The marketing team offers our exhibitor a selection of dedicated marketing tools both pre-show and during the event. Our free of charge services are designed to help maximise your presence and generate business leads.

Some of our services include:



Web banners for your website to highlight your participation at the show



Email signatures branded with your stand number for you to add to your emails



Product images along with a short description will be uploaded onto our Facebook page



Email invitations to your client lists informing them about your participation at the show

HELP ACHIEVE YOUR BUSINESS OBJECTIVES AND ENQUIRE ABOUT STAND AND SPONSORSHIP OPPORTUNITIES TODAY

SANGEETA DHANAK

Sales Manager

E: Sangeetadhanak@dmgeventsme.com

T: +971 4 445 3627

M: +971 50 866 8365

DANIELLE CURTIS

Event Manager

E: Daniellecurtis@dmgeventsme.com

T: +971 4 445 3764

M: +971 56 174 7517



Strategic Partner



Exclusive Official Publications



Organised by



www.dmgeventsme.com



thehotelshow.com



facebook.com/thehotelshow



twitter.com/thehotelshow

Other events in the DMG hospitality portfolio

