



THE HOTEL SHOW SAUDI ARABIA

Riyadh International Convention
& Exhibition Center

7 - 9 September 2021

thehotelshowsaudiarabia.com



The Meeting Place for Food & Hospitality Industry Professionals

Over the years, The Hotel Show Saudi Arabia has cemented its place as the most comprehensive and prestigious event for the hospitality and F&B industry professionals. With growing hotelier and restaurateur attendance at the event year on year, the importance of the event to industry is clear. Moving the show to Riyadh in 2021 for the 8th edition, we as the organisers of the show, are now even more thrilled to provide a means to support this exciting and flourishing sector.

The Kingdom is already one of the world's major destinations for visitors. The recent launch of a new e-visa system where 49 countries can apply will only increase these numbers. Alongside the international tourism the country's population is over 33 million people which means within its own borders the country has the potential to propel domestic tourism. To cater the current and future requirements of both tourists and locals, Saudi Arabia is preparing itself with major construction projects in hospitality and entertainment venues.

Closely linked with Saudi Vision 2030, The Hotel Show Saudi Arabia is all about helping those involved in the hospitality, F&B and leisure industries to plan for the future; be it sourcing products, looking for inspiration, exploring new trends and technology or networking with government officials, investors and industry leaders – we have got all covered.

The three day annual event allows suppliers the rare opportunity to interact face-to-face with a steady flow of engaged industry professionals. It serves as a platform to increase brand awareness, attract new clients, generate leads and network with the industry to deliver real return on investment.



BRINGING TOGETHER DESIGN AND HOSPITALITY COMMUNITY

The Hotel Show Saudi Arabia 2021 will be co-located with INDEX SAUDI, Saudi Arabia's leading interior design and fit-out exhibition. This unique co-location will attract additional visitors from the design and fit-out industry looking to source interior design and fit-out products for their ongoing and upcoming projects, offering increased exposure across all three days.



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SAUDI**

Investing in Saudi Arabia's Hospitality & Food Sector is a Smart Choice

Saudi Arabia's hotel sector will continue to grow in years to come, fuelled by increasing demand from religious, business and leisure visitors and the ongoing economic diversification through Vision 2030. The vision aims to grow the contribution of tourism to the country's GDP under the National Transformation Plan. Policies are designed to expand the industry by liberalising visa regulations and opening up new areas of the Kingdom, including the Red Sea coastline, to international and domestic visitors. The major growth in the country's tourism and hospitality sector is creating urgent demand and lucrative opportunities for global suppliers and there is no better time than now to capitalise on this.



100m

in-bound tourism is expected to increase to 100 million by 2024



6.5%

GDP is expected to grow at a CAGR of 6.5% between 2019 and 2024



US\$9bn

worth of hotel projects planned by 2023



2nd

busiest hospitality market in GCC



US\$45bn

value of F&B market



US\$35bn

expected food import by 2020



US\$59bn

expected investment in F&B industry by 2021

Currently under construction in Saudi Arabia

214 projects

and 73,137 rooms

with Riyadh having

59 projects

and 11,163 rooms

and Jeddah with

53 projects

and 11,309 rooms

The Hotel Show Saudi Arabia in Numbers



Global Brands Exhibiting at
#HOTELSHOWKSA



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“RAK Porcelain specializes in the crafting, manufacturing and supply of exquisite quality porcelain tableware catering to the international HORECA Industry. We continue our patronage to the Hotel Show in Saudi as it offers us privileged access to industry specialists. With an increased range of quality products we are looking forward to the first show in the Kingdoms capital Riyadh in 2021, to exhibit and launch our new collections exclusively developed for Chefs and HORECA professionals across the globe.”

Debashree Bhowmick, Marketing, RAK Porcelain LLC



Driving the Right Audience to You

The Hotel Show Saudi Arabia attracts Kingdom's leading hotel, restaurants and resorts welcoming a whole host of key decision makers and buyers from across the industry. If you are looking to meet GMs, Proprietors or Hoteliers, Procurement Managers, Architects, Interior Designers, Facilities Managers, Cafe/Coffee Shop Owners, Housekeepers, Chefs, Restaurant Managers, F&B Professionals or members from the frontline hospitality teams, then this is the right platform for you.

Leading Brands That Visit The Hotel Show



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“Reza Hygiene – created in 1976 – is delighted to be taking part at The Hotel Show Saudi Arabia in its new location – Riyadh. Reza Hygiene is a one-stop provider of Hygiene & Cleaning solutions for all industries, especially the food chain from farm to fork, Healthcare and Commerce. Solutions are wide-ranging, innovative and sustainable, with the company taking a highly responsible approach to chemicals.”

Joana Kardouh, Marketing Manager, Reza Hygiene

Live Competitions at the Show



NEW

We all know the housekeeping teams are a vital part of any hotel, but how often do they get recognition?

Following the success of The Middle East Housekeepers League Of Champions, held at The Hotel Show Dubai, we're excited to announce the launch of "The Kingdom's Housekeepers League Of Champions Competition" at the 2021 edition of The Hotel Show Saudi Arabia.

The live competition will put hard-working housekeepers from hotels around the Kingdom in the spotlight and their skills to the test. Over the course of three days, the competition will put two teams of housekeepers head-to-head at a time, giving them just seven minutes to clean messy rooms back to their original states and to the highest standard set by our two judges:



Ibrahim Moawad
Director of Housekeeping,
Swissôtel Makkah



**Mohannad Tayseer
Abdelrahman Ajlan**
Director of Housekeeping
Al Mawra Rayhaan Rotana Makkah



INTER-HOTEL CULINARY COMPETITION



Supported throughout the years by the Philippine Center for Culinary Arts Academy and Saudi Arabia Chefs Society, the live culinary competition will return for its 4th edition from 7 - 9 September 2021 at the Riyadh International Convention & Exhibition Center.

The competition will bring together some of the Kingdom's leading hotels to battle against each other by putting forward their top chefs to showcase their exemplary cooking styles, creativity and share culinary expertise in a live kitchen environment.

Winners of the 3rd edition



Sheraton
Gold



Swissotel
Silver



Radisson Blu
Bronze

Year-round Exposure for your Brand

The 12 month marketing and PR campaign means The Hotel Show Saudi Arabia 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 the online exhibitor listing on the show website with logo, company profile and web link. The marketing team will also create bespoke collateral for you to promote your involvement and invite your clients on your behalf.

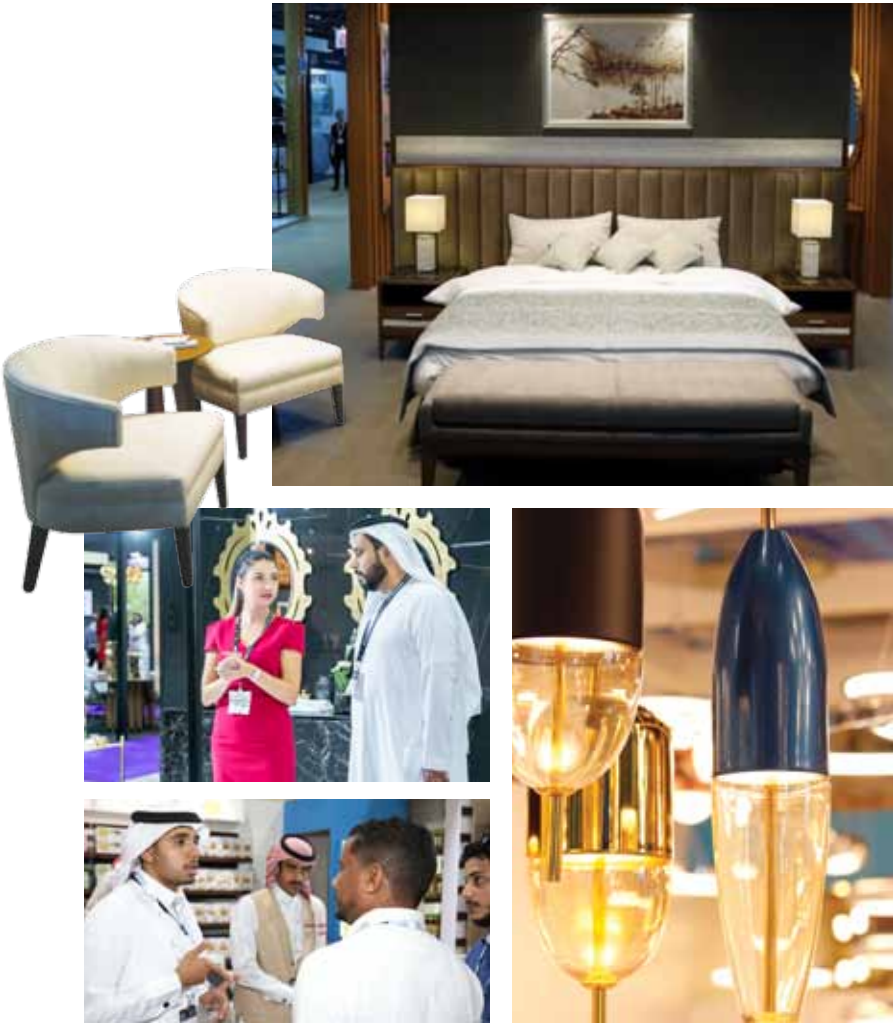
Continued collaboration with government entities, associations, magazines and media channels is used to promote the event through online, print and outdoor advertising.

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 SMS and WhatsApp Channels.

Expand Your Reach Through Sponsorship

We work closely with all of our partners to devise sponsorship and branding packages to fit their business needs. With investments starting as low as US\$550, options include digital and online branding from web banners to dedicated emails; on-site branding - hitting areas with premium footfall at the venue; sponsoring our key features or creating new ones!

Get in touch with us to align your brand, company or service with the Kingdom's most prestigious event for hospitality and food industry. For details, please contact thehotelshowksa@dmgevents.com or call +971 56 5155386.



Package		Price	
		US\$	SAR
Space only (Price is per SQM)		480	1800
Shell scheme only (Price is per SQM)		540	2025
Administration, insurance, PR & marketing fee		495	1856.25

To book a stand, please contact us at thehotelshowksa@dmgevents.com or call +971 56 5155386.

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The Hotel Show Saudi Arabia has been extremely fruitful for Bragard. We have been participating at the show for the past 3 years and we are always able to achieve our objectives. Our target is to meet chefs and F&B professionals - not only from 5 star hotels but also from 3 & 4 star hotels - and restaurants, and this is what we get at The Hotel Show KSA as it attracts decision makers from all small and big hotels from all over the Kingdom. The culinary competition has also been a major highlight for Bragard because we specialize in kitchen and catering uniforms and through this competition, we have received onsite orders from chefs working in hotels and restaurants.

Fabien Firetto,
Middle East Director,
Bragard

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The Hotel Show Saudi Arabia was a success for Almarai as we signed some instant deals and collected prospective leads. We used the show to launch our Foodservice wing “ALMARAI PRO” in the Saudi market. The show attracted the types of people we were looking to introduce our product to. The culinary competition was a major highlight, where we received the maximum visibility and endorsement from the Saudi Arabian Chef’s Association for our products’ performance in their culinary space during the competition.

Ahmed Kholiedy,
Brand Manager - Food Service
Almarai Pro