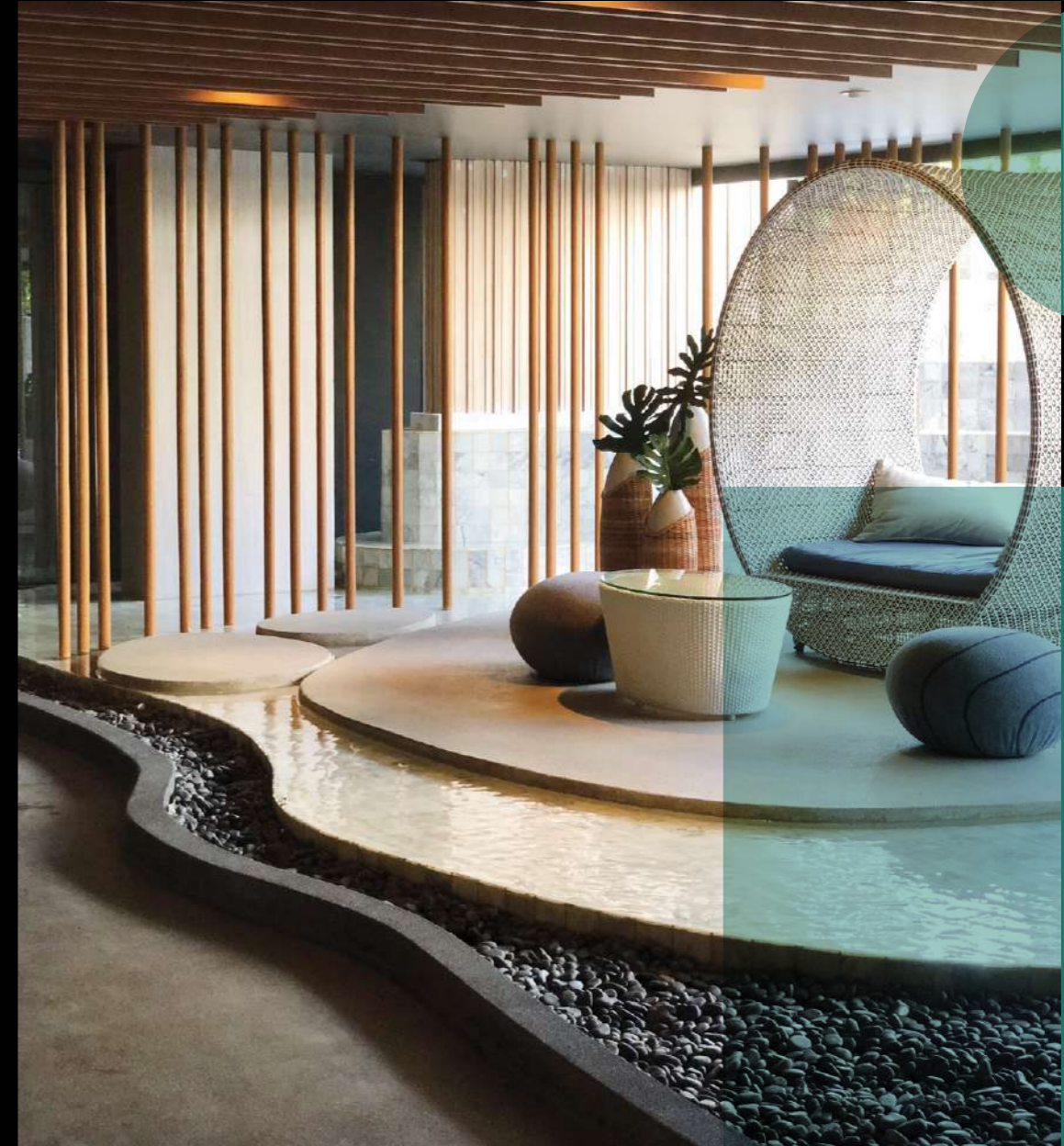


# THE HOTEL SHOW



## WHERE HOSPITALITY INNOVATION MEETS OPERATIONAL EXCELLENCE

28 - 30 SEPTEMBER 2026,  
DUBAI EXHIBITION CENTRE (DEC), EXPO CITY DUBAI



CO-LOCATED WITH



INDEX



WORKSPACE

ORGANIZED BY

**dmg** events

[www.thehotelshow.com](http://www.thehotelshow.com)

# ABOUT THE HOTEL SHOW

## 26 YEARS FORGING VALUABLE CONNECTIONS FOR THE HOSPITALITY COMMUNITY

The Hotel Show, with a legacy spanning over 26 years, is the longest-running and globally trusted business event for the hospitality industry in the MENA region.

This flagship event connects buyers with key suppliers, offering unmatched networking, product sourcing, and industry insights to thousands of hospitality professionals. The Hotel Show keeps evolving to meet customer needs, making it an exciting and dynamic platform for all.

A key highlight of The Hotel Show is its conference programme, Hospitality Talks, which brings together global experts to discuss the latest in technology, sustainability, wellness and operations - driving collaboration and innovation across the hospitality industry.

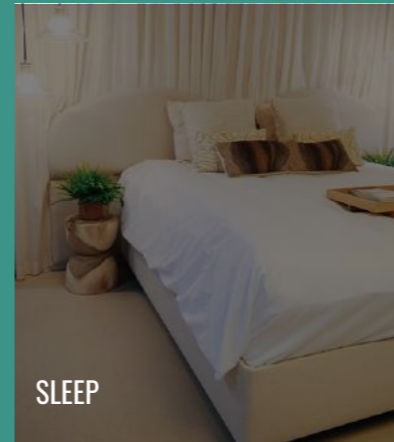


We're incredibly grateful to everyone who made The Hotel Show Dubai such a success! The event has been truly rewarding. We connected with countless hospitality professionals, exchanged valuable insights, and strengthened partnerships that will drive innovation and sustainability in the industry.

GSC Times  
2025 Exhibitor



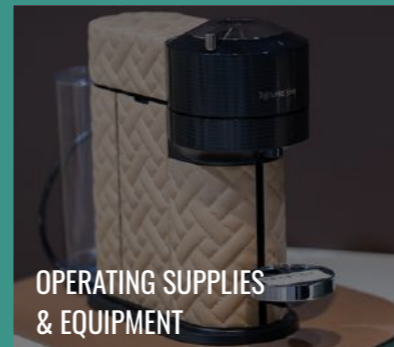
## PRODUCT SECTORS



SLEEP



HOSPITALITY TECHNOLOGY



OPERATING SUPPLIES  
& EQUIPMENT



HORECA



WELLNESS AND RECREATION



TEXTILES



# CONNECT AND COLLABORATE WITH THE HOSPITALITY INDUSTRY

## 2025 SHOW IN NUMBERS

Total footfall at The Hotel Show:

**10,366**

Visitors at co-located shows:

**26,321**

Visiting countries:

**93**

Exhibitors:

**324**

Exhibiting countries:

**27**

Exhibitors across co-located:

**900+**

Speakers:

**159**

Leadership sessions delivered:

**39**

## VISITING BRANDS INCLUDE:



What an incredible experience at The Hotel Show.

From connecting with industry leaders to showcasing our luxurious sun care amenities designed specifically for premium spa and hospitality experiences, the journey has been inspiring and full of meaningful conversations and valuable connections.

SunKiss Sun care Lifestyle & Amenities  
2025 Exhibitor



# TOP VISITING COUNTRIES

BAHRAIN

QATAR

OMAN

EGYPT

SAUDI ARABIA

UAE

INDIA

## 71% GROWTH BY 2032

The MENA hospitality market is expected to climb from USD 286 billion in 2024 to USD 487.4 billion by 2031

\*Source - Fortune Business Insights

## \$12.25 BN UAE HOTEL REVENUE

Total hotel revenue in the UAE reached AED 45 billion (USD 12.25 billion) in 2024.

\*Source - Economy Middle East

## 92% SHARE IN PIPELINE

MENA accounts for 92% of all hotel projects across the Middle East.

\*Source - Skift

## A GLIMPSE AT WHO EXHIBITED WITH US:





# DRIVING INNOVATION IN HOSPITALITY TECHNOLOGY

Hospitality Technology is dedicated to bridging buyers and suppliers with groundbreaking innovations like smart solutions and advanced security systems.

Showcasing industry-leading brands, interactive demos, and practical case studies that shape the future of the industry.

## SHOWCASING INNOVATIVE HOSPITALITY TECHNOLOGY PRODUCTS AND SOLUTIONS, INCLUDING:

- Business intelligence
- Commercial & distribution
- Hospitality operations
- Guest & travel tech
- Information communication technology
- Finance & payments
- Robotics, AI and automation
- Hospitality services
- Restaurant technology
- Short term/vacation rental solutions
- Sustainability

## EXHIBITORS INCLUDE:



## VISITING COMPANIES INCLUDE:



## EMBRACE THE FUTURE OF HOSPITALITY TECHNOLOGY

By 2031, the global smart hospitality market is predicted to reach a substantial size of \$133.7 billion. This remarkable growth is projected to transpire through a consistent annual compound growth rate of 22% from 2023 to 2031.

Our ultimate hospitality platform offers an excellent opportunity to grow alongside this industry by increasing your brand visibility through showcasing your groundbreaking products and solutions to influential figures in the field, including IT professionals, hotel owners, and general managers, to establish meaningful connections and drive profitable business.



# HOSPITALITY TALKS

Hospitality Talks is the premier conference for hospitality project leaders and independent restaurateurs seeking to explore transformative strategies and visionary leadership shaping the future of the industry. This exclusive event brings together industry icons and trailblazers for a dynamic exchange of ideas and inspiration.

At the conference, Dubai's top chefs discussed how they innovate with flavors without borders, while expert panels addressed key topics such as F&B management and tackling food waste providing attendees with actionable insights to drive their businesses forward.

## EXPERTS WHO TOOK THE STAGE:



**ELYZA FALZON**  
VP, AD&C, MIDDLE EAST &  
SUB-SAHARAN AFRICA  
HILTON



**HEIDI GRIMWOOD**  
VICE PRESIDENT  
ELENA SPA & WELLNESS



**MARC HARDIMAN**  
HEAD CHEF  
BULL & BEAR DIFC



**BRANDO MOROS**  
HEAD CHEF  
11 WOODFIRE



**ALEXANDER MOSER**  
CLUSTER DIRECTOR OF OPERATIONS FOR FOOD AND BEVERAGES  
ADDRESS BEACH RESORT & PALACE BEACH RESORT FUJAIRAH



**ADEEB AHAMED**  
MANAGING DIRECTOR  
LULU FINANCIAL HOLDINGS &  
TWENTY14 HOLDINGS



**BASTIEN BLANC**  
CEO  
TROKADERO HOSPITALITY GLOBAL



**JAD SHAMSEDDIN**  
CHIEF OPERATING OFFICER  
ALEPH HOSPITALITY



**CHEF NOUEL CATÍS**  
DESSERT SPECIALIST  
BRAINS BEHIND THE VIRAL  
"DUBAI CHOCOLATE"



**LILY HOA NGUYEN**  
INNOVATIVE FOUNDER AND EXECUTIVE CHEF  
VIETNAMESE FOODIES



# WELLNESS FORWARD: CREATING HOLISTIC GUEST EXPERIENCES

Discover the future of wellness at The Hotel Show — the global platform where innovation meets opportunity. With the wellness market valued at over \$1.5 trillion and growing annually by 5% to 10%, this dynamic industry is shaping the future of hospitality. Today's guests are seeking transformative wellness experiences, and hotels and wellness centers are rising to the challenge with the latest solutions and elevated services.

Showcase your products and services to spa owners, hotel executives, and wellness specialists actively looking for the latest innovations to enhance guest experiences. From advanced wellness technologies to luxurious spa offerings, this is your opportunity to position your brand as a leader in the global wellness movement.

## PRODUCT SECTORS:

- Spas & Pools
- Outdoor Sports & Adventure
- Fitness
- Wellbeing / Scents & Fragrances

## EXHIBITING COMPANIES INCLUDE:



## VISITING COMPANIES INCLUDE:



# BENEFITS OF EXHIBITING

## MAKE THE RIGHT CONNECTIONS



### **BRAND EXPOSURE:**

Amplify your brand in one of the world's fastest-growing markets. A chance to shine and leave a lasting impression on potential customers of this exciting region.



### **GENERATE QUALITY LEADS:**

Increase your sales pipeline and reach your ideal audience, elevate your business, and leave a lasting impression in this growing market.



### **TARGETED AUDIENCE:**

Capture the attention of Hospitality and F&B Sector Audience who are eager to discover what's new and exciting for their projects. Meet buyers that are looking for suppliers and manufactures and are in their sourcing stage.

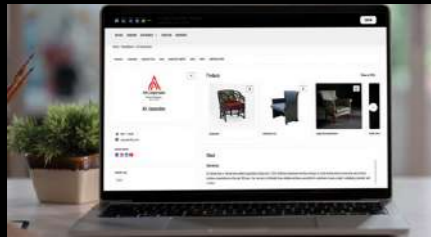


### **NETWORKING OPPORTUNITIES:**

Engage with fellow exhibitors, industry influencers, and potential clients. Build valuable connections that can elevate your brand and open doors to new collaborations.

# MARKETING AND PR ENHANCE YOUR BRAND'S VISIBILITY

With over 30,000 visitors from 107 countries and \$2.65 million in PR value, our sponsorships go beyond traditional marketing, fostering direct connections with key decision-makers. Reach over 1 million people through social media and engage 54,000 users globally, enhancing your brand's visibility and creating memorable experiences.



### WEBSITE BRANDING & CONTENT:

With over 300K website visitors, increase your brand's visibility to event buyers. Ensure your brand stands out to all visitors, making a lasting impression.



### SOCIAL MEDIA:

Maximize your brand visibility! Announce your participation, and we'll spotlight you in our daily show highlights across social platforms, connecting you with a wider audience and driving engagement.



### EMAIL PACKAGES:

Highlight your brand in newsletters and exhibitor features. Reach a targeted audience with tailored content, enhancing your brand's presence and impact.



# \$23m+

PR Value

# 1m+

Total Social Media Reach

# 54k+

Users Engagement

## MEDIA PARTNERS:



# PORTFOLIO OF EVENTS

Our Design & Hospitality division at dmg events, have a wide portfolio of exhibitions in multiple markets connecting global manufacturers with regional distributors, interior designers and hospitality professionals



10 - 12 June 2026  
Cape Town International Convention Centre, South Africa



17 - 20 June 2026  
Sun Gardens, Dubrovnik, Croatia



6 - 8 September 2026  
Riyadh Front Exhibition & Conference Center, Riyadh



6 - 8 September 2026  
Riyadh Front Exhibition & Conference Center, Riyadh



13 - 15 September 2026  
Riyadh Front Exhibition & Conference Center, Riyadh



13 - 15 September 2026  
Riyadh Front Exhibition & Conference Center, Riyadh



16 - 18 September 2026  
Riyadh Front Exhibition & Conference Center, Riyadh



28 - 30 September 2026,  
Dubai Exhibition Centre (DEC), Expo City Dubai



28 - 30 September 2026,  
Dubai Exhibition Centre (DEC), Expo City Dubai



28 - 30 September 2026,  
Dubai Exhibition Centre (DEC), Expo City Dubai



6 - 8 October 2026  
Doha Exhibition & Convention Center (DECC), Qatar

# THE HOTEL SHOW



28 - 30 SEPTEMBER 2026

DUBAI EXHIBITION CENTRE, EXPO CITY DUBAI

**SECURE YOUR PLACE AT THE HOTEL SHOW**

[sales@thehotelshow.com](mailto:sales@thehotelshow.com)

CO-LOCATED WITH



INDEX



WORKSPACE

ORGANIZED BY

**dmg** events



[www.thehotelshow.com](http://www.thehotelshow.com)