

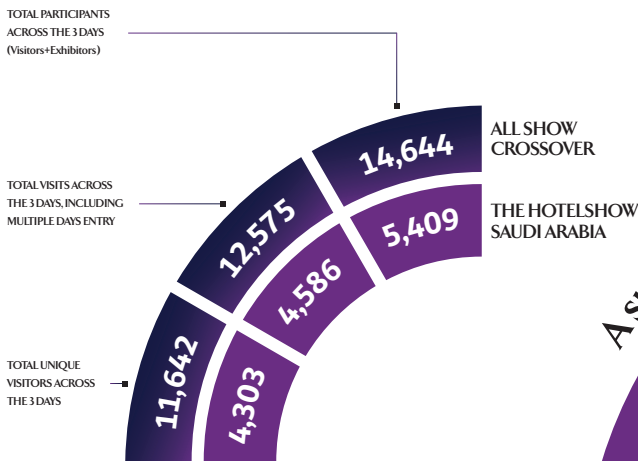
# REUNITING THE KINGDOM'S HOTEL & HOSPITALITY INDUSTRY

The Hotel Show Saudi Arabia took place from the 7 - 9 September at the Riyadh Front Exhibition & Conference Center co-located with INDEX Saudi and Saudi Entertainment and Amusement (SEA) Expo.

The three shows benefited from excellent crossover audiences, ensuring packed aisles of relevant customers throughout the three days of the event.

## ATTENDEE VOLUME BREAKDOWN

TOTAL UNIQUE VISITORS ACROSS THE 3 DAYS



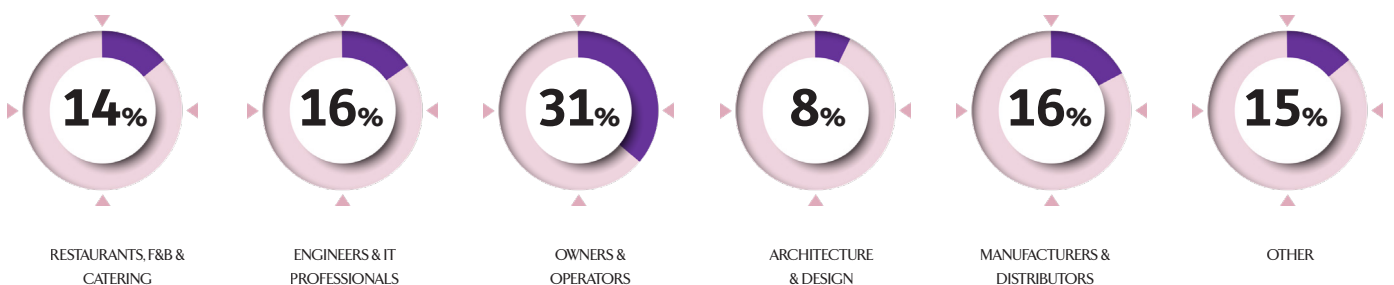
## A snapshot of brands that exhibited at and visited the event



“The Hotel Show Saudi Arabia 2021 was a successful exhibition, as we met our clients and business partners in person after the pandemic. We showcased our latest and most complete solutions in the health and fitness industry, through providing a variety of products and services that enrich lives through health and well-being. I was really excited to be there!”

**Mohammad Shammaa**  
Marketing Manager, Delta Fitness  
Exhibitor 2021

## Breakdown of attendees across The Hotel Show Saudi Arabia



### The Power of Online Presence



551,165  
Email/Newsletter Reach



71,478  
Website Users



162,646  
Website Page Views



6,832  
Facebook Page Likes



2,655  
LinkedIn Page Followers



3,502  
Instagram Followers



14 Mln +  
PR Reach



### The Chefs Mystery Box Challenge

The Chefs Mystery Box Challenge is an interactive platform which attracts the Kingdom's top chefs to compete against each other.

The challenge gathered eight hotels battling against each other by putting forward their top chefs to showcase exemplary cooking styles, creativity and share culinary expertise in a live kitchen environment.



WATCH: THE HOTEL SHOW SAUDI ARABIA EVENT HIGHLIGHTS



### The Hospitality Leadership Forum

The Hospitality Leadership Forum brought together leaders from the industry and provided a better understanding of how they have adapted to change, implemented innovative strategies and embraced new approaches to ensure the survival and future success of the industry.



### The Saudi Hospitality Talent Award

The Saudi Hospitality Talent Awards took place for the first time at the Riyadh Front Exhibition & Convention Center, where the hotel and hospitality community came together to celebrate the industry's most significant achievements and accolades.

The Hotel Show Saudi Arabia strongly believes in recognizing Saudi talent and provides unique opportunity for Saudi nationals operating in the hotel & hospitality to showcase their talents and skills in front of their peers.



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We are happy to be one of the first international brands to be present at The Hotel Show Saudi Arabia. The event gives an opportunity to brands to showcase their products and I encourage them to participate in the exhibition next year. We're happy to be a part of the event.

**Ahmed Skaf**

Country Head of Enterprise Business, Samsung  
Exhibitor 2021

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What a fantastic edition. The show floor was alive with plenty of buyer activity along with an excellent education programme.

**James Morgan**

Dean, Lincoln College,  
Visitor 2021

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WANT TO BE A PART OF THE NEXT REUNION?  
CONTACT US TODAY

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