

THE
HOTEL
SHOW
DUBAI

THE
Leisure
Show
SPORTS • RESORTS

HITEC
DUBAI
— Produced by HFTP & dmg events

TOPLINE REPORT 2021

DUBAI WORLD TRADE CENTRE

The Middle East's most influential trade event for the hospitality & leisure industry to source products & services, meet suppliers, network with peers, and get inspired.



6,060
TOTAL
PARTICIPANTS



5,329
VISITORS



140
EXHIBITORS



US\$ 1.6 Mil
PR VALUE



54
VISITING
COUNTRIES



SUPPORTING ASSOCIATIONS & PARTNERS



THE POWER OF LIVE, IN-PERSON EVENTS

85%

of visitors agree that in-person events are more important than ever in re-establishing contacts and rebuilding networks

82%

of visitors agree that the most effective channel to find new partners and generate new business is in-person events

66%

of visitors agree that the absence of in-person events has negatively affected their ability to market and generate new business

www.thehotelshow.com

SOME OF THE KEY BRANDS THAT VISITED THE HOTEL SHOW DUBAI 2021



WHY THEY LOVE THE HOTEL SHOW DUBAI

It was really an honor and a pleasure to participate in The Hotel Show Dubai 2021. I really enjoyed the sessions at HITEC Dubai. The Hotel Show was really great this year, even with the pandemic in the background. You guys are doing a great job, keep it up!

- Najee N. Syriani
Corporate Vice President – Projects
Rotana Hotel Management Corporation PJSC

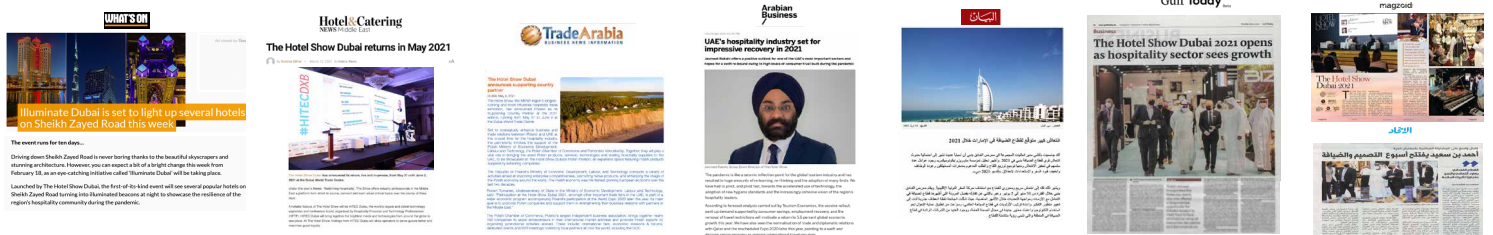
My motive behind attending The Hotel Show Dubai was to network with hotel owners, leaders, operators, and professionals in the hospitality industry and I ended up achieving my objective better than expected by meeting with several developers in the hospitality sector.

- Bilal Moti
MD
Windmills Group

I wanted to visit The Hotel Show to source for new and innovative products in design and landscaping. I was able to find several products from a variety of brands to choose from especially from European suppliers. I am definitely going to be back again next year.

- Saniya Oshaeva
Manager
Oswald Contracting

THE HOTEL SHOW DUBAI'S REACH AND PRESENCE



Our digital visitor promotion campaigns received 7.8 million impressions

Over 107 stories were released in the international and regional media, reaching more than 96 million people

REACH QUALITY BUYERS IN THE REGION BY MAKING THE HOTEL SHOW DUBAI 2022 PART OF YOUR MARKETING & SALES STRATEGY

24 – 26 MAY 2022, DUBAI WORLD TRADE CENTRE

For more information, please contact:

E: marketing@thehotelshow.com | W: www.thehotelshow.com | M: +971 50 856 7115



At dmG events, our commitment to delivering exceptional live in-person events that support economic growth and recovery, will be reinforced by a four-point framework designed to protect our colleagues, exhibitors, visitors, delegates and contractors. Visit our website to find out more.