

THE HOTEL SHOW SAUDI ARABIA



WHERE THE KINGDOM'S HOTEL &
HOSPITALITY INDUSTRY REUNITES

6 - 8 September 2022



Co-located with



INDEX
SAUDI
ARABIA

Riyadh International Convention & Exhibition Center

www.thehotelshowsaudiarabia.com



The Meeting Place for Hospitality Industry Professionals

The Hotel Show Saudi Arabia, is the Kingdom's largest and most established trade exhibition for the hotel and hospitality sector. The event was launched in Saudi Arabia in 2012 and is a must attend event for anyone buying products and services for Hotels, Restaurants, and Sports & Leisure Facilities.

Saudi Arabia is the GCC's largest country, with a population in excess of 33 million and now attracts more tourists than any other country in the region. This growth in tourism has led to a huge expansion in development of hotels and restaurants, with an estimated \$9 billion worth of hotel projects currently being developed between now and 2023.

This growth in hotel development has a led to huge demand for international products and services to meet the requirements of these projects.

Exhibiting at The Hotel Show Saudi Arabia will enable your business to showcase your products and services to thousands of buyers from:



Distributors and Wholesalers



Hotel Owners and Operators



Hotel Procurement Companies



Restaurant Owners & Franchisee Holders



Interior Design & Contracting Companies



Gym, Spa & Leisure Owners



THERE IS CURRENTLY A HUGE DEMAND FROM BUYERS LOOKING TO SOURCE THE FOLLOWING PRODUCTS

- Food Service Equipment
- Commercial Kitchens
- Technology
- Furniture, Interior Products & Art
- Beds and Sleep Products

- Pool and Spa products
- Sports and Gym Equipment
- Lighting
- Cleaning and FM products

BRINGING TOGETHER THE DESIGN AND HOSPITALITY COMMUNITY

The Hotel Show Saudi Arabia 2022 will once again be co-located with INDEX Saudi, the leading interior design and fit-out exhibition in Saudi Arabia. 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.



INVESTING IN THE WORLD'S FASTEST GROWING HOTEL AND HOSPITALITY MARKET

Saudi Arabia remains one of the most attractive hospitality markets in the world, with a constant stream of investment and a growing number of projects being announced. Coupled with government initiatives to accelerate economic growth, new projects and the Vision 2030 - a unique transformative economic and social reform blueprint, The Hotel Show Saudi Arabia will help you find new business, launch your brand, reconnect with old customers, and find the next big opportunity.





Project: AMAALA
Dubbed the 'Riviera of the Middle East', the development will consist of 2500 hotel rooms and 700 private residential villas along with a retail area with 200 outlets. The 3,000 square kilometre development, which will be spread across the three sites, will have its own airport and target luxury travellers and entertainment and leisure facilities and is expected to be completed in 2028.



Project: RED SEA DEVELOPMENT
This mega project encompasses an archipelago of more than 90 pristine islands, miles of sweeping desert and dramatic landscapes that include volcanoes, and canyons. It has been designed with a strong focus on heritage, culture and conservation and will provide 8,000 new hotel rooms once completed.



Project: AD DIRIYAH
Located on the outskirts of Riyadh, Ad Diriyah is set to become a major tourist destination. The USD 17 billion development will encompass several luxury resorts, including major international hotel brands, as well as more than 100 dining and entertainment options.



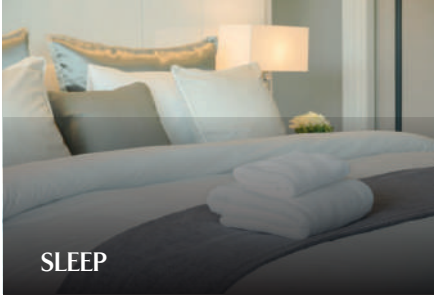
Project: KING SALMAN PARK
At four times the size of New York City's Central Park, Riyadh's King Salman Park will stretch over a 13.4 square kilometer area and will include a sports complexes and 12,000 residential units, 16 hotels with 2,300 rooms, a food and retail area stretching over a 500,000 square metre area and libraries.



Project: AL-QIDDIYA ENTERTAINMENT CITY
The launch of an entertainment city almost as big as Las Vegas located southwest of Riyadh, is a major development that will include theme parks, resorts, hotels and residential units. The first phase of the 334-sq km City is due to open to the public in 2022.



Project: NEOM CITY
This mega project worth USD500 billion, will have a new megacity on the Red Sea near Saudi Arabia's northeast border with Egypt and Jordan and cover an area about thirty-three times the size of New York City. The first phase is expected to be completed by 2025.



SECTORS REPRESENTED AT THE SHOW



The Hotel Show Saudi Arabia in Numbers



250
Exhibitors



20
Exhibiting
Countries



15,000
Trade
Visitors



67.1%

increase in room supply over the next three
years - the highest among the world's 50
most populated countries



73,057

hotel rooms in the pipeline across the planning,
final planning and construction phases

Leading local and international brands exhibiting include

SECURITY & TECHNOLOGY



BEDS & SLEEP PRODUCTS



FURNITURE, INTERIOR & ART



CLEANING, HYGIENE & FM PRODUCTS



SPORTS & GYM EQUIPMENT



F&B SERVICE COMPANIES



Meet more buyers in 3 days than you will meet in 1 year

OPERATORS



GIGA PROJECTS



ARCHITECTS & CONTRACTORS



HOSPITALITY GROUPS



Great opportunities for building your own business
hopefully we can experience this type of event again.

Tariq Mohammed,
Saudi Health Ministry
Visitor 2021

More Than Just a Trade Exhibition

The Hotel Show Saudi Arabia is committed to attracting the Kingdom's leading buyers through a programme of events that educate, inspire and entertain. The 2022 event will include more educational content than ever before.



The Hospitality Leadership Forum

The Hospitality Leadership Forum brings together leaders from the industry and provides a better understanding of how they will need to adapt to change, implement innovative strategies and embrace new approaches to meet the demands of the one of world's fastest growing hospitality sectors.

A snapshot of leading speakers at The Hospitality Leadership Forum



ABDUL KADER SAADI
Managing Director
Glee Hospitality Solutions LLC



ALI HAMMAD
Nitonization Projects GM
Nministry of Tourism



ANDREW MCEVOY
Tourism Sector Head
NEOM



ANTON BAWAB
Head of Operations
The Red Sea Development Company



BASTIEN BLANC
Managing Director
KSA & Bahrain, IHG



CHRISTOPHER FORD
Asset Management Executive Director
The Red Sea Development Company



HASSAN AHDAB
President of Hotels Operations
Dur Hospitality



JAY ROSEN
Chief Financial Officer
The Red Sea Development Company and AMAALA



JULIO CORREDOR
Heads Hospitality and
Asset Management
Alesayi Hospitality



LUIS SALGUEIRO
Chief Executive Officer
ZADK



MARLOES KNIPPENBERG
CEO
Kerten Hospitality



OLIVIER HARNISCH
Head of Hospitality
Public Investment Fund



RABIH FEGHALI
KSA Chair
Hospitality Asset Management
Association



SALMAN S. GASIM
CEO
Swiss Hospitality Company



SARAH GASIM
Head of Hospitality - Projects
Public Investment Fund



SOHAIL AL ALI
Director of
Hospitality Investments
Taiba Investments

The Chefs Mystery Box Challenge

The Chefs Mystery Box Challenge is an interactive platform which attracts the Kingdom's top chefs to compete against each other.

The challenge gathers eight hotels who put forward their top chefs to showcase exemplary cooking styles, creativity and share culinary expertise in a live kitchen environment.



The Saudi Hospitality Talent Awards

The Saudi Hospitality Talent Awards took place for the first time in 2021 and brought together the hotel and hospitality community to celebrate the industry's most significant achievements and recognize those employees who have made an outstanding contribution

The Hotel Show Saudi Arabia strongly believes in recognizing Saudi talent and we provide unique opportunity for Saudi nationals operating in the hotel & hospitality to showcase their talents and skills in front of their peers and employers.



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This show brought lot of new opportunities for Kingdom. It also puts a heavy focus on improving the hotel technology system. The show was very great.

Danish Ahmed
New Horizon
Visitor 2021

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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.



Display Your Brand In Front Of Leading Hospitality Companies

We work closely with all of our partners to devise sponsorship and branding packages to fit their business needs.

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 ksa@thehotelshowsaudi Arabia.com or call +971 50 856 7115.



Package		US\$	SAR
Space only (Price is per SQM)		480	1800
Shell scheme only (Price is per SQM)		540	2025

TO BOOK A STAND, PLEASE CONTACT US AT:

E: ksa@thehotelshowsaudi Arabia.com | T: +971 50 856 7115 | +971 56 174 1685

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The Hotel Show Saudi Arabia 2021 was a successful exhibition, as we met our clients and business partners in person after the pandemic. We showcased our latest and most complete solutions in the health and fitness industry, through providing a variety of products and services that enrich lives through health and well-being. I was really excited to be there!

Mohammad Shammaa

Marketing Manager
Delta Fitness
Exhibitor 2021

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THE
**HOTEL
SHOW**
SAUDI ARABIA

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We are happy to be one of the first international brands to be present at The Hotel Show Saudi Arabia. The event gives an opportunity to brands to showcase their products and I encourage them to participate in the exhibition next year. We're happy to be a part of the event.

Ahmed Skaf

Country Head of Enterprise Business
Samsung
Exhibitor 2021

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