



THE HOTEL SHOW

27-29 MAY 2025  
DUBAI WORLD TRADE CENTRE

# POST SHOW REPORT



CO-LOCATED

**HITEC  
MENA**  
Produced by HFTF and dmj events



**INDEX**

Interior Design & Furniture Exhibition



**WORKSPACE**

# INSIDE THE NUMBERS:

## The standout insights from The Hotel Show

The Hotel Show 2025 was a launchpad for innovation and growth in MENA's hospitality and F&B sectors. Over three days, MENA's biggest buyers networked with the worlds biggest brands. Deals were made and innovation was discovered. This report highlights the moments shaping the road to an even bigger 2026 edition.



Three days at The Hotel Show 2025 in Dubai offered more than just a glimpse of innovation, it was a full immersion. From hotel owners to tech leaders, chefs to strategists, MENA's hospitality professionals came together to explore a smarter, guest-centric future. Hospitality in the region is evolving and it's only getting smarter.

**Priyanka Wadhvani, Regional Business Head (MENA), Aqe Digital**



**10,366**

TOTAL FOOTFALL AT THE HOTEL SHOW



**26,231**

VISITORS AT CO-LOCATED SHOWS



**93**

VISITING COUNTRIES



**324**

EXHIBITORS



**27**

EXHIBITING COUNTRIES



**900+**

EXHIBITORS ACROSS CO-LOCATED SHOWS



**159**

SPEAKERS



**39**

LEADERSHIP SESSIONS DELIVERED

# A GLIMPSE OF OUR VISITORS



## Where do our visitors come from?



## A snapshot of our visiting companies

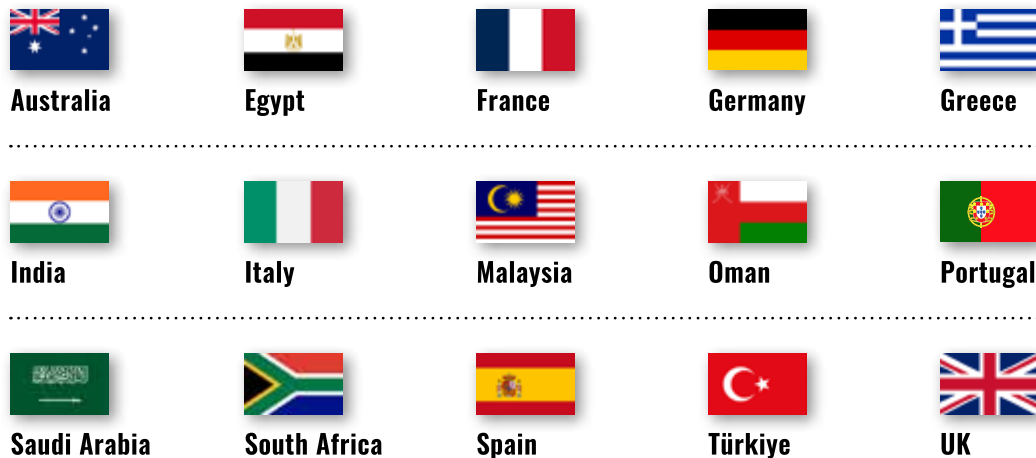


# WHO TOOK OVER THE SHOW FLOOR?

## A glimpse at who exhibited



## Where do our exhibitors come from?



We just wrapped up a fantastic debut at The Hotel Show. We're excited to have landed our first UAE customers and to introduce our next-gen music curation platform to this dynamic market. The energy, innovation, and opportunities here are unmatched, we can't wait to be back and keep building in the region.

**Sloane Angell, Founder, Sound Stylist Inc.**

# SHOWCASE BY SECTOR



**HOSPITALITY  
TECHNOLOGY**



**WELLNESS AND  
RECREATION**



**TEXTILES**



**SLEEP**



**OS&E**



**HORECA**

# THOUGHT LEADERSHIP & INSIGHTFUL CONVERSATIONS

## 3 Themes Across 3 Days

Industry leaders tackled pressing topics from sustainability and F&B trends to future-ready operations.

James Knight - Pacheco  
Co-Founder Group J&P &  
presenter of the Chef J&P  
Podcast

Chief Brando Maros  
Head Chef  
11 Woodfire

Chef JP Angulo  
Founder  
Kooza

Chef Lily Hua Nguyen  
Co-Founder & Owner  
Vietnamese Foodies

Chef New  
Dessert



I had the pleasure of moderating a truly inspiring discussion at The Hotel Show around investing in hospitality, health and wellbeing initiatives. What made it exceptional wasn't just the topic but the people. Our panelists shared insights with honesty and heart, and the dialogue was refreshingly real.

**Judit Toth, Founder & Managing Partner, Vivere Hospitality**

160

Speakers

3

Dedicated Conferences

CPD  
CERTIFIED  
The CPD Certification  
Service

# THE TASTEMAKERS SHOWCASE

World renowned chefs brought bold ideas to the conversation

New for 2025, the Tastemakers Showcase opened with world-renowned chefs discussing the culinary landscape within Dubai. It highlighted Dubai-based homegrown chefs who had launched their own eateries or joined leading restaurant groups across the UAE. The panel invited food lovers to meet the visionaries behind the city's most talked-about dishes and experience their extraordinary culinary stories.



## Experts who took the stage



**Amit Puri**  
Group Chief  
Executive Officer  
BNW Group



**Emma Banks**  
Vice President,  
F&B Strategy  
and Development  
EMEA Hilton



**Jan Hanak**  
Managing  
Director UAE  
Oman Bahrain  
Qatar and Egypt  
Radisson Hotels



**Pius Furlong**  
Senior Vice  
President  
Hospitality  
Dar Global



**Mina Anziani**  
COO  
Kerten  
Hospitality



**Nicolas Bellaton**  
Head of Hospitality  
EMAAR  
Hospitality Group



**Serena Lim**  
Chief Growth  
Officer  
The Ascott  
Limited



**Simon Leigh**  
Managing  
Director  
Premier Inn  
Hotels – Middle  
East



**Stephen Ansell**  
Managing  
Director Middle  
East & Africa  
Hyatt



**Tariq Bsharat**  
Chief Strategy  
& Business  
Development  
Officer  
Al Marjan

# HITEC MENA

Produced by HFTP and dimg events

## HITEC CONFERENCE

### Pioneering the next wave of tech-driven hospitality

Hospitality's tech evolution took centre stage at the HITEC conference, showcasing AI, cybersecurity, automation, and the smart guest journey.



## NEW FOR 2025: THE HOSPITALITY PROCUREMENT FORUM

### Procurement innovation, efficiency and resilience

A debut platform exploring sourcing strategies, supplier relationships and cost-optimisation in hospitality.



# THE CHEFS TABLE

9 Elite teams went head-to-head in The Chefs Table competition, showcasing zero-waste hospitality through mocktails, canapés, fine dining, and flawless coffee service, a true display of the industry's future.

## WINNERS

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<b>BEST BARMAN</b>	DWTC
<b>BEST SERVICE TEAM</b>	Radisson Blu Waterfront
<b>BEST KITCHEN TEAM</b>	Zero Gravity

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## THE CHAMPIONS OF THE CHEFS TABLE 2025

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<b>1<sup>ST</sup></b>	Zero Gravity
<b>2<sup>ND</sup></b>	Radisson Blu Waterfront
<b>3<sup>RD</sup></b>	Pullman

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# HOUSEKEEPERS LEAGUE OF CHAMPIONS

The Housekeepers League of Champions returned this year with 30 teams competing in three themed rooms Air, Earth, and Fire showcasing their skill, speed, and precision.

## WINNERS

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<b>1<sup>ST</sup></b>	Atlantis Dubai
<b>2<sup>ND</sup></b>	Park Hyatt Abu Dhabi
<b>3<sup>RD</sup></b>	Millennium Place Al Barsha

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# SHOW HIGHLIGHTS

DAY 1



DAY 2



DAY 3



## MEDIA COVERAGE

\$23,525,867

PR VALUE

1M+

SOCIAL MEDIA IMPRESSIONS



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# OUR SPONSORS AND PARTNERS

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OFFICIAL OLIVE OIL PARTNER



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BROUGHT TO YOU BY



BROUGHT TO YOU BY



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VOLUNTEERING PARTNER



OFFICIAL POULTRY PARTNER



OFFICIAL CHOCOLATE PARTNER



OFFICIAL RADIO PARTNER



OFFICIAL COFFEE PARTNER



WELLNESS PARTNER



WELLNESS PARTNER



SUSTAINABLE FOOD PARTNER



BROUGHT TO YOU BY



## MEDIA PARTNERS





THE HOTEL SHOW

**HITEC  
MENA**

Produced by HFTP and dmgevents

# INTERESTED IN EXHIBITING?

Reach out to our team to discuss  
how we can help showcase your brand

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