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OUR FUTURE



FUTURE HOSPITALITY SUMMIT

Madinat Jumeirah, Dubai
30 SEP - 2 OCT 2024

futurehospitality.com

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bench

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JUMEIRAH



“Fantastic opportunity to connect with industry colleagues and identify potential development partners.”

Amir Lababedi
Managing Director, Development
MENA, Hilton

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SUNSET HOSPITALITY GROUP

THE SUMMARY

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TTVD

UAE RESTAURANTS GROUP

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hospotility.com

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SPONSOR EXHIBITION AREA



“As a first time sponsor it has been a great experience. FHS provided a great platform for us to position, enhance visibility and interact with leaders, industry peers and potential clients.”

Aseem Kapoor
Founder & CEO
ARK People Solutions



“Incredibly valuable and able to tap into massive business potential in GCC market.”

Fiona Qu
Chairman
Minch International Engineering Consulting Co., Ltd.

VIRTUAL TOUR OF FLOOR PLAN 2024



EXPLORE VIRTUALLY



OVERVIEW OF FHS WORLD

FHS World 2024 returned to Madinat Jumeirah with 1596 hospitality investment leaders and senior decision-makers from 60+ countries to collectively shape the future of hospitality.

The summit featured several new initiatives and partnerships. The Branded Residences Forum, a one-day exclusive event co-located with FHS World, focused exclusively on the sector of branded residences. This year we welcomed Country Pavilions from Sri Lanka, Maldives, Morocco, Italy and Greece. For the first time, FHS World hosted the semi-finals of the UN Tourism's Women in Tech startup competition, showcasing innovative solutions from women-led tech startups. Additionally, the #FHSWomenPower initiative facilitated a record-number of women with over 550+ women leaders in attendance.

KEY NUMBERS



1596 Attendees



116 Media & Press Attended



276 Speakers



105 Sponsors & Partners



93% of those surveyed indicated FHS World 2024 met their objective of gaining the latest market insights.



94% of those surveyed found the content delivered by the speakers at FHS World 2024 valuable.



“ It was an excellent platform for networking and for gaining new knowledge! ”

Bhagya Mahavithanage

Deputy Director - Investor Relations Unit
Sri Lanka Tourism Development Authority



“ A brilliant experience. I will surely attend next year. ”

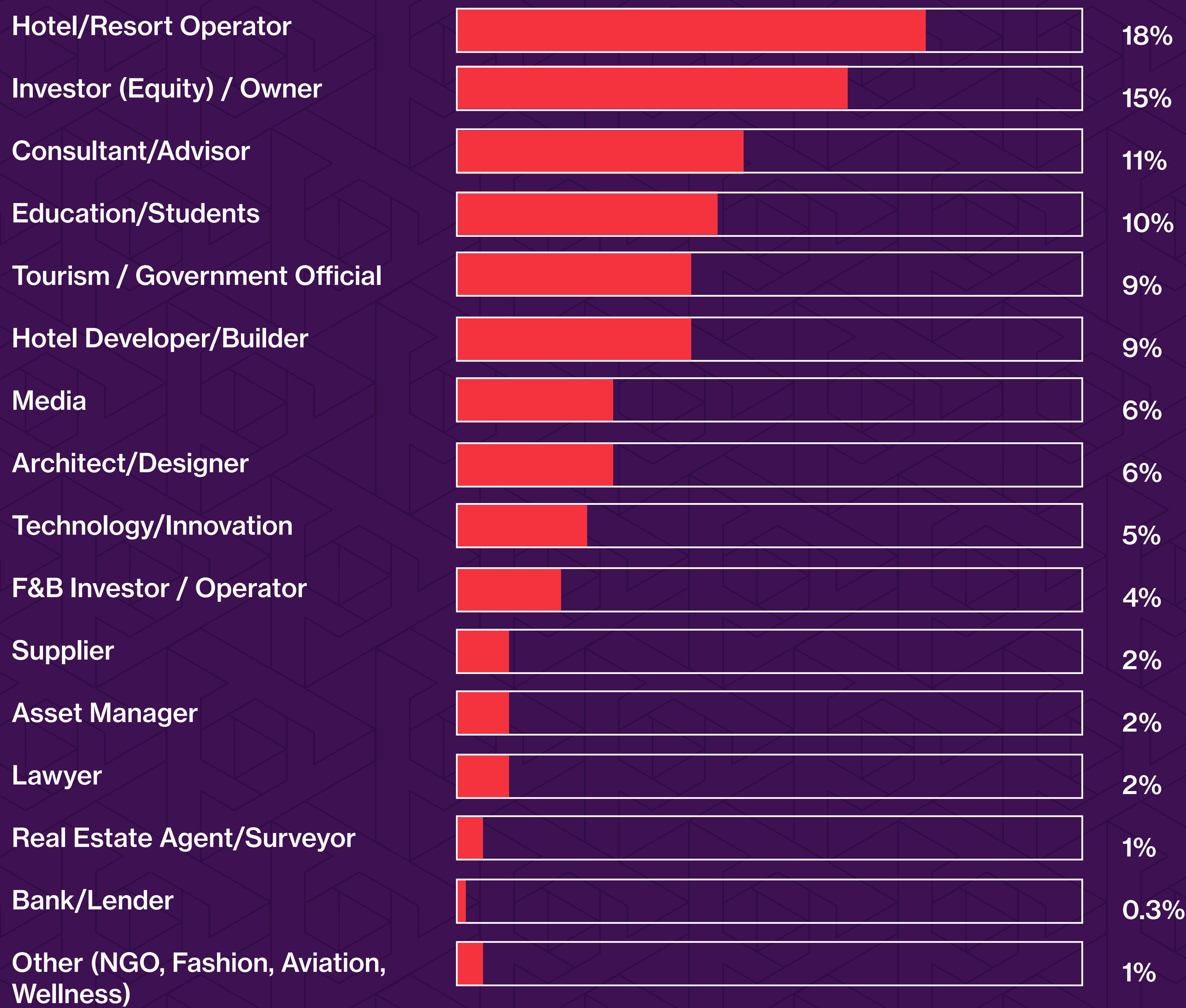
Shamsh Hadi

Founder & CEO
ZorroSign

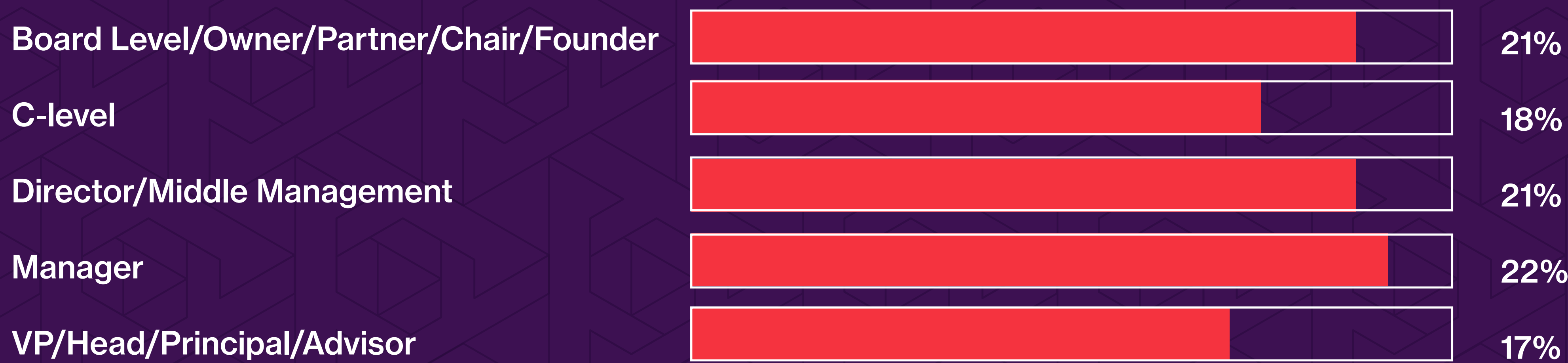
WHO ATTENDED

1596 ATTENDEES FROM ACROSS THE GLOBE

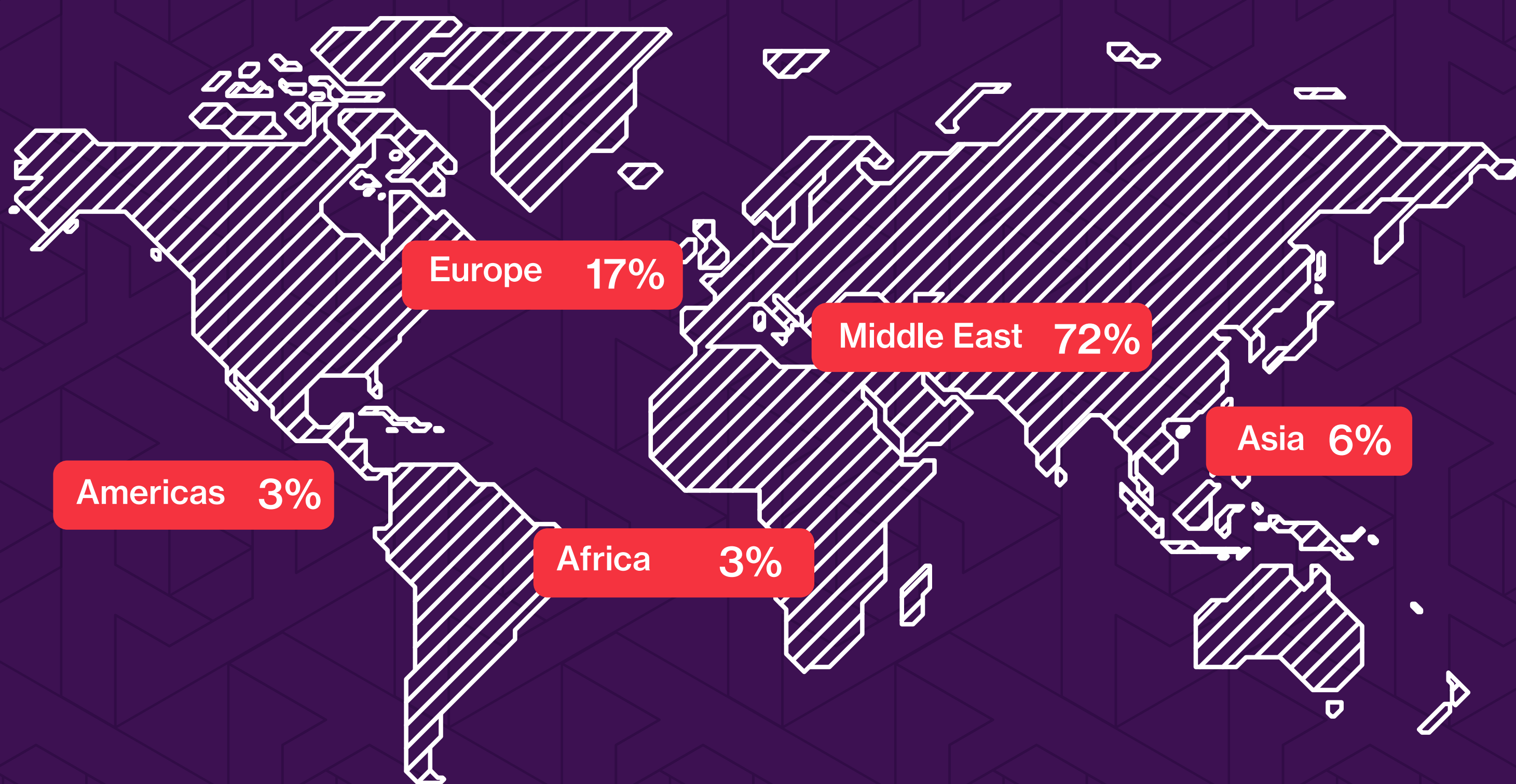
BY INDUSTRY



BY JOB SENIORITY



BY GEOGRAPHY



“Great engagement with lots of key decision makers under one roof.”

Rafik Kamel
Vice President
Abu Dhabi Capital Group

SPEAKER HIGHLIGHTS

276 industry experts shared critical insights and invaluable knowledge in their fields, offering key learnings from their remarkable experiences. The programme sessions were split across five stages at the venue: Summit Stage, Future Stage, Innovation Stage, Exhibition Stage and Murjaan Workshop Room.



“A very professionally managed event with an excellent eye for details. Very valuable!”

Basma Aribi
Head of Marketing
Fresh On Table



H E Abdulla bin Touq Al Marri
Minister of Economy and Chairman of the Tourism Council, United Arab Emirates



H E Issam AbdulRahim Kazim
Chief Executive Officer, Dubai Corporation for Tourism and Commerce Marketing (DCTCM)



Fatim-Zahra Ammor
Minister of Tourism, Crafts and Social and Solidarity Economy, Kingdom of Morocco



Sébastien Bazin
Group Chairman & CEO, Accor



Paul Griffiths
Chief Executive Officer, Dubai Airports



Philip Barnes
Chief Executive Officer, Rotana



Puneet Chhatwal
Managing Director & CEO, Indian Hotels Company Limited



Kevin Goh
Chief Executive Officer, The Ascott Limited



Pier Paolo Righi
CEO & President, Karl Lagerfeld



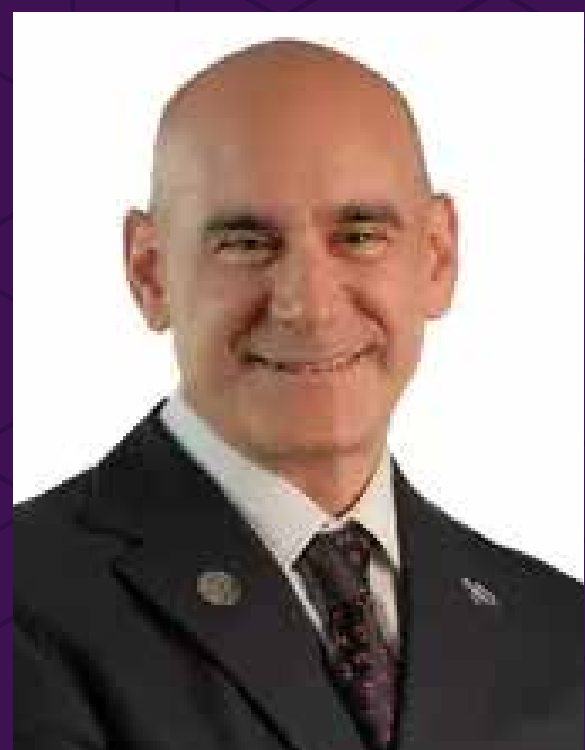
Satya Anand
President - Europe, Middle East and Africa (EMEA), Marriott International



Artur Gerber
Chief Executive Officer, TUI BLUE Hotels & Resorts



Michael Dyke
Chief Executive Officer, New Murabba Development Company



Greg Djerejian
Group Head of Investment and Group Chief Legal Officer, Red Sea Global



Elie Younes
Executive Vice President & Global Chief Development Officer, Radisson Hotel Group



Haitham Mattar
Special Advisor, UN Tourism; Managing Director MEA & South West Asia, IHG Hotels & Resorts



Guy Hutchinson
President, Middle East & Africa, Hilton



Dr. Fahad bin Mushayt
Chief Executive Officer, ASFAR



Thomas B. Meier
Chief Operating Officer and Interim Chief Executive Officer, Jumeirah



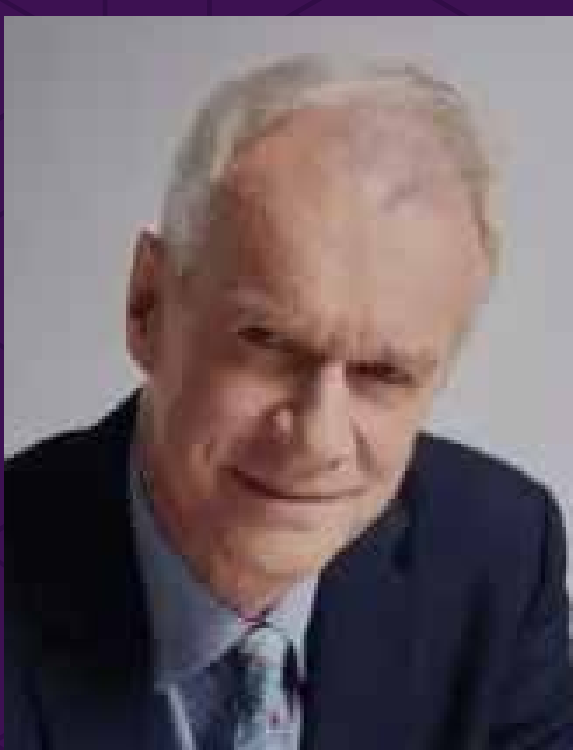
Duncan O'Rourke
Chief Executive Officer, MEA & Asia Pacific Premium, Midscale & Economy, Accor



Dr. Marinos Giannopoulos
Chief Executive Officer, Enterprise Greece



Eng. Sultan Alshehri
Chief of Investment, Aseer Development Authority



Stephen Sackur
Presenter, HARDTalk



Alyshia Mangalji
Vice President - Europe & Africa, Westmont Hospitality



Nick Candy
Chief Executive Officer, Candy Capital



Wyatt Roy
Head of Innovation, NEOM



Simone Gibertoni
Chief Executive Officer, Clinique La Prairie & Co-founder, CLP Holistic Health



Inge Huijbrechts
Chief Sustainability & Security Officer, Radisson Hotel Group



Pat Thaker
Editorial Director, Middle East & Africa, The Economist



Imad Barrakad
Chairman & CEO The Moroccan Agency for Tourism Development (SMIT)



Hassan Ahdab
Chief Hospitality Operations Officer, Taiba Investments

SESSION HIGHLIGHTS



[STREAM SESSION HERE](#)

Capital Talks:
Global Investment and the Allure of the Hospitality Industry



[STREAM SESSION HERE](#)

Leading with Purpose:
Commitment to People, Planet and Profit



[STREAM SESSION HERE](#)

Emergence of Real Estate Investment
Trusts in the Middle East



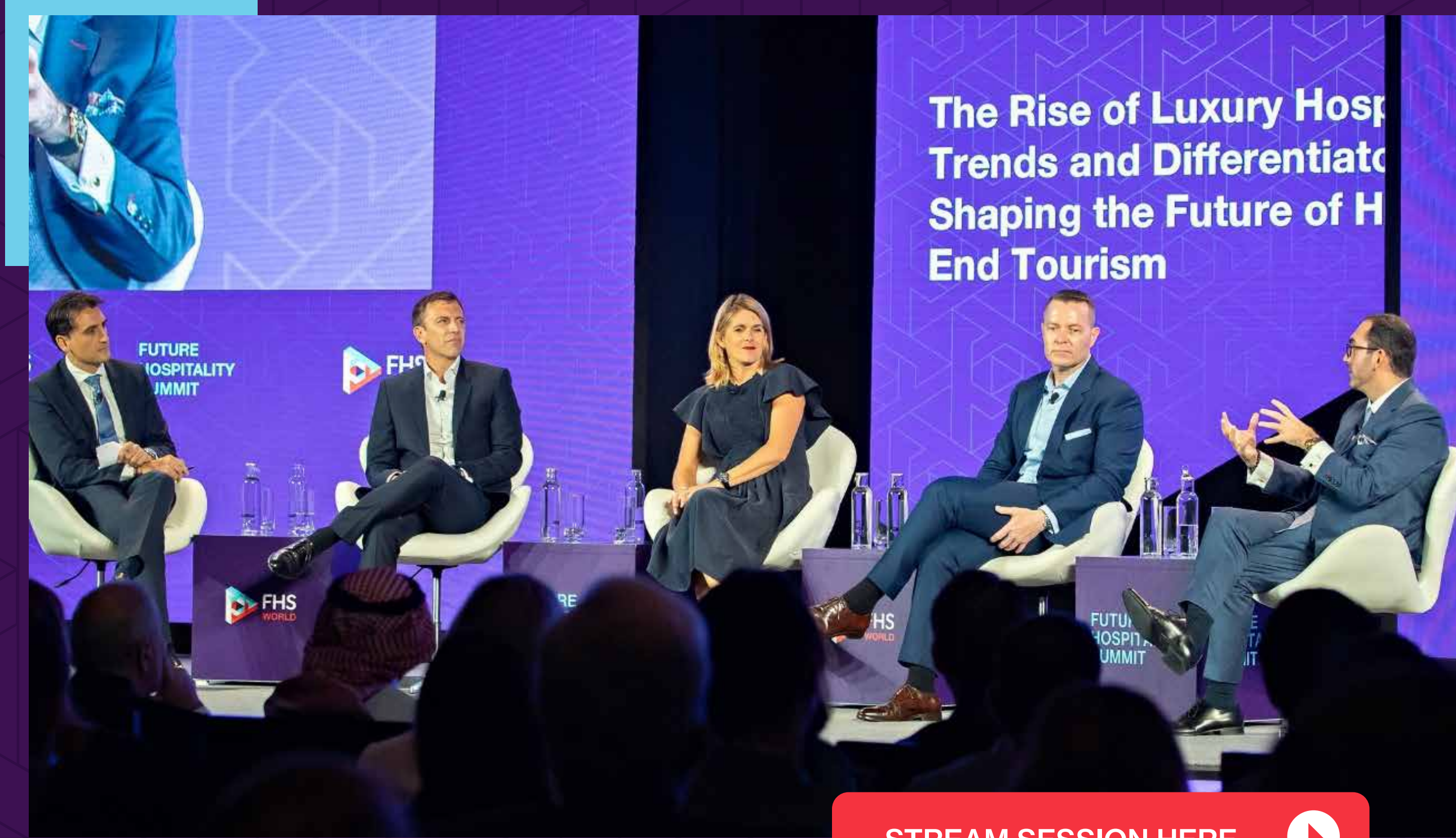
[STREAM SESSION HERE](#)

Greening Hospitality:
When ESG Law Compliance Impacts Your Hotel Real Estate Value



[STREAM SESSION HERE](#)

Master Planning for Transformative
Hospitality and Destination Investments in Shifting Sands



[STREAM SESSION HERE](#)

The Rise of Luxury Hospitality:
Trends and Differentiators Shaping the Future of High-End Tourism

EVENT FEATURES:

NEWLY LAUNCHED FOR 2024

COUNTRY PAVILIONS

FHS World 2024 featured country pavilions that showcased new projects and destinations unique to each participating country and presented a plethora of investment opportunities in ventures with high ROI.



NEWLY LAUNCHED FOR 2024

BRANDED RESIDENCES FORUM

The Branded Residences Forum, held on Day 3 of FHS World 2024 drew over 400 attendees from 40+ countries, including owners, investors, developers, operators, designers, and experts from the branded residences sector. With 50+ speakers, the forum delivered insightful discussions led by industry heavyweights.

In addition to the sessions, the forum included focused roundtable discussions and workshops fostering invaluable networking opportunities.



NEWLY LAUNCHED FOR 2024

THE BIG PROJECT PITCH

The BIG Project Pitch offered innovators a platform to showcase their groundbreaking ideas to industry leaders. The session attracted standout entries from Spain, Norway, and France.

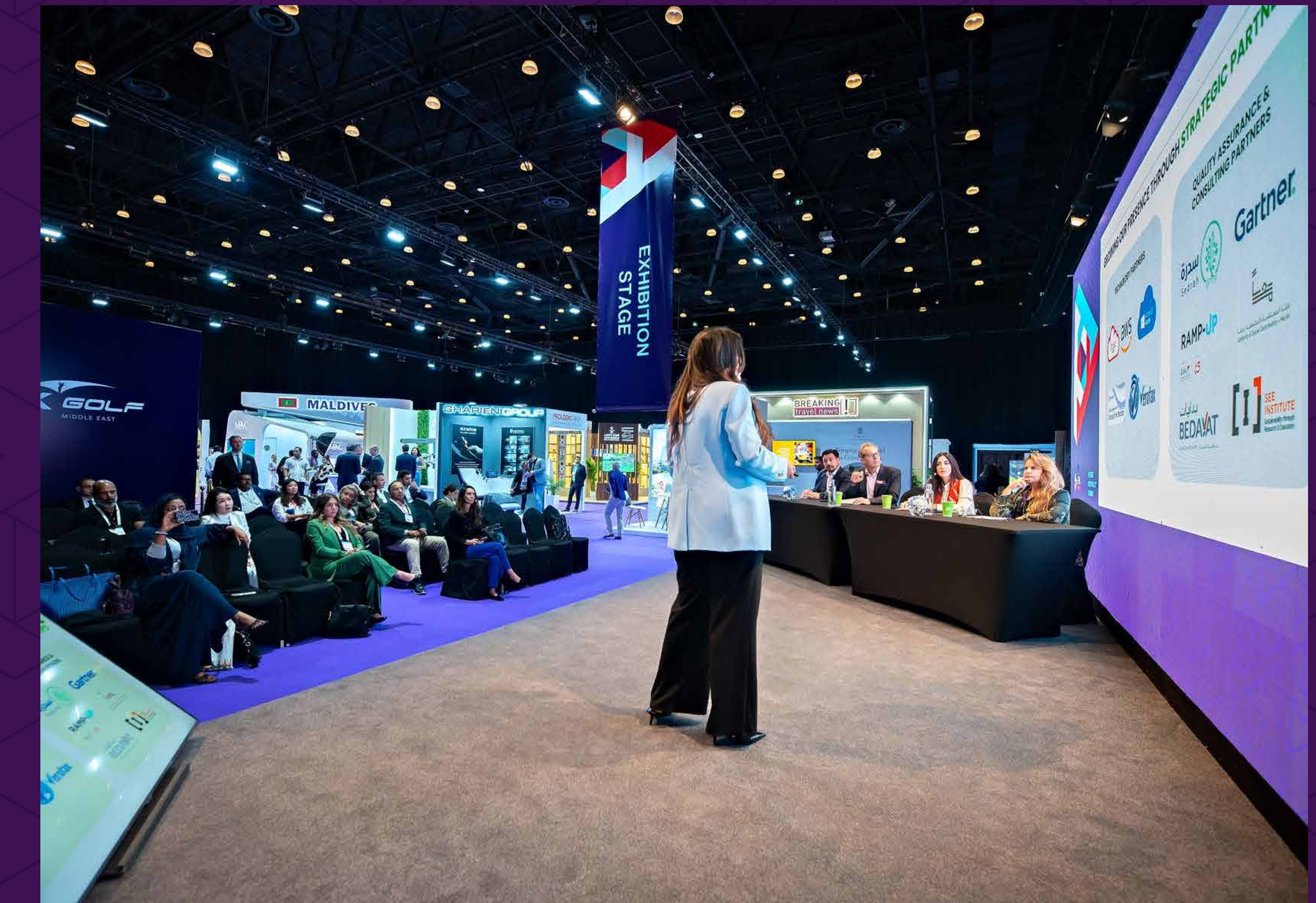
Participants had the opportunity to present their work to industry experts, gain valuable feedback, and explore new opportunities arising from those interactions.



NEWLY LAUNCHED FOR 2024

UN TOURISM WOMEN IN TECH STARTUP COMPETITION

For the first time, we welcomed 12 women-led start-ups to the FHS stage over two days, through a hybrid format – both online and in-person. These innovative companies, fully run by women, showcased a wide range of solutions for the industry, from cutting-edge AI technologies to travel solutions designed specifically for women, as well as platforms promoting sustainable practices in hospitality.

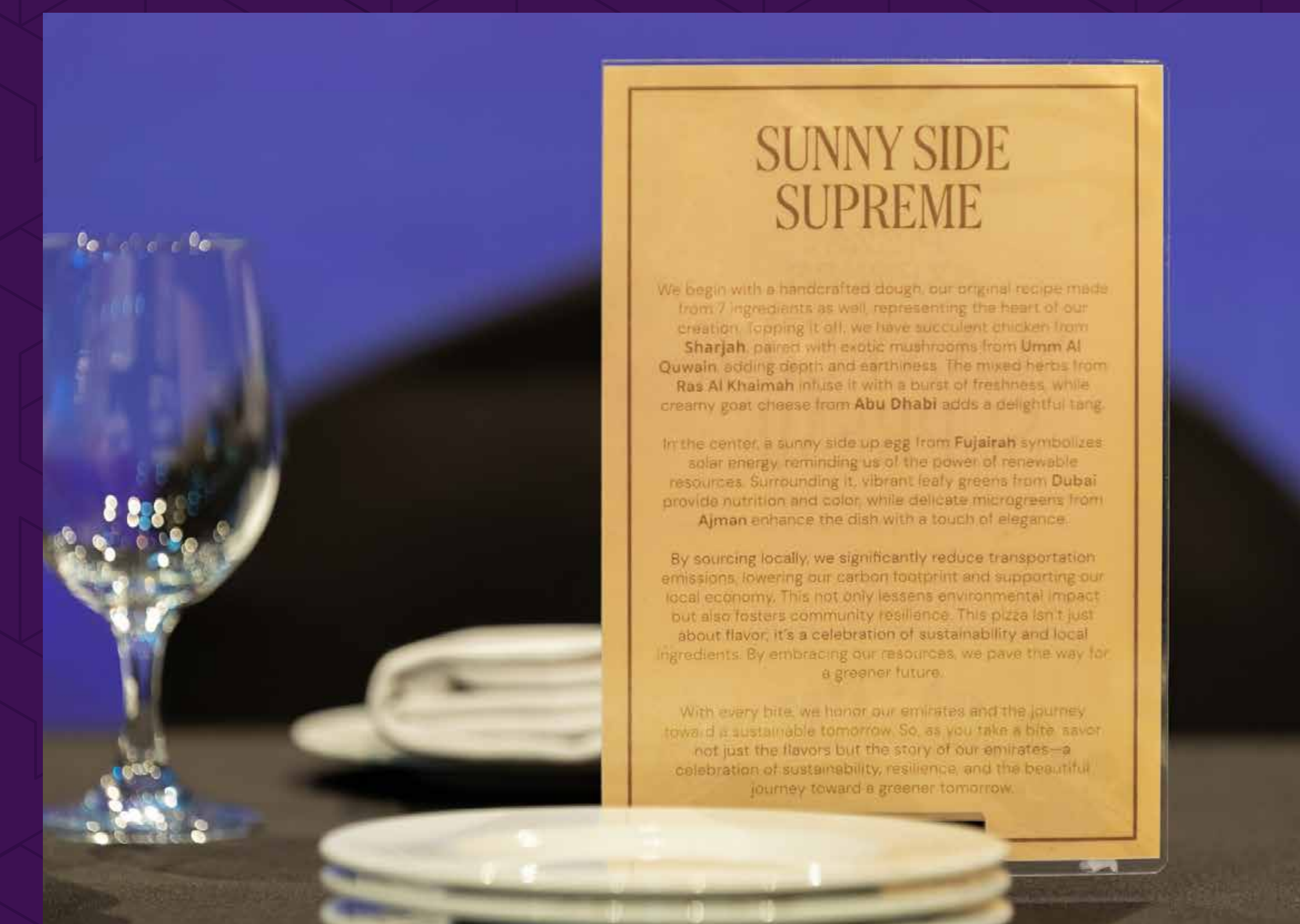


NEWLY LAUNCHED FOR 2024

SUSTAINABLE COOK-OFF

The Sustainable Cook-off at FHS World brought together top chefs from across the Emirates to create innovative dishes using locally sourced ingredients. The event, themed 'The Sustainable 7 Emirates,' featured ingredients from each of the seven emirates.

The winning team, Chefs from Sofitel the Obelisk, stood out for their exceptional dishes that showcased the unique flavors of the Emirates while promoting environmentally responsible cooking practices.



NEWLY LAUNCHED FOR 2024

FHSWOMENPOWER

FHSWomenPower created an opportunity for the hospitality industry to collaboratively facilitate women to grow and progress in the industry. Women leaders in hospitality could benefit from a Special Rate Pass to attend the summit and attend impactful workshops focused on upskilling.

FHS World welcomed the highest number of women attendees yet, with 34% of total attendees being women.

UNVEILING THE INVISIBLE: Women and Implicit Bias in Leadership



EMPOWERING CONNECTIONS: Networking Session

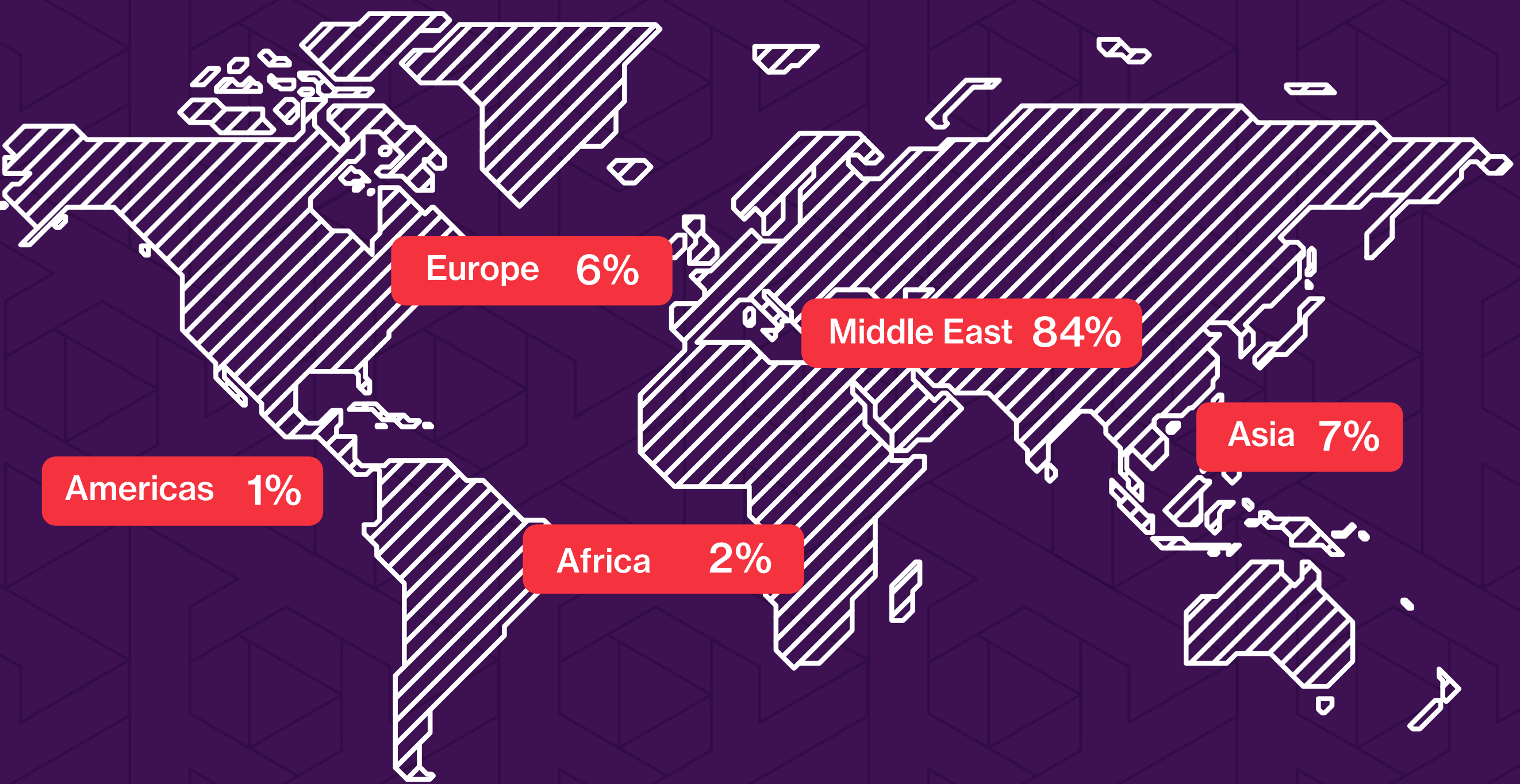
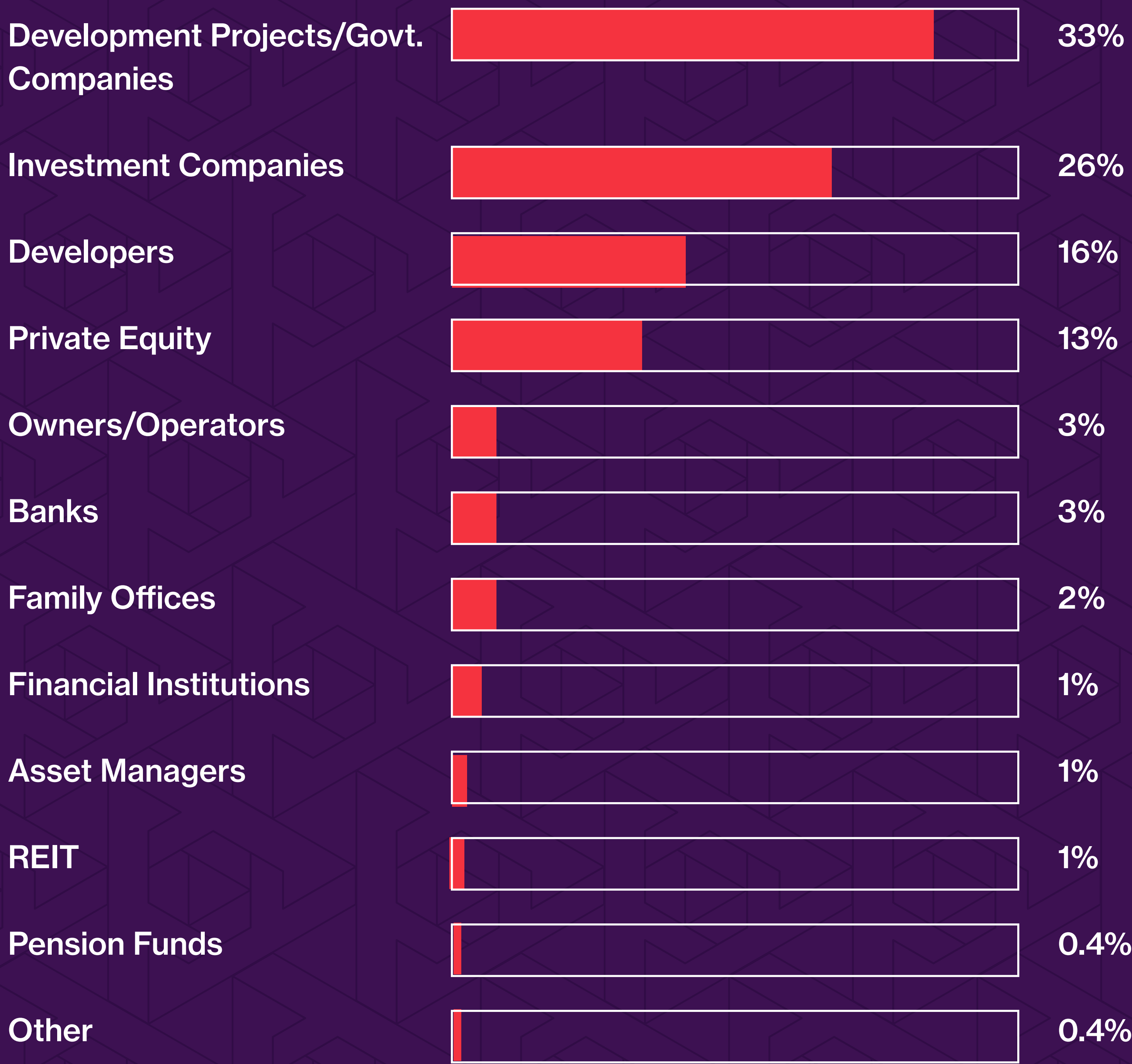


NEWLY LAUNCHED FOR 2024

INVESTORS LOUNGE

The newly launched Investors Lounge was designed exclusively for investors to facilitate networking and meetings, providing an ideal environment to forge meaningful connections and discuss potential opportunities.

239 INVESTORS IN ATTENDANCE



TOTAL INVESTORS
ATTENDING
239



TOTAL ASSETS UNDER
MANAGEMENT
Above \$4.5 Trillion



INTRODUCTIONS
FACILITATED
78



MEETINGS
SCHEDULED
22



“Enjoyable, informative and engaging.”

Anthony Costa
Head of Hospitality & Lifestyle
Candy Capital



“Met with new and existing contacts and a broad range of presentations and market updates that will prove very useful.”

Kevin Williamson
Director - Asset Management
Red Sea Global



INDUSTRY AWARDS

Celebrating and honouring the remarkable achievements of the following individuals in the hospitality industry.

FHS LIFETIME ACHIEVEMENT AWARD



Recipient:
Selim El Zyr, Vice Chairman and Co-Founder,
Rotana

FHS LEADERSHIP AWARD



Recipient:
Rizwan Kassim, Founder & Managing Partner,
RIKAS Hospitality Group

FUTURE LEADER AWARD



Recipient:
Errikos Christodoulou, Hotel Operations
Manager, MarBella Collection

SUSTAINABLE HOSPITALITY CHALLENGE - FINALS

This year, SHC's semi-final events were held across Europe, Asia and the Americas hosted by renowned institutions in each region. 7 inspiring semi-finalist teams joined us at FHS World for their finals and delivered exceptional ideas that will change the face of the hospitality industry remarkably.

Congratulations to Team PYRO from Cornell University for winning the Sustainable Hospitality Challenge at FHS World.



NETWORKING EXPERIENCES

SPEED NETWORKING

94%

of those surveyed indicated that FHS met their objective of networking with industry peers and business partners.



91%

of those surveyed found the networking opportunities at FHS to be good or excellent.

NETWORKING EXPERIENCES

WELCOME RECEPTION

AT MINA AL SALAM HOSTED BY JUMEIRAH

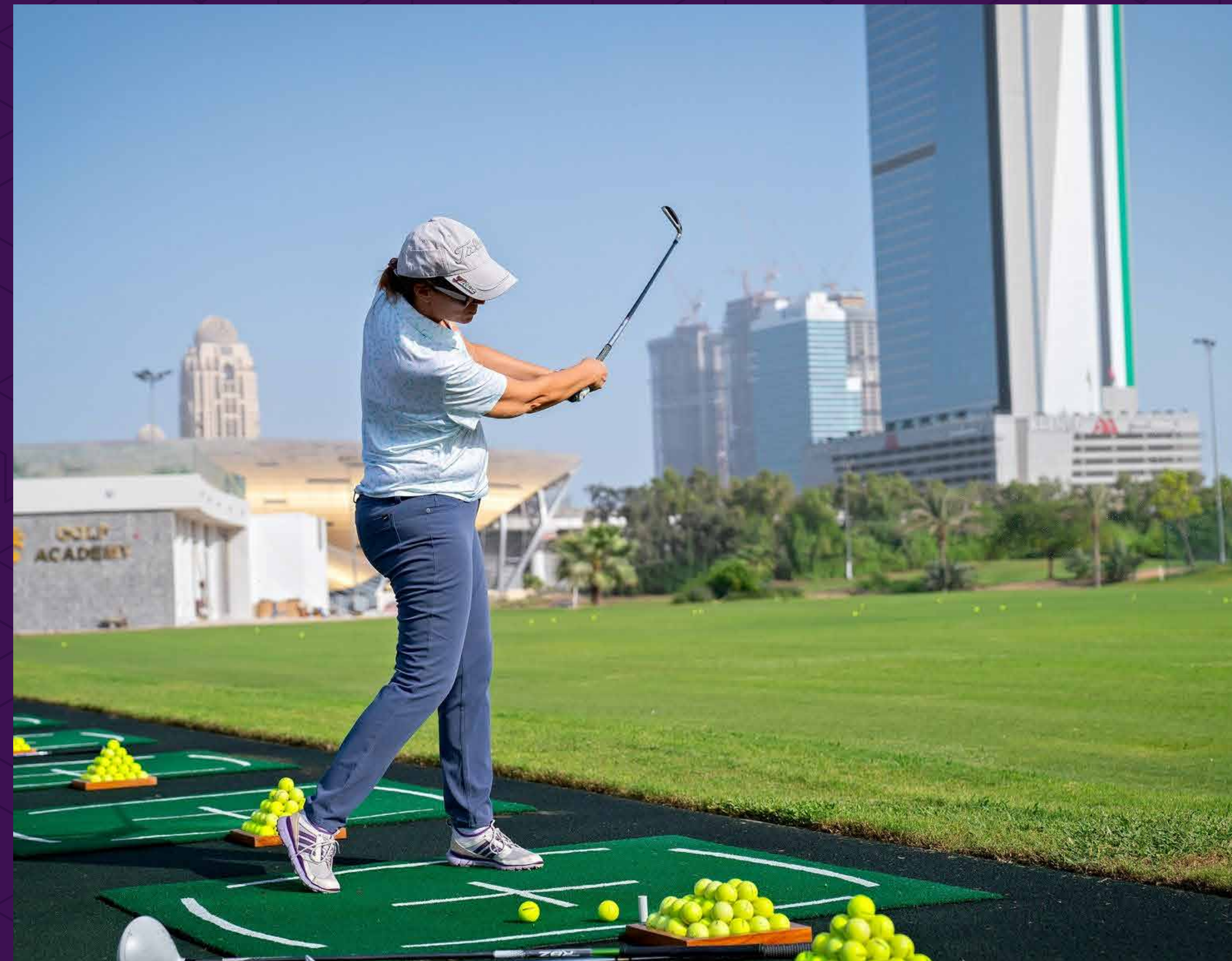


EVENING RECEPTION

AT TAJ DUBAI, MISS TESS AND TREEHOUSE, HOSTED BY IHCL



SPORTS & WELLNESS ACTIVITIES



SITE TOURS

MUSEUM OF THE FUTURE



SMART GROW FARMS



BUSINESS OPPORTUNITIES AT FHS WORLD

46%

of those surveyed left with business opportunities ranging from \$0.5M to \$5M

2 Delegates

left with business opportunities up to 20 Million USD

95%

of those surveyed found FHS valuable in terms of developing business opportunities.

77%

of those surveyed indicated FHS met their objective of finding new business opportunities.



“ FHS is always very fruitful and productive as we get to meet new people to drive the growth of the business in the region and beyond. ”

Alexis Leger
Strategy Consultant
Club Med



\$1.7BN DEAL VOLUME GAINED BY FHS DELEGATES

Audited Report by:  JLL



- The average value of business opportunities gained at FHS was \$6.1 million
- The direct expenditure due to FHS sustained / created 21 annualised employment opportunities in Dubai

DEAL SIGNINGS & ANNOUNCEMENTS AT FHS



Skyline MoU Signing with HAMA



Skyline MoU Signing with UAERG



Accor and The Summary Executive Properties, Sign Landmark Deal for Swissôtel's very first stand-alone Branded Residences project



Elaf Signs the First Agreement in the Sector with guestsupply to Reduce "Plastic Products"



Mohamed Abdullah Al Muhanna Hotels Ltd Signs Agreement with Marriott International to open Four Points By Sheraton Jeddah with Aleph Hospitality Appointed as Operator



Marriott, Autograph, Gulf Hotels Group signed a collaborative agreement



MFMC Signed with TIME Hotels to manage and operate a Grand Hotel



Knight Frank and Al Kathiri Holding Signed a Collaborative Agreement

DEAL SIGNINGS & ANNOUNCEMENTS AT FHS



RAK Properties and Minor Hotels expand partnership announcing Anantara Branded Residences in Mina Al Arab



MFMC Signed with Conduit House in an agreement to manage and operate several Grand Hotels.



Accor Expands UAE Portfolio with Grand Mercure Dubai Downtown in Strategic Partnership with Gulf Hotels Group



Taiba Investments has signed a strategic partnership with Hilton to bring the iconic Waldorf Astoria Hotels & Resorts for the first time to Madinah



Accor introduces Handwritten Collection to Saudi Arabia



Windmill Real Estate Lease & Management Services Partners with Wyndham Hotels & Resorts for Two New Hotels in Abu Dhabi, UAE



Kamah Hotels & Resorts Announces Major Partnership with Wyndham Hotels & Resorts

DIGITAL MARKETING CAMPAIGN

Marketing channels included social media, email marketing, partner websites, and digital ads on various websites.

EMAIL CAMPAIGN

Our extensive email campaign was directed at The Bench's GDPR-compliant database, comprising highly engaged hospitality leaders worldwide. The campaign included promotional emails for FHS, coupled with highlights featured in the monthly newsletter.

Data: _____

Emails to **17,500 stakeholders** in the industry

SOCIAL MEDIA

FHS Social Media channels include LinkedIn, Facebook, Instagram, Twitter and YouTube. All channels have a strong following along with high engagement rates. The social media advertising is targeted towards a very specific audience segment of C-level hospitality executives and individuals who have already shown interest in the conference in one way or another digitally.

FHS WORLD WEBSITE

The FHS World Website attracts traffic from hospitality investment professionals who find their way to the website through various outreach campaigns online.

Website data spanned over 1 year from October 2023 to October 2024

Data: _____

246,000 Website users

388,000 Website Page Views

41s Average engagement

Data: _____

 **LinkedIn**

2,848,542 Impressions

29,769 Page View

 **Twitter**

84,600 Impressions

  **Facebook & Instagram**

1,825,102 Impressions

721,900 Accounts Reached

 **Youtube**

355,304 Impressions

SOCIAL MEDIA PROMOTION



Future Hospitality Summit
 23,415 followers
 3mo · 🌐

As sustainable construction emerges as a cornerstone of future development, this discussion at FHS Saudi Arabia 2024 resonated deeply with attendees.

The panel "Building Tomorrow: The Impact of Sustainable Construction on Evolving Demand Trends" delved into the crucial role sustainable practices play in meeting modern development needs. Moderated by [Hiba Araji](#), Regional Design & Project Development Manager - Middle East & CIS at [Valor Hospitality Partners](#), the discussion featured insights from Nicholas Clark, Program Director at [Compass Project Consulting](#); [Elyza Falzon](#), Vice President - Architecture, Design & Construction at [Hilton](#); Waleed M. Abualnadi, Commercial Director at [Saudi Icon Company](#); and [Michael Thorley](#), Project Director at [DAR ENGINEERING](#).

Sustainable Construction is an expanded theme of focus for FHS World 2024, register here: [futurehospitality.com](#)

#FutureHospitalitySummit











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With over 100 properties in 24 countries and 43 new hotel ventures in development, [Rotana Hotel Management Corporation PJSC](#) continues to spread its presence across the Middle East, Africa, Eastern Europe, and Turkey.


Welcoming over 6 million guests annually, they continue to expand on their promise of "Treasured Time" with diverse brands such as Rotana Hotels & Resorts, Centro, Rayhaan, Arjaan, and Edge by Rotana.

Join senior leadership from Rotana at FHS World 2024:

[Joining/Inkd.in/dtGuYaTp](#)

#FutureHospitalitySummit #FHSWorld #Rotana



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1 mo · 🎧

Join **Philip Barnes**, CEO of **Rotana Hotel Management Corporation PJSC**, on the latest FHS Podcast as he delves into Rotana's ambitious expansion across the Middle East, Africa, and beyond.

Discover how Rotana's regional focus, deep-rooted DNA, and guest-centric approach deliver 'Treasured Time' experiences for both guests and staff. Philip also shares his insights on the importance of empowering hotel leadership, the evolving role of technology in improving guest interactions, and Rotana's commitment to driving sustainability, from reducing single-use plastics to driving eco-friendly innovations.

Tune in to the full discussion: <https://lnkd.in.d/JkfiFYd>

Register now: <https://lnkd.in.d/GuYa7p>

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[#Rotana](#)

FHS
FUTURE HOSPITALITY

EPISODE 70

THE FUTURE OF HOSPITALITY: TECHNOLOGY, SUSTAINABILITY, AND ROTANA'S GROWTH

GUEST

PHILIP BARNES
Chief Executive Officer
Rotana


futurehospitality.com

122

1 comment • 5 reposts

A screenshot of the LinkedIn event page for 'FutureHospitality Summit'. The header shows the event title, a blue 'Follow' button, and the host '23,415 followers'. Below this, it says '1mo • Edited •'. The main text describes the event as a 'critical panel talk on "Leading with Purpose" with industry experts.' It lists the moderator 'Dr. John Blakey' and several speakers: 'Philip Barnes', 'CEO of Rotana Hotel Management Corporation PJSJ', 'Artur Gerber', 'CEO of TUI BLUE Hotels & Resorts', 'Guy Hutchinson', 'President of MEA at Hilton', and 'Duncan O'Rourke', 'CEO of Middle East, Asia & Pacific at Accor'. A paragraph follows, stating the speakers are 'balancing their commitment to sustainability, social responsibility, and financial success.' At the bottom, it says 'Register now to be a part of future-shaping conversations: https://lnkd.in/e/pA7Y6rU' and provides a hashtag '#FutureHospitalitySummit #FHSWorld2024 #FHSWorld'.

Leading with Purpose: Commitment to People, Planet and Profit



FHS
FUTURE HOSPITALITY SCHOOL

MODERATOR




DR. JOHN BLAKELY
President
University of Mississippi




PHILIP J. BARNES
Dean
Baylor



ARTHUR GEISLER
Dean
Oglethorpe University



JEFF HUTCHINSON
Dean
University of North Carolina



DISCANT MCQUIRE
Dean
UNC

Madison Jamison, Duell
30 SEP - 2 OCT 2024

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
4 comments • 6 reposts

Future Hospitality Summit 23,415 followers 1w · 0

"The airport has a huge amount of responsibility because it is the very first impression you get of a country. And if the people are smiling at you and actually delivering a good service, that then halo stays with you for the whole of your trip."

On Day 1 of FHS World, **Paul Griffiths**, CEO of **Dubai Airports** shared insights on transforming Dubai's aviation infrastructure, highlighting their use of AI to optimise airport operations and improve customer experience. With Dubai Airports set to handle 260 million passengers in the future, Paul discussed how technological innovation is key to driving efficiency and reshaping the future of air travel.

#FutureHospitalitySummit #FHSWorld2024 #FHSWorld #DubaiAirports



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At FHS World 2024, we are creating an intersection for the world of hospitality where the industry invests in its future. We are putting together a premium platform that connects the industry and drives growth and innovation for the sector.

From 30 Sep - 02 Oct at the Madinat Jumeirah, Dubai, the summit brings together investors, hotel owners, developers, operators, government leaders and C-level hospitality investment executives for three days packed with learning, insights, and curated networking opportunities.

There's a lot to witness at the year's most impactful hospitality investment conference, bringing together 1500+ senior industry leaders from all over the world to Dubai. Join us at FHS World 2024 to Invest in the Future and drive the industry forward.

Register Now: futurehospitality.com

#FutureHospitalitySummit #FHSWorld #FHSWorld2024




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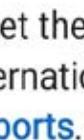
Mon, Sep 30, 10:30 AM - Wed, Oct 2, 7:30 PM IST

Future Hospitality Summit - FHS World 2024

AE 📍📍

View Event

1 comment • 28 reposts



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Meet the visionary behind the world's busiest airport for international passengers – **Paul Griffiths**, CEO of **Dubai Airports**. Under his leadership, DXB and DWC have set global benchmarks in innovation and operational excellence, supporting over 100 airlines and handling nearly 91 million passengers by the end of 2024. Paul's strategic foresight guided Dubai Airports through unprecedented challenges, including the COVID-19 crisis, solidifying its role as a leader in global aviation.

We are thrilled to have Paul Griffiths joining us as a speaker at FHS World 2024.

Join us for insights from industry leaders:
<https://lnkd.in/dGuYaTp>

#FutureHospitalitySummit #FHSWorld





MEET

PAUL GRIFFITHS


CEO OF
DUBAI AIRPORTS

0:44



 70

2 comments • 6 reposts


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Sébastien Bazin, Group Chairman & CEO of [Accor](#), a globally recognised leader in hospitality, will share his insights on steering one of the world's largest hotel groups exclusively at FHS World 2024.

Moderated by Stephen Sackur, HARDTalk presenter, known for his remarkable questioning prowess, this talk is a rare opportunity to hear Bazin discuss his leadership strategies, vision for the future, and how he navigates challenges in a dynamic industry with his globally celebrated philosophy, "change is an opportunity."

Register now to join hospitality investment all-stars in Dubai: <https://lnkd.in/eP476rU>

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Join us on the latest episode of the FHS podcast featuring [Shaikha Al Nowais](#), Corporate Vice President of Owner Relationship Management at [Rotana Hotel Management Corporation PJSC](#). Discover her insights on strategic hotel management, fostering strong owner relationships, and adapting to the dynamic Saudi Arabian market. Shaikha also shares her thoughts on supporting women in the hospitality industry.

You can also listen to the podcast here:
<https://lnkd.in/d4pKtQyh>

Tune in now to gain valuable perspectives from a leading industry voice: [futurehospitality.com](#)

[#FutureHospitalitySummit](#) [#FHSWorld](#) [#FHSPodcast](#)

 **Future Hospitality Summit** 23,415 followers [+ Follow](#)

We are delighted to announce that Selim El Zyr, Vice Chairman and Co-Founder of [Rotana Hotel Management Corporation PJSC](#), has been awarded the FHS Lifetime Achievement Award.

As a visionary leader, Selim co-founded Rotana in 1992, pioneering the first Middle Eastern hotel management company. Under his leadership, Rotana expanded to over 100 hotels across the Middle East, Africa, Eastern Europe, and Turkey. This award celebrates his remarkable contributions to the hospitality industry and his role in shaping Rotana's success story.

Join hospitality investment visionaries at FHS World:
[futurehospitality.com](#)

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LIFETIME ACHIEVEMENT AWARD 2024

SELIM EL ZYR
Vice-Chairman & Co-Founder
Rotana

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The image is a screenshot of a LinkedIn post. At the top, there is a profile picture of Heidi Grimmwood and her name 'Heidi Grimmwood' followed by her title 'Vice President at ELEINA Spa Company'. Below this, the post text reads: 'On the latest episode of the FHS Podcast, discover how ELEINA Spa Company uses NLP and emotional intelligence to craft personalised wellness journeys that go beyond the surface.' This is followed by a paragraph: 'Heidi Grimmwood, Vice President of the company shares her approach to understanding client motivation and developing long-term health strategies, emphasising the importance of internal well-being and sustainable wellness practices.' Below the text is a video player with a thumbnail image of an elderly couple performing a yoga pose (Tree Pose) in a park. The video title is '#FHSWorld #FutureHospitalitySummit'. At the bottom of the post, there is a link 'https://lnkd.in/dsFFXxW' and a hashtag '#FHSWorld #FutureHospitalitySummit'. The post has 23,415 followers and 3 mo · Edited · 6 comments. The video player shows a couple in a park, both in a Tree Pose. The woman is wearing a blue jacket and light blue pants, and the man is wearing a teal shirt and black pants. They are both smiling and have their arms raised. The background is a grassy park with trees. The video player has a play button icon in the bottom right corner. Below the video player, there is a comment icon and a share icon. At the bottom of the post, there is a link 'https://lnkd.in/dsFFXxW' and a hashtag '#FHSWorld #FutureHospitalitySummit'. The post has 23,415 followers and 3 mo · Edited · 6 comments.



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FHS is pleased to launch a new publication by [Chris Graham FOIM](#), author of Branded Residences: An Overview, the #1 series of reports on the sector.

The report by Graham Associates provides a comprehensive snapshot of how remarkably brand-diverse the sector has become, from single site operators to major global hospitality groups, from midscale to luxury, the range now spans multiple sectors including F&B, fashion, automotive, publishing - even cartoon characters and celebrity hairdressing.

Request the full report here: <https://gagms.com/>

Publication from [Graham Associates](#) • 4 pages




FEATURED REPORT
Branded Residences:
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Explore the evolving investment landscape in Building the Future: The Changing Face of Market and Investor Growth in The Maldives at FHS World 2024.

Moderated by [Ben Baselay-Walker](#), Managing Partner of [Andart Global](#), this session will provide insights from key leaders, including [Ezzan Shahul Hameed](#), Chief Commercial Officer at [Maldives Div Fund Management Corporation Limited](#); [Tony Miki](#), Partner at [Foster + Partners](#); and [Ibrahim Shareef Mohamed](#), Managing Director of [Maldives Airports Company Limited - MACL](#). Learn how market shifts and investor strategies are transforming the future of hospitality in this iconic destination.

Register now to join them in less than two weeks:
<https://lnkd.in/eP476U>

[#FutureHospitalitySummit](#) [#FHSWorld2024](#) [#FHSWorld](#)



FHS
FUTURE HOSPITALITY SCHOOL

The Changing Face of Market and Investor Group in The Maldives

MODERATOR



BEN HASEELY WALKER
Managing Director
Hillier



REZAN SHAHEL HAMEED
Managing Director
Hillier



TONY BANI
Managing Director
Hillier



GHISLAINE DANNEELY MOHAMED
Managing Director
Hillier

Maldivian Jamrath, Daba
30 SEP - 2 OCT 2024

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Join [David Keen](#), Founder & CEO of [QUO](#) on the latest episode of the FHS Podcast as he unpacks the transformative power of experiential branding in the hospitality industry. Dive into David's journey from shaping iconic brands in Bhutan and the Maldives to working on game-changing projects in Saudi Arabia.

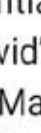
David discusses Quo's unique approach to branding and how it brings cultures to life, creates distinct guest experiences, and drives tourism development in emerging markets. He also shares his thoughts on the impact of over-tourism, the importance of public-private collaboration, and how creativity remains at the core of successful brand strategies amidst rapid technological changes.

Tap into expert insights on how branding can redefine destinations and set new industry standards.

Tune in to the full discussion: <https://lnkd.in/d/NTNcn7Dn>

Register for FHS World 2024: <https://lnkd.in/d/GuYaTp>

#FHSPodcast #FHSWorld #FutureHospitality #QUO



**FHS
PODCAST**

EPISODE 78

EXPLORING THE WORLD OF QUO GLOBAL

GUEST
DAVID KEEN
CEO & Founder
QUO

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PR & MEDIA COVERAGE FOR FHS

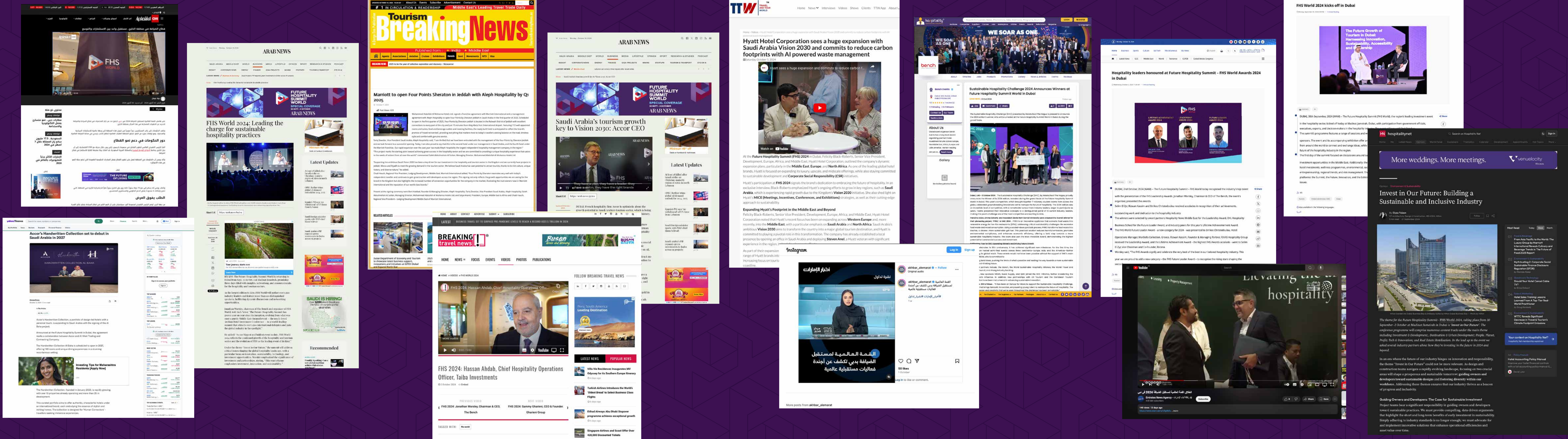
Data:

1095 pieces of coverage

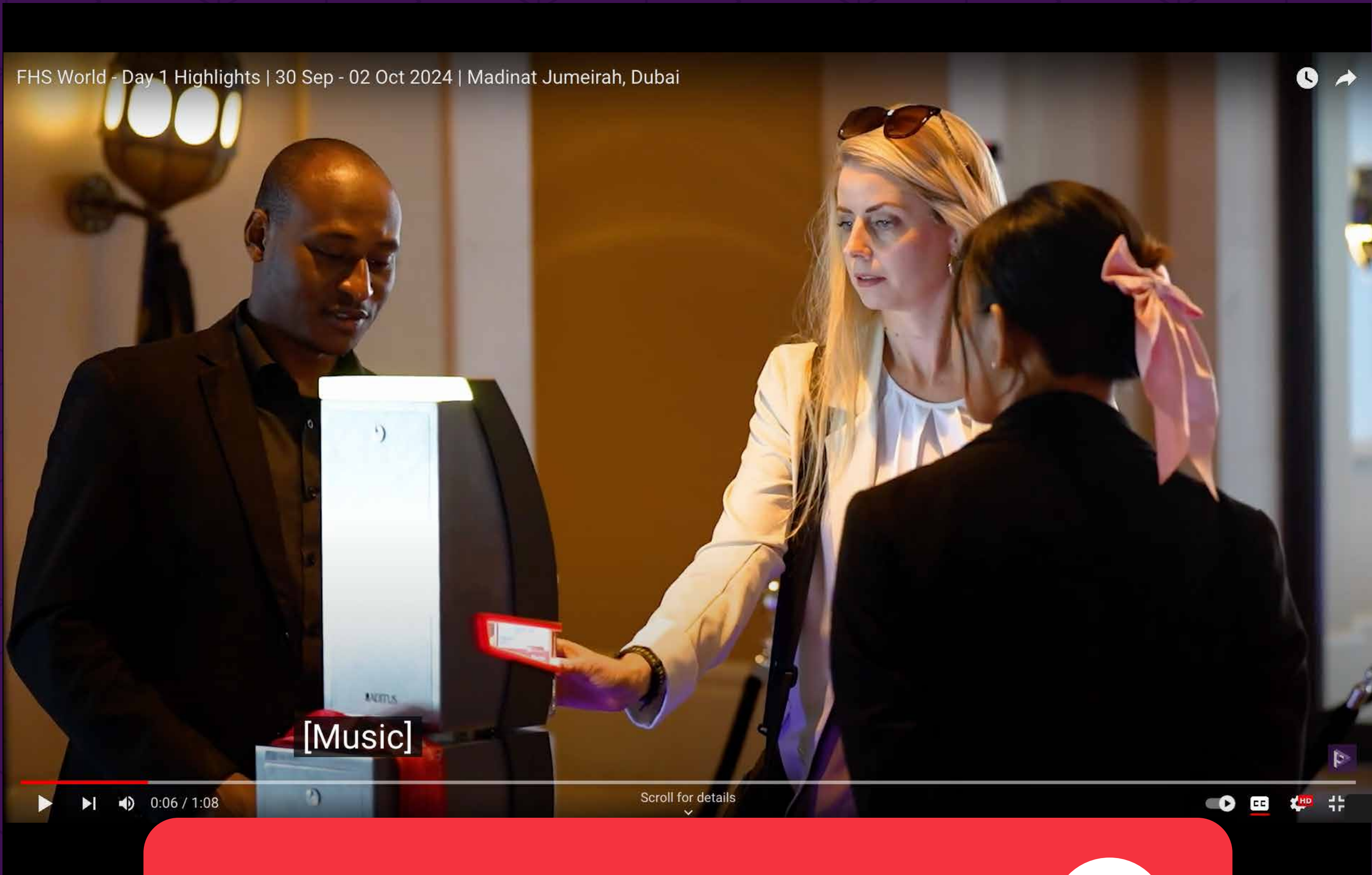
2.3 Billion reach on digital media

75+ media in attendance including National TV, Radio, daily newspapers, business press and hospitality and travel trade media

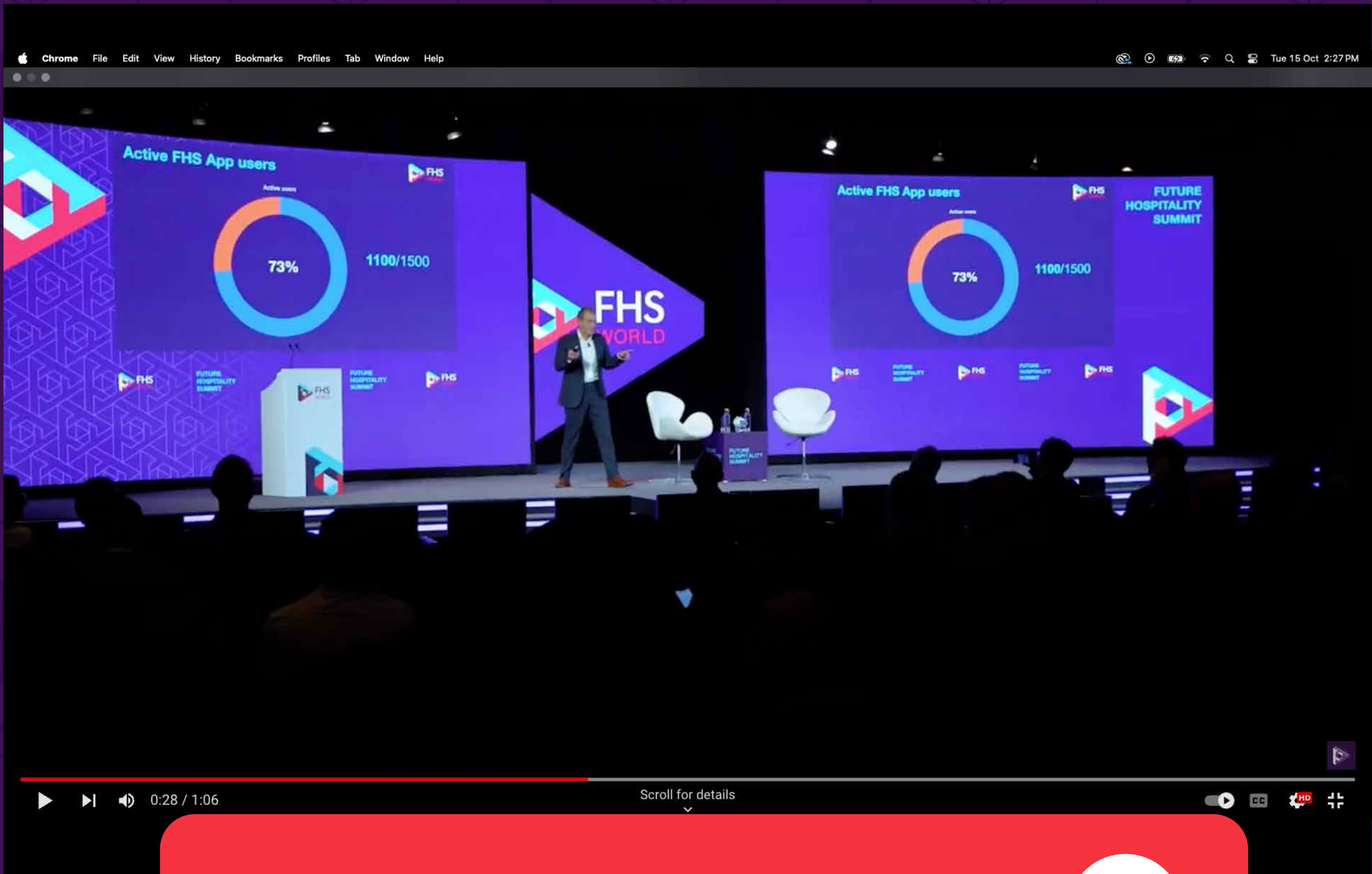
In addition to our media partners, who play a crucial role in promoting the event throughout the campaign, FHS World garners significant attention from various regional and international media outlets. The coverage features precise, focused messaging tailored to our core audience in the hospitality investment sector, both online and in print, as well as on television. Our content takes diverse forms, including Q&A sessions with prominent hospitality figures, video interviews, sponsored announcements, and informative text pieces on industry news.



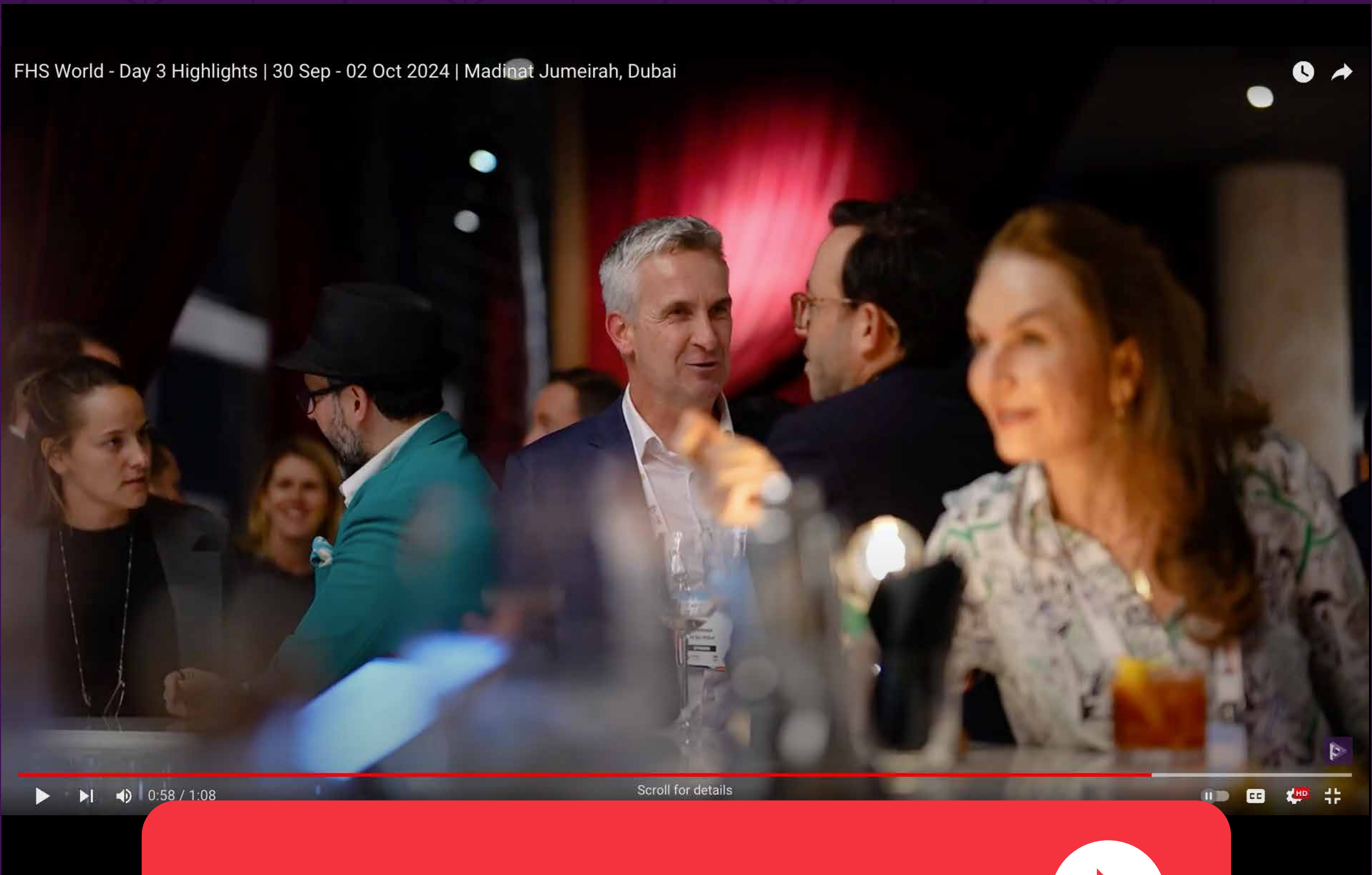
FHS WORLD 2024 HIGHLIGHTS



DAY 1 HIGHLIGHTS



DAY 2 HIGHLIGHTS



DAY 3 HIGHLIGHTS



REGISTER FOR FHS WORLD 2025



GET IN TOUCH



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FHS Saudi Arabia
14 - 16 April 2025
Mandarin Oriental Al Faisaliah, Riyadh
futurehospitality.com/sa



Africa Hospitality Investment Forum
(AHIF)
17-19 June 2025
The Westin Cape Town, South Africa
ahif.com



FHS World
27-29 October 2025
Madinat Jumeirah, Dubai
futurehospitality.com/world



AviaDev Africa
11-13 June 2025
Golden Tulip Zanzibar Airport, Zanzibar
Tanzania
aviationdevelop.com



SAHIC
24-25 March 2025
Rio de Janeiro, Brazil
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