

THE HOTEL SHOW SAUDI ARABIA

TOPLINE REPORT 2022


THE MOST INFLUENTIAL TRADE SHOW IN THE KINGDOM FOR THE HOTEL AND HOSPITALITY INDUSTRY

The Hotel Show Saudi Arabia took place from the 6 – 8 September 2022 at the Riyadh International Convention & Exhibition Center, co-located with INDEX Saudi Arabia and Lighting Design & Technology Expo. The exhibition offers a unique platform for suppliers and manufacturers to meet hotel and hospitality professionals in Saudi Arabia.

The three shows benefit from excellent crossover audiences, ensuring packed aisles of relevant customers and key buyers throughout the three days of the event.

KEY SHOW FIGURES*


18,126
TOTAL VISITORS


68
VISITING COUNTRIES


264
EXHIBITORS


28
EXHIBITING COUNTRIES


5
SHOW FEATURES

*Across all three co-located shows

BREAKDOWN OF ATTENDEES

20%
HOTEL OWNERS, OPERATORS AND DEVELOPERS

18%
ENGINEERS AND IT PROFESSIONALS

17%
RESTAURANTS AND F&B

16%
INTERIOR DESIGNERS AND ARCHITECTS

12%
MANUFACTURERS AND DISTRIBUTORS

9%
FACILITIES MANAGEMENT, HOUSEKEEPING & PROCUREMENT

4%
LEISURE AND RECREATION

4%
OTHER

OVERHEARD AT THE EVENT

“ The Hotel Show Saudi Arabia was well organized and included high caliber professionals and companies. We networked with many prospects and look forward to gain more business. ”

Specification Lead
USG Middle East

“ Great venue, great speakers, and even better relationships with our partners and clients thanks to The Hotel Show Saudi Arabia! When looking at innovation, technology, and unique ideas The Hotel Show Saudi Arabia is definitely the place to be in the coming years. ”

Digital Sales
FLEXIPASS Mobile Access

“ Great agenda, excellent speakers, new and fresh vision of the country. A must-attend for professionals operating in Saudi Arabia's tourism sector. ”

Tourism for Rural Development
Programme Coordinator
World Tourism Organization (UNWTO)

2022 SPONSORS AND SUPPORTERS

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GET CONNECTED WITH THE MOST INFLUENTIAL BUYERS



SHOW FEATURES

HOSPITALITY LEADERS SUMMIT



Pioneers in hospitality gathered at the Hospitality Leaders Summit to present bold ideas and discuss about the future of hospitality in Saudi Arabia. The summit offers the opportunity to gain insights and expertise from key industry leaders.

CHEF'S MYSTERY BOX CHALLENGE



The Chef's Mystery Box Challenge returned for its 4th edition. 8 hotels put forth their top chefs to showcase exemplary cooking styles and share culinary expertise in a live kitchen environment.

SAUDI HOSPITALITY TALENT AWARDS



The 2nd edition of the Saudi Hospitality Talent Awards recognised professionals across 9 categories. The awards are a unique opportunity for companies operating in the hotel and hospitality industry to shine the spotlight on the achievements of their staff with industry peers.

OUR REACH



137,365
Email subscribers



190,895
Website page views



736,669
Total social media reach



\$384,395
PR value

BE PART OF THE HOTEL SHOW SAUDI ARABIA 2023!

10 - 12 SEPTEMBER 2023 | RIYADH FRONT EXHIBITION & CONFERENCE CENTER

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