

# THE HOTEL SHOW DUBAI

**23 - 25 MAY 2023**

DUBAI WORLD TRADE CENTRE

**THE ORIGINAL AND LARGEST  
TRADE EVENT FOR THE  
HOSPITALITY SECTOR  
IN THE MIDDLE EAST**





## FIND THE BUSINESSES AND BUYERS MOST RELEVANT TO YOU

Now in its 24th edition, The Hotel Show has firmly established itself as the largest and longest-standing trade event in the Middle East and Africa, providing the ultimate meeting place for hospitality suppliers and buyers.

This prestigious event facilitates hundreds of international suppliers the opportunity to showcase pioneering innovations and products to the region's most comprehensive community of serious buyers, who are looking to source hotel amenities, operating equipment & supplies, food and beverage products and hospitality technology.

# 90%

rate the quality of visitors from good to excellent

# 71%

of exhibitors are likely to return in 2023

# 83%

of exhibitors feel exhibiting is vital for their business

## Hear what our exhibitors have to say

"This remains our key exhibition in the region, allowing us to showcase our products, plus catch up with many of our existing clients."

General Manager, **Corporate Insignia**

”

"Thanks to The Hotel Show, our team could reach and connect with a vast range of hotels and f&b decision makers, allowing us to get a huge amount of contracts signed at the show."

CEO, **Venom Tea Group**

”

"At The Hotel Show, you're able to meet as many people as you want in the industry, under one roof. If I didn't have this platform to speak to the amount of people I have spoken to today, it'd probably take me a year of travelling to go and meet these people individually. It breaks down the time and cost."

Director of Hospitality, **Farnek**

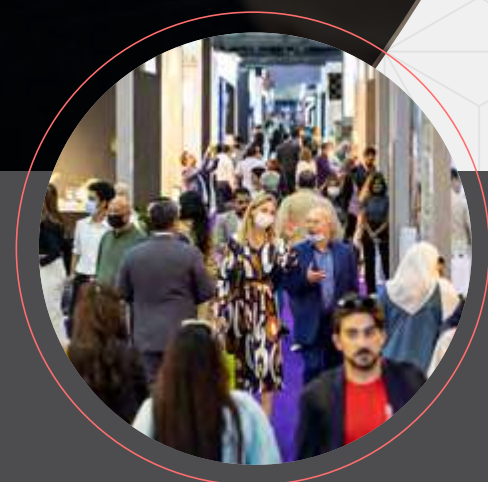
”

"The Hotel Show has provided us the platform to meet quality people, including investors, developers, operators and key decision makers. You can find everything here, the show gives you a complete eco-system of hospitality and hotels."

VP Hospitality, Construction Retail & Commercial, **Vertical Huawei**

”

## 2022 IN SUMMARY



# 250+

Exhibitors



# 6

Interactive Experiences



# 22K+\*

Visitors



# WHY EXHIBIT AT THE HOTEL SHOW?

Exhibiting and getting face-to-face with hospitality industry professionals is the most effective way to grow your business in The Middle East. Thousands of visitors visit The Hotel Show every year to source, touch, feel and experience a wide range of products, solutions and innovations.

## PRODUCT SECTORS



HOTEL TECHNOLOGY



OPERATING EQUIPMENT & SUPPLIES



FOOD SERVICES



HORECA

## FAST FACTS AND INDUSTRY INSIGHTS



Travel, tourism and hospitality are key pillars of the Middle East's GDP and the market is predicted by the **World Travel and Tourism Council** to reach **AED 488 billion (US\$ 133.6 billion)** by 2028.



Post-pandemic, the UAE hospitality is poised to undergo structural change and enjoy a considerable **AED 40 billion (US\$ 11 billion)** investment in hospitality projects.



Across the wider Middle East, it is reported that **631 hotel projects** with **185,366 rooms** are currently in development. The UAE tops the list with **199 projects** and **58,214 rooms** with **142** of these hotels in Dubai alone.

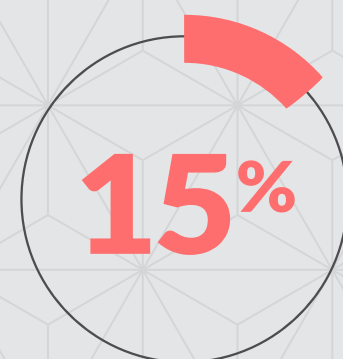
## DIRECT ACCESS TO SERIOUS BUYERS



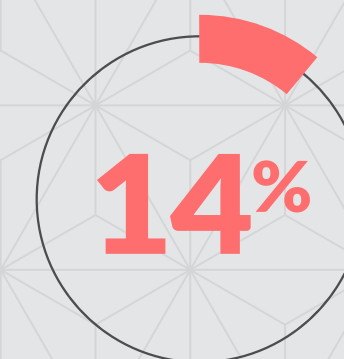
DISTRIBUTORS



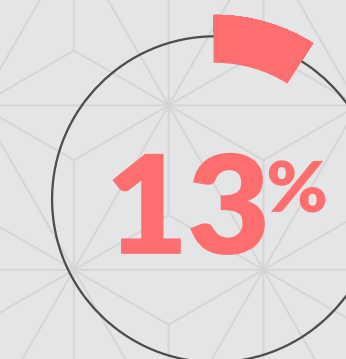
HOTEL GENERAL MANAGERS, OPERATORS AND DEVELOPERS



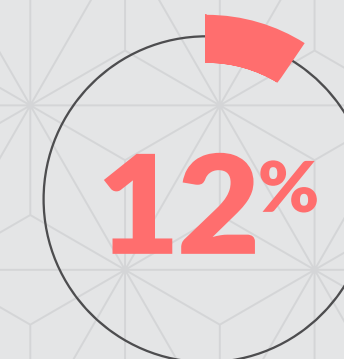
FACILITIES MANAGEMENT, HOUSEKEEPING AND PROCUREMENT



INTERIOR DESIGNERS, ARCHITECTS



ENGINEERS AND IT PROFESSIONALS



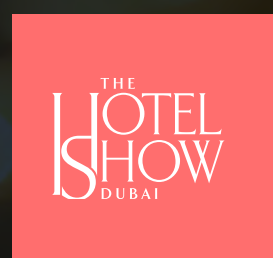
F&B MANAGERS, CHEFS AND RESTAURANT OWNERS



# WHAT TO EXPECT IN 2023

## MORE EXPOSURE TO THE FULL SPECTRUM OF DESIGN & HOSPITALITY

The Hotel Show is co-located with INDEX, Workspace and The Leisure Show, providing the ultimate networking hub for professionals from across hotel, interiors, design, office and leisure.



- ◆ Hotel Technology
- ◆ Food Services
- ◆ Operating Equipment & Supplies
- ◆ Horeca



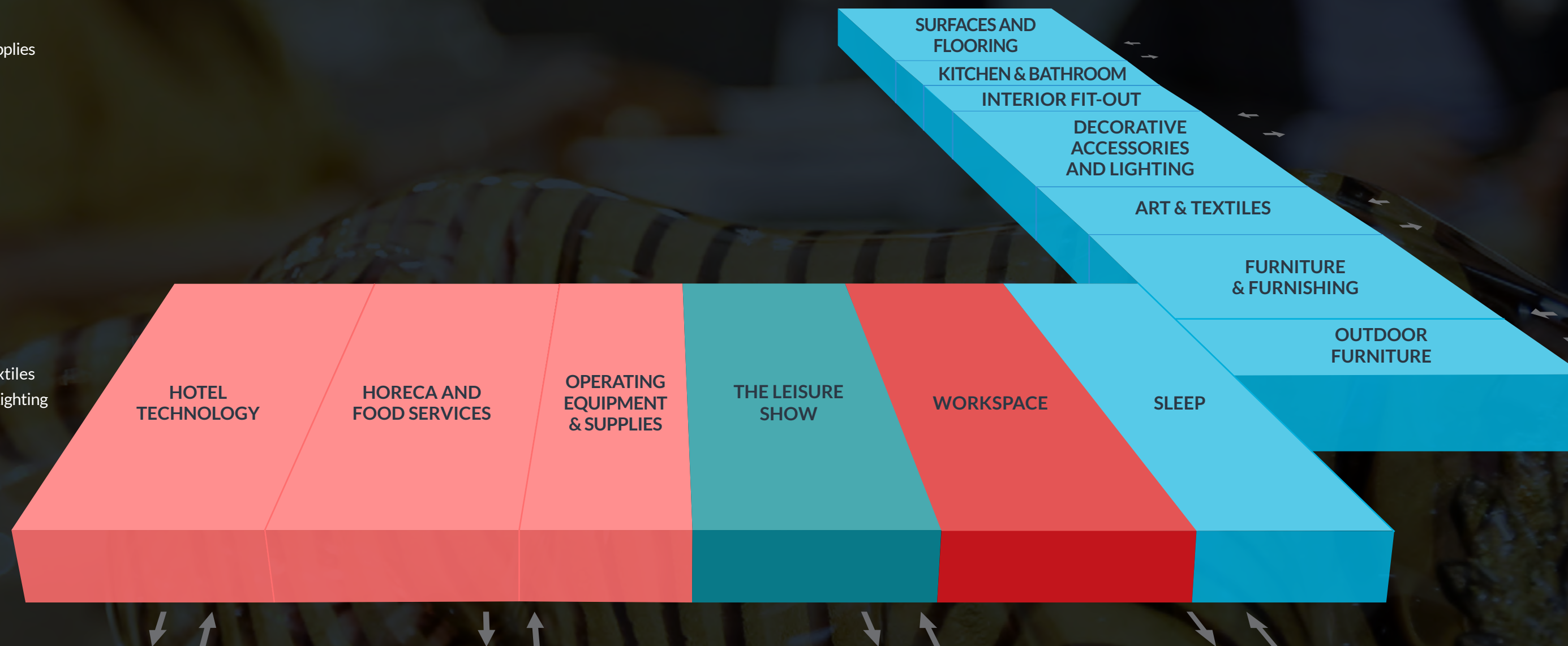
- ◆ Recreation & Adventure
- ◆ Wellness & Spa
- ◆ Sports & Fitness



- ◆ Sleep
- ◆ Furniture Furnishing & Textiles
- ◆ Decorative Accessories & Lighting
- ◆ Art
- ◆ Kitchens & Bathrooms
- ◆ Surfaces & Flooring
- ◆ Outdoor furniture



- ◆ Office Interiors
- ◆ Workplace Technology
- ◆ Workplace Wellbeing



STAND PACKAGE	STANDARD PRICE (US\$) PER SQM
<b>SPACE ONLY</b> (0 - 71 SQM)	<b>\$499</b> <small>psm</small>
<b>SPACE ONLY</b> (72 SQM & ABOVE)	<b>\$470</b> <small>psm</small>
<b>TRADITIONAL SHELL SCHEME</b>	<b>\$579</b> <small>psm</small>
<b>DOUBLE DECKER CHARGES</b>	<b>\$699</b> <small>psm</small>
<b>FURNITURE PACKAGE FOR TRADITIONAL SHELL SCHEME STANDS</b> (THIS INCLUDES 2 CHAIRS, 1 TABLE, 1 LOCKABLE COUNTER AND 1 WASTE BIN)	<b>\$195</b> <small>psm</small>

### THREE DAYS OF STRATEGIC DEBATE, INTERACTIVE FEATURES AND INSIGHTFUL CONFERENCES

Our range of features and conferences provide a platform for a series of open and lively discussions amongst many of the leading figures in the community





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DUBAI  
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**SECURE  
YOUR PLACE**

**at The Hotel Show 2023**

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ORGANISED BY

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