



TOPLINE REPORT 2021

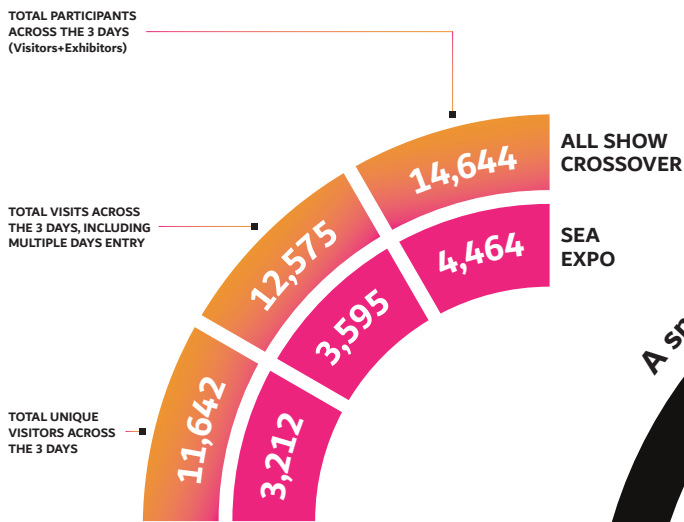
TRANSFORMING THE ENTERTAINMENT SECTOR IN SAUDI ARABIA

Saudi Entertainment and Amusement (SEA) Expo 2021 took place from the 7-9 September, at the Riyadh Front Exhibition & Conference Center, co-located with The Hotel Show Saudi Arabia and INDEX Saudi.

The three shows benefited from excellent crossover audiences, ensuring packed aisles of relevant customers throughout the three days, at the first trade events to take place in Saudi Arabia in over 18 months.

ATTENDEE VOLUME BREAKDOWN

SEA Expo, The Hotel Show Saudi Arabia & INDEX Saudi



TOP THREE REASONS VISITORS ATTENDED



TO EXPLORE NEWLY-LAUNCHED PRODUCTS AND INNOVATIONS



TO MEET AND NETWORK WITH OTHER INDUSTRY PROFESSIONALS



TO IDENTIFY NEW POTENTIAL SUPPLIERS

A snapshot of brands that exhibited at and visited the event



“

We exhibited at SEA Expo because we believe our technology-based attractions have a potential in the Saudi Arabian market. Thanks to the combination of shows alongside SEA Expo, I met multiple visitors at the show, interested in projects from theme parks, to retail, to small games for hotels. The show has been successful for me because of the great organization, the good visitors, and the opportunity of the location.

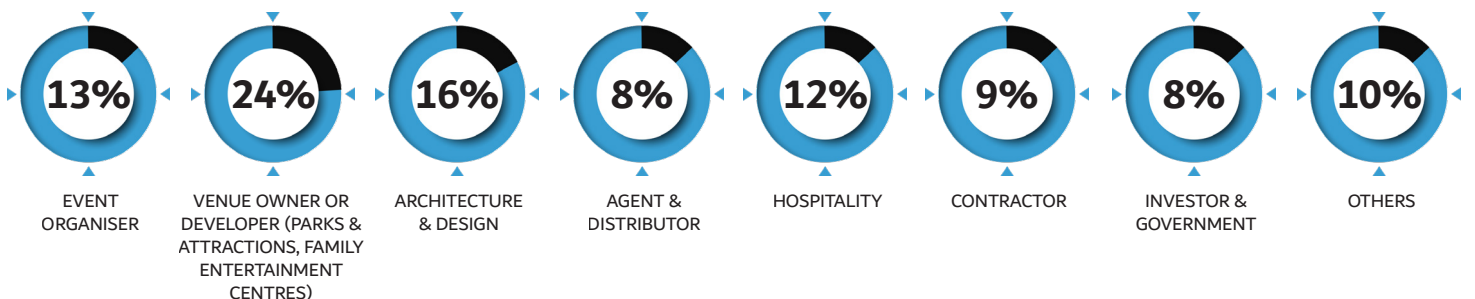
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Giulia Barbero

Sales Director - Asia & Middle East project: syntropy GmbH - Exhibitor 2021

VISITORS

VISITORS BREAKDOWN



THE POWER OF ONLINE PRESENCE



367,205

Email Sends



65,620

Website Users



169,009

Pageviews



5,834

LinkedIn Reach



THE SEA SUMMIT

The SEA Summit is a major influencing conversation that contributes to evolving Saudi Arabia into a global powerhouse of entertainment. The Kingdom of Saudi Arabia is leading the way in encouraging collaboration and action that will lead to a strong and sustainable future for the entertainment and amusement industry.

The SEA Summit gathered some of the most eminent leaders from the sector to share experiences and provided insight on how the region's most successful game-changers are tackling the current situation, and where they foresee potential business opportunities.



WATCH: SEA EXPO EVENT HIGHLIGHTS



“

It has been a great decision to exhibit at SEA Expo 2021. The reaction to our booth has been overwhelming. The number of visitors has surpassed our 2020 exhibition. Most of the visitors were the decision makers from different fields like hospitality and entertainment from the private and government sectors which perfectly fit our target group. The 2022 exhibition is a major date for us in our trade show calendar.

”

Mawlid Benmansour

Vice President, MENA Wubit Sports
Exhibitor 2021

**NEW DATES 16 - 18 MAY 2022
RIYADH INTERNATIONAL CONVENTION
& EXHIBITION CENTRE (RICEC)**

**CONTACT US TO
BOOK YOUR STAND NOW**

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