



THE HOTEL SHOW DUBAI

REDEFINING HOSPITALITY **TOGETHER.**



31 MAY - 2 JUNE 2021
DUBAI WORLD TRADE CENTRE

www.thehotelshow.com

Part of  MIDDLE EAST
DESIGN &
HOSPITALITY
WEEK 2021

THE HEARTBEAT OF THE HOSPITALITY INDUSTRY

Over the last 20 years The Hotel Show Dubai has cemented its place as the largest, longest-standing and most prestigious hospitality trade event in the Middle East and Africa, and the ultimate meeting place for hospitality suppliers and buyers in the region.

The three day experience serves the industry by showcasing innovative products, content, features and inspiration, while acting as the definitive link for hospitality suppliers across the world looking to access the lucrative MEA market.

THE POWER OF MIDDLE EAST DESIGN & HOSPITALITY WEEK

The Hotel Show will once again benefit from being part of the Middle East Design and Hospitality Week, which brings the biggest and most important celebration of all things design and hospitality, through 5 co-located events across 3 days.



CONSISTENT STRENGTH AND GROWTH OF THE MIDDLE EAST



\$30BN

value of hotels to be built in MENA by 2023, with UAE alone expecting to award \$11bn hotel projects in the next 5 years

640 PROJECTS
181,890 ROOMS

currently in Middle East hotel construction pipeline, up 6% and 4%, respectively, year-over-year (YOY)

345 PROJECTS
111,257 ROOMS

currently under construction

160 PROJECTS
39,373 ROOMS

rooms scheduled to start construction in the next 12 months

135 PROJECTS
31,260 ROOMS

projects in the early planning stage



\$29.53BN

Travel and tourism's direct contribution to the U.A.E.'s total GDP is expected to rise from around \$18.8 billion at present to \$29.53 billion in 2028



\$7.6BN

The UAE hospitality market is expected to be valued at \$7.6 billion by 2022, with a projected five-year growth rate of 8.5%



10.3%

The Middle East leads the world in tourism growth



25M

UAE expected to welcome 25m international tourists in 2020

DISPLAY YOUR PRODUCTS TO ENGAGED BUYERS

Exhibiting and getting face-to-face with 22,000 hospitality industry professionals is the most effective way to launch or grow in the Middle East.

The Hotel Show helps you achieve a range of your business objectives all in one place:



GENERATE QUALITY LEADS

Attract new clients, sell directly from your stand and meet with existing clients, ultimately allowing you to generate sales and meet your targets.



EXPOSE YOUR BRAND TO A TARGETED AUDIENCE

Increase or maintain awareness of your brand, products and services.



ESTABLISH INVALUABLE RELATIONSHIPS

A rare opportunity for you to engage face-to-face with thousands of leading buyers, investors, regulators, distributors and Government officials.



EXPLORE NEW BUSINESS OPPORTUNITIES

Use your time at the exhibition to launch or test new products, survey the market, find distributors and capture data with a purpose built app.



DRIVING THE RIGHT BUYERS TO YOU

39,973

Total Footfall

22,887

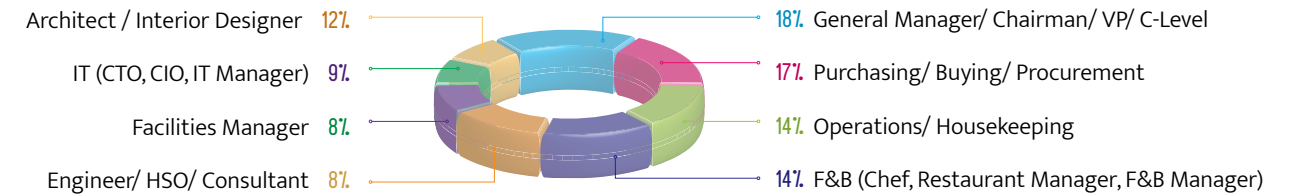
Unique Attendees

20,554^{SQM}

Exhibition Stand Space

110

Visiting Countries



TOP 5 VISITING COUNTRIES:



LEADING BRANDS THAT VISIT THE HOTEL SHOW



A TRUSTED & PROVEN PLATFORM

93%

of visitors said The Hotel Show plays an important role for their organization

89%

of visitors met their objectives for attending the event

86%

of visitors have direct purchasing authority

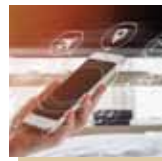
MATCHING THE DEMANDS OF THE HOSPITALITY INDUSTRY WITH YOUR PRODUCTS

To enable the correct positioning of your products, The Hotel Show Dubai features dedicated product sectors to easily allow buyers to find the products they need.

The exhibition covers every aspects of the hotel buying chain for new-builds, refurbishments, retrofitting and existing properties.

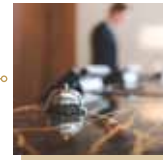
TECHNOLOGY/SECURITY

2D & 3D printing, security systems, 3D models, software, AV - conferencing - PA & sound system, commercial security, customer loyalty & dinner programs, e-commerce & web app



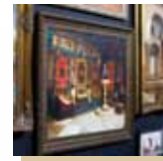
FACILITIES MANAGEMENT & CLEANING

A/C & ventilation systems, energy consumption control systems & services, health & safety, security systems, maintenance & repair systems & services, recycling systems & facilities, safety & security, waste disposal & management systems



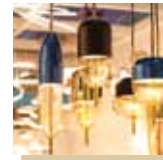
HOTEL SERVICES

Car-parking facilities, car-rental & services, contracting services, door accessories, event services, interior decorators, modelling & staffing, photography & video services, valet parking services, virtual reality



ARTISAN

Art, artwork curatorship, custom hand painted canvas art, graffiti art, hand-painted mural art, handmade tableware, visual illustration & design art



INTERIORS

Acoustic screens, glass doors, moveable walls & partitions, raised access floors, suspended ceilings



SLEEP

Bases, beds, bed linen, headboards & accessories, mattresses & bedding, pillows, sofa-beds, technology & tools



HOSPITALITY FRANCHISE

Coffee & bar, fashion & jewellery, flowers & ribbons, souvenirs, photography & video services, restaurants & hotel franchisers, tobacco & souvenirs



HORECA & FOOD SERVICES

Cutlery & crockery, F&B services & equipment, kitchen utensils, menu systems, tableware and accessories, bar & restaurant equipment, buffetware, flatware & chinaware, catering services & equipment



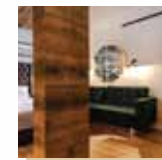
OPERATING EQUIPMENT & SUPPLIES

Amenities, bed & table linen, bedroom & bathroom textiles, cleaning - hygiene equipment & solutions, F&B & restaurant consultants, laundry equipment & solutions, mini-bars, room service equipment, table & kitchen linen, uniform & clothing, vending machines



KITCHEN & BATHROOM

Automatic hand dryers, baths, bathroom accessories, bathroom cleaners & dispensers, bathroom supplies & toiletries, cabinets, cooking accessories & cooking utensils, commercial kitchen ovens & cooktops, dishwashing machines, fixtures and fittings, guest toiletries, hardware & worktops, kitchen accessories, kitchen cabinets, kitchen worktops, refrigeration & storage, sinks



HOTEL BUILD

Wall panels, architecture glass, architectural and design practices/interior landscaping, building systems, design software, facades, FF&E: fitting - fixture equipment & supplies, green building systems, hotel building materials suppliers, hotel real estate developers, lifts, signage, turnkey/joinery services, window and door manufacturers



YEAR-ROUND EXPOSURE FOR YOUR BRAND



The 12 month marketing and PR campaign means The Hotel Show is constantly generating awareness and engaging with our community of professionals to ensure long-lasting results before, during and after the event.

Every exhibitor benefits from a dedicated landing page on The Hotel Show website with logo, product photos and links. The marketing team will also create bespoke collateral for you to promote your involvement and invite your clients on your behalf.

Continued collaboration with government entities, associations, magazines and media channels is used to promote the event through online, print and outdoor advertising.

A specialised local PR team ensured articles are featured in leading local and international media. The event consistently hits the front pages of major newspapers, websites, social media and radio.

Contact us today to secure your place at The Hotel Show 2021:

dubai@thehotelshow.com | +971 4445 3625
www.thehotelshow.com



AT THE EVENT

HOSPITALITY TECH EFFICIENCY FORUM

THE HOTEL SHOW DUBAI

Leisure Show

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WORKSPACE

CONVENTION GATE

NOVOTEL

EXHIBITION GATE

IBIS

THE HOSPITALITY LEADERSHIP FORUM

THE MIDDLE EAST HOUSEKEEPING COMPETITION

ARTIST AVENUE

HOTEL ROOM DESIGN CHALLENGE

THE CHEF'S TABLE

Find out more about sponsoring one of the features at the event:
dubai@thehotelshow.com
+971 4445 3625

WHAT OUR CLIENTS ARE SAYING

“I enjoyed The Hotel Show very much and I look forward to attending again in the coming years.”

Torsten Obermann, General Manager, Steigenberger Hotel Business Bay

“This is our fourth consecutive year at The Hotel Show Dubai, and we exhibit to show presence in the market, to showcase our different brands, generate new leads and meet with existing customers. The event is a great way for us to meet with the operations managers from major hotel groups.”

Julien Delorme, Regional Sales Manager, Everstyle

“The show is very very important to us as it is the leading hospitality event in the Middle East.”

Ludovic Labidurie, CEO, Eolisair

“I got to meet lots of new suppliers that will be very useful for my projects.”

Theresa Atienza, Buyer, Emirates

“When I entered The Hotel Show I saw lots of incredibly innovative products and met new suppliers that I am now in touch with to implement their products in my operation.”

Saurabh Tajve, Food and Beverage, Raffles Dubai

“Found the supplier of hotel key cards from China, which was exactly what I was looking for. I introduced our management team to them and now we are implementing the product.”

Hamid Malim, Front of House, Waldorf Astoria

The Hotel Show Dubai is a must-attend event.

Ghizlane Benzakour, Owner, Table and Beyond



“We are very happy with our participation at The Hotel Show Dubai, we have exhibited for the last five years and consistently get good results from the event.”

The key decision makers who form business always attend and this makes it an important event globally. It is the most important event of its kind in the region. All of the key decision makers are here.”

Mohammad Abuukaz, Projects Director, Cesare Paciotti

“We attended looking for very specific materials and suppliers, and I was delighted that we successfully found them at The Hotel Show.”

Sumit Polra, Architect, Unit 7 Group

“I met interesting suppliers and innovative products that helped me to get the ideas and contacts I need to enhance my hotel.”

Dillie Sutaprawira, Director of Rooms, Millennium Resort Mussannah

HOW TO POSITION YOUR BRAND AS AN INDUSTRY LEADER IN FRONT OF 22,000 HOSPITALITY PROFESSIONALS

Stand Package	Standard price (US\$) per SQM	
Space only (0 – 24 sqm)	470	These options are for companies who wish to build their own stand.
Space only (25 – 49 sqm)	460	
Space only (50 – 71 sqm)	432	
Space only (72sqm & above)	410	
Premium shell scheme	550	This option includes shell construction, carpet, walling, fascia with company name and stand number, power point and spotlights.

SECURE YOUR PLACE AT THE HOTEL SHOW 2021
 dubai@thehotelshow.com · +971 4445 3625



FOR MORE INFORMATION GET IN CONTACT WITH OUR
OFFICIAL ITALIAN AGENT COREXPO ITALIA SRL

info@corexpo.it

T: +39 0422 718019

Part of



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