THE HOTEL SHOW

WHERE HOSPITALITY INNOVATION MEETS OPERATIONAL EXCELLENCE



1 - 3 JUNE 2027

DUBAI WORLD TRADE CENTRE

CO-LOCATED WITH

INDEX WORKSPACE

ORGANIZED BY

dmg::events

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.

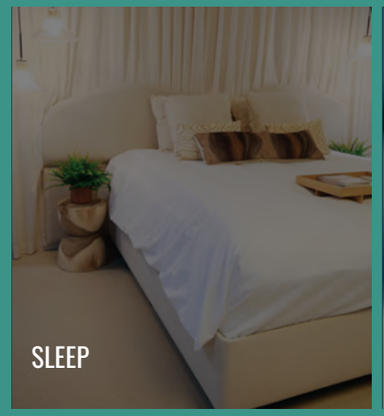
This flagship event connects buyers with key suppliers, offering unmatched networking, product sourcing, and industry insights to thousands of hospitality professionals. The Hotel Show keeps evolving to meet customer needs, making it an exciting and dynamic platform for all.

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















CONNECT AND COLLABORATE WITH THE HOSPITALITY INDUSTRY

ACROSS INDEX, THE HOTEL SHOW AND WORKSPACE

Visitors:
33,000+

Exhibitors:
900+

Speakers:
300+

Visiting countries:
64

Exhibiting countries:
45

Leadership sessions:
75+

VISITING BRANDS INCLUDE:

10,366
Total footfall in 2025

ACCOR · JW MARRIOTT · Holiday Inn · HYATT · Hilton FOR THE STAY · WYNDHAM HOTELS & RESORTS · kerzner · FOUR SEASONS · JUMEIRAH · Rotana · EMAAR · THE RITZ-CARLTON · AZIZI · Marriott INTERNATIONAL · ARMANI Hotels & Resorts · Vietnamese Foodies AUTHENTIC HEALTH FOOD · THE FIRST GROUP · NIKKI BEACH · MIRAL · HVS



What an incredible experience at The Hotel Show.
From connecting with industry leaders to showcasing our luxurious suncare amenities designed specifically for premium spa and hospitality experiences, the journey has been inspiring and full of meaningful conversations and valuable connections.

SunKiss Suncare Lifestyle & Amenities 2025 Exhibitor

TOP VISITING COUNTRIES



324
Exhibitors in 2025

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 andautomation
- 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
VICEPRESIDENT
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 CATIS
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
- Fitness
- Outdoor Sports & Adventure
- Wellbeing / Scents &Fragrances

EXHIBITING COMPANIES INCLUDE:

AstierWellness · ARASCA Medical Equipment Trading LLC · AIBI Automated Intelligent Building Integration · Fireworld BBQ · EKS Professional · LOVIA SPA Manufacturer · Gulf Asian · iDEA amenities · WBEST · The Humble Co. · Tub Lease · Therabody · Kingmax Outdoor · Mak Pools & Gardens · La Purative Monaco · Priority Bicycles · Sunkiss Luxury Amenities · DBB

VISITING COMPANIES INCLUDE:

Anantara Downtown Dubai Hotel · Hilton · Four Seasons Hotels and Resorts · Le Meridien · ten · Zoya

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 andreachyour 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.

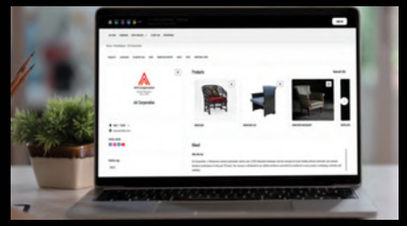
NETWORKING OPPORTUNITIES:

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

Every exhibitor benefits from a dedicated marketing and PR programme designed to drive qualified visitor traffic to the show and maximise your brand's exposure before, during and after the event.



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.



$2.6m+
PR Value

1m+
Total Social Media Reach

300k+
Website Visitors

MEDIA PARTNERS:

eHotelier · Eye Of Riyadh · Food Business Gulf & Middle East · FMCG & HORECA Business · FoodBev Media · Hotel & Catering · Hospitalitynews Middle East · Hospitality Integrator · hozpitality.com opportunities in hospitality · Hotelier Indonesia · Horeca International · thebusinessyear · TTW Travel and Tour World · Travel Business · Xtra Food Magazine

PORTFOLIO OF EVENTS

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

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DUBAI WORLD TRADE CENTRE

THE HOTEL SHOW

1 - 3 JUNE 2027
DUBAI WORLD TRADE CENTRE

WORKSPACE

1 - 3 JUNE 2027
DUBAI WORLD TRADE CENTRE

SEA EXPO CONNEX

21 - 22 OCTOBER 2026
SIX FLAGS QIDDIYA CITY

SEA SAUDI ENTERTAINMENT & AMUSEMENT EXPO

1 - 3 JUNE 2027
RIYADH FRONT EXHIBITION &
CONFERENCE CENTER

SLS SAUDI LIGHT & SOUND EXPO

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RIYADH FRONT EXHIBITION &
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MERATH
MIDDLE EAST MUSEUM AND HERITAGE EXPO

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HOTEL & HOSPITALITY EXPO
AFRICA

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CAEX

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1 - 3 JUNE 2027

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SECURE YOUR PLACE AT THE HOTEL SHOW

sales@thehotelshow.com

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