

**FUTURE
HOSPITALITY
SUMMIT**
SAUDI ARABIA

INVEST IN TOMORROW: TODAY, TOGETHER.

29TH APRIL
TO 1ST MAY

MANDARIN ORIENTAL
AL FAISALIAH, RIYADH

ORGANISED BY

the
bench

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الخزامة
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RIYADH

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SUPPORTERS



MEDIA PARTNER



FHS has outdone itself this year, offering an unforgettable experience.

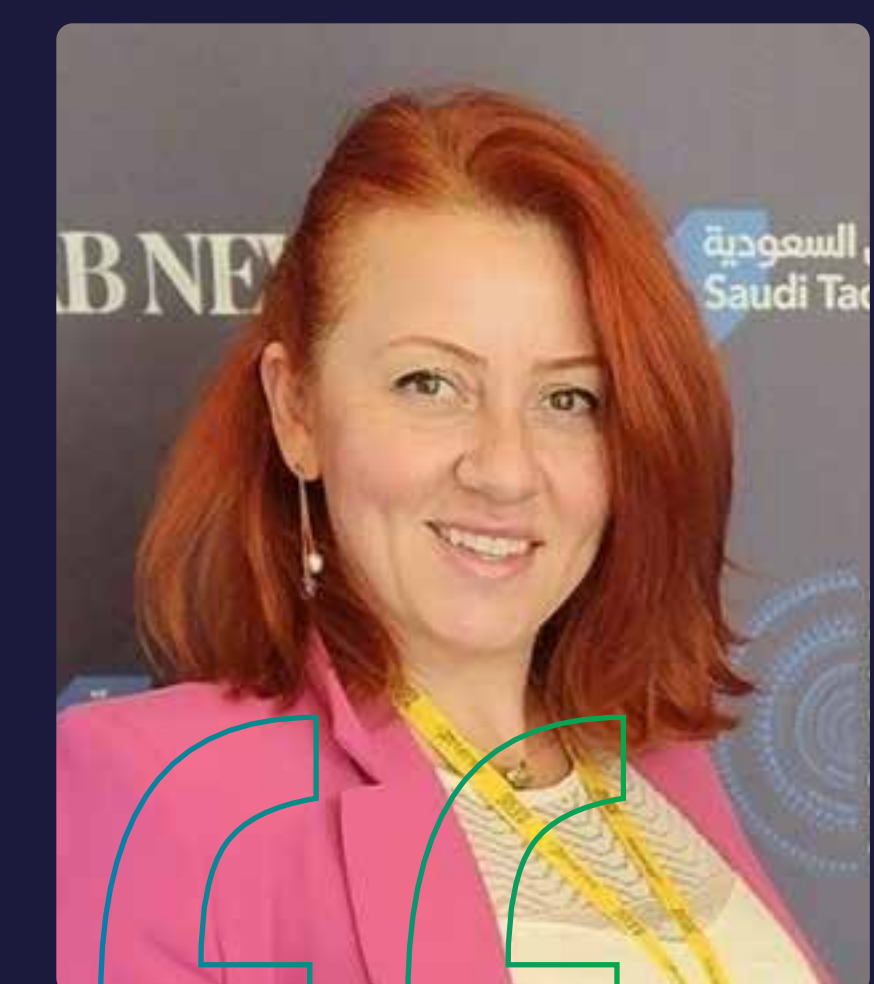
Khalid Saud Abuhaimeed
Chief Executive Officer
Al Khozama Investment Company

SPONSOR EXHIBITION AREA



Future Hospitality Summit in Riyadh at the Mandarin Oriental Al Faisaliah brought together investors, industry pioneers, developers, professionals connected to Hospitality industry creating invaluable experience and unforgettable memories."

Bhagya Mahavithanage
Deputy Director,
Sri Lanka Tourism Development Authority



So much insights and fresh thinking to talk and write about! Can't wait to see what next year holds!"

Reina Carla Takla
Business Editor, Arab News

VIRTUAL TOUR OF FLOOR PLAN 2024



EXPLORE VIRTUALLY

OVERVIEW OF FHS SAUDI ARABIA

FHS Saudi Arabia 2024 returned to the iconic Mandarin Oriental Al Faisaliah hotel in the heart of Riyadh with over 1,329 hospitality investment leaders and senior decision-makers from 38 countries to deconstruct the Saudi hospitality market ahead of the ambitious Vision 2030. With the theme 'Invest in Tomorrow: Today, Together,' the summit gathered over 206 distinguished speakers to share cutting-edge insights and industry knowledge through interactive panel talks and workshop discussions.

Delegates forged meaningful partnerships with key stakeholders through unparalleled networking opportunities, such as speed networking sessions and evening receptions.

KEY NUMBERS



1329
Attendees



206
Speakers




98
Media & Press
Attended



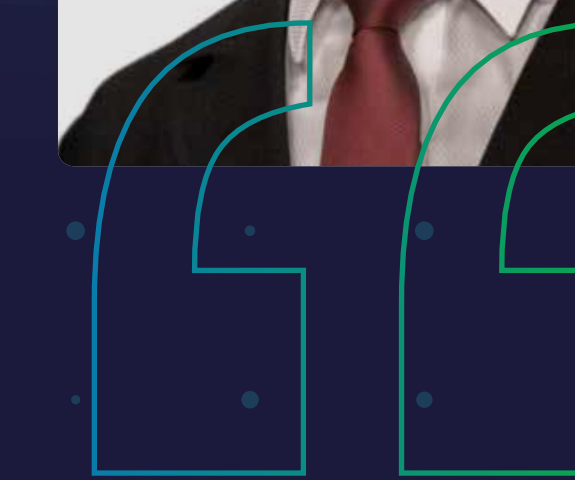
95
Sponsors & Partners



94%
of those surveyed indicated FHS Saudi Arabia met their objective of gaining the latest market insights.



86%
of those surveyed found the content delivered by the speakers at FHS Saudi Arabia valuable.



Stepping into the Future Hospitality Summit felt like entering a realm where innovation knows no bounds. This summit wasn't just an event—it was a transformative experience that ignited my passion for shaping the future of hospitality."

Abdulla Mizan

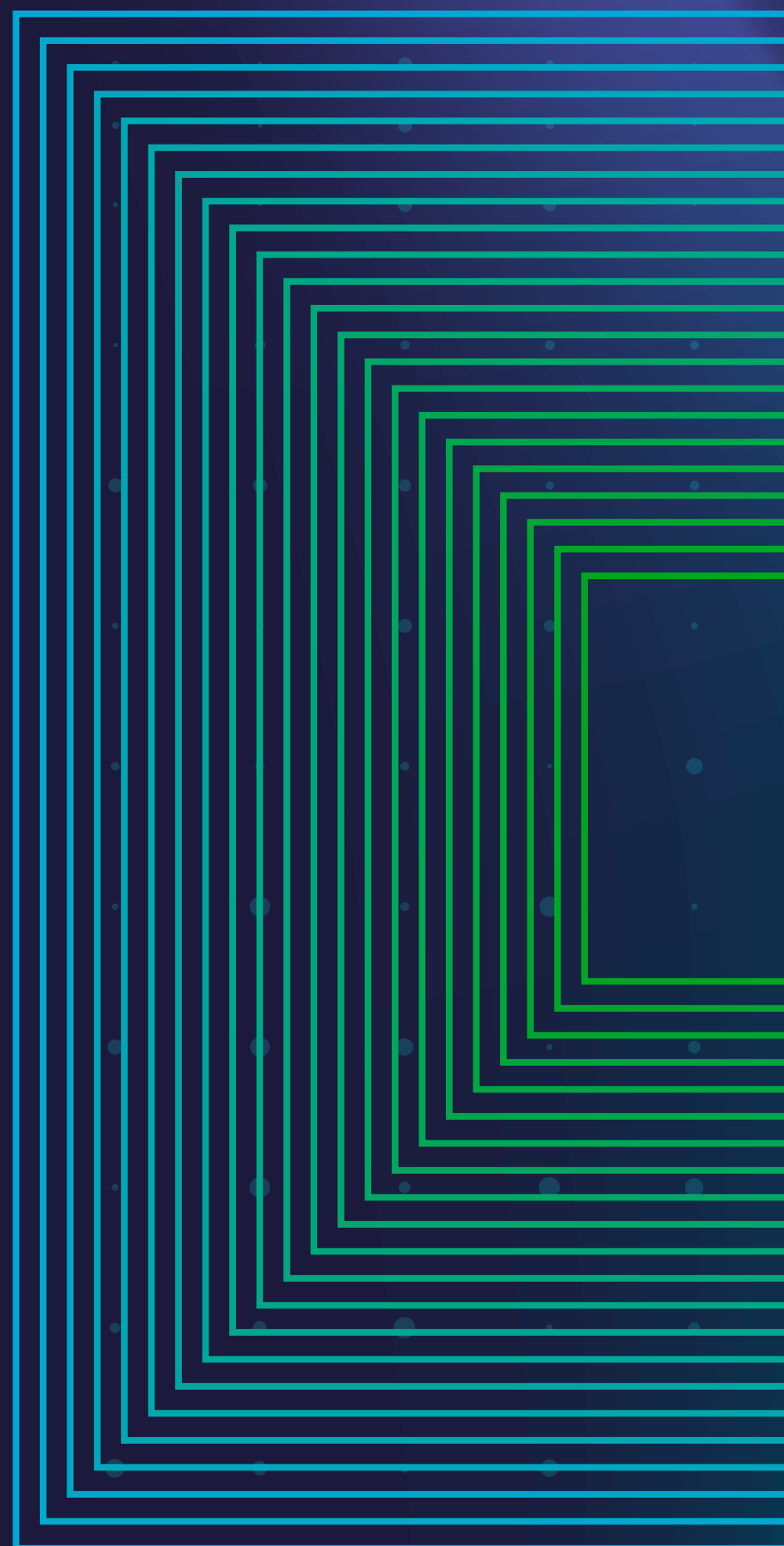
Director,
Procurement at Maldives Fund Management Corporation



FHS Saudi Arabia 2024 was one of the best industry events I have attended in the recent years!"

Bani Haddad

Managing Director – Hospitality,
Aleph Hospitality



SPEAKER HIGHLIGHTS

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



SULTAN BADER AL-OTAIBI
Chair & CEO
Chief Executive Officer
Taiba Investments



SUSIE ELLIS
Chair & CEO
Global Wellness Institute and
Global Wellness Summit



ABDULLAH AZHARI
Chief Executive Officer
Saudi Icon Company



CHRISTOPH HOFFMANN
Founder
25hours Hotels



HENRI GISCARD D'ESTAING
President
ClubMed - All-Inclusive beach
and mountain Resorts



MARK DE COCINIS
Chief Executive Officer
Boutique Group



KHALID SAUD ABU HAIMED
Chief Executive Officer
Al Khozama Investment
Company



FAHAD ABDULRAHIM KAZIM
Chief Executive Officer
Millennium Hotels & Resorts
& Lakhraim Group



DR. FAHAD BIN MUSHAYT
Chief Executive Officer
ASFAR



ELIE MILKY
Vice President Development
ME, Cyprus, Greece & Pakistan
Radisson Hotel Group



JANET ADAMS
Chief Operating Officer
SingularityNET



GLENN MANDZIUK
Chief Executive Officer
Sustainable Hospitality
Alliance



HAITHAM MATTAR
Special Advisor, UNWTO
Managing Director MEA &
South West Asia, IHG Hotels
& Resorts



MARLOES KNIPPENBERG
Chief Executive Officer
Kerten Hospitality



SIEW KIM BEH
Chief Financial &
Sustainability Officer, Lodging
Capital and Investment
Limited / The Ascott Limited



AHMED BIN MADHI
Chief Investment Officer
Rua Al Madinah Holding
Company



KHALID AL-AMOUDI
Chief Executive Officer
Jabal Omar Development
Company



OSAMA ALOTHMAN
Chief Executive Officer
Aseer Investment Company



MOHAMMED ISLAM
Host & Founder
The Mo Show Podcast
Saudi Arabia



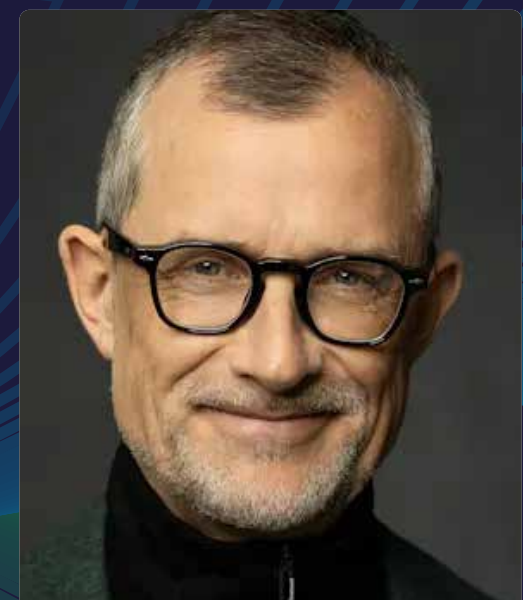
MAHMOUD ABDULHADI
Deputy Minister,
Destination Enablement
Ministry Tourism of
Saudi Arabia



DESDEMONA (DESI)
Humanoid Robot
Lead Vocalist of the
Desdemona Dream Band



COLEY BREANAN
Partner, Head of Europe
KSL Capital Partners



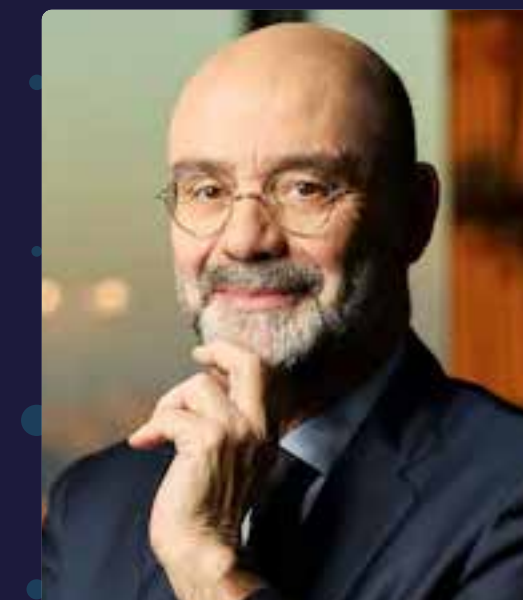
OLIVER BONKE
Chief Executive Officer,
H World International
Managing Director,
Steigenberger Hotels
GmbH



SEBASTIEN CARRE
Group Head of Hospitality
Red Sea Global



GUY HUTCHINSON
President, MEA
Hilton



JEAN-JACQUES MORIN
Group Deputy CEO and
Premium, Midscale &
Economy Division CEO
Accor



HE GLORIA GUEVARA MANZO
Chief Special Advisor
Minister of Tourism of
Saudi Arabia



MARIA PICHON
Director Brand
Development
NEOM Hotel Division



AGNÈS ROQUEFORT
Chief Development Officer,
Luxury & Lifestyle
Accor



MOHAMMED ATTIA
Chief Executive Officer
Al Othaim Investments



“What a wonderful event! I met with most incredible people in the industry. We shared and exchanged views, experiences and insights on the future of the hospitality industry and investment opportunities in the Saudi Market especially.”

Osama Alshahrani
Chief Executive Officer-Acting at Dara Hospitality

SESSION HIGHLIGHTS

INVESTING IN SAUDI ARABIA:
A Blueprint For Successful Market Entry
And Investment



[STREAM THE SESSION](#)

CASE STUDY:
Private And Public Sector Collaborate To
Accelerate Lifestyle Developments And
Promote New Destinations #Vision2030



[STREAM THE SESSION](#)

DIVERSIFYING THE ECONOMY:
Strategies For Attracting Foreign Direct
Investment And Achieving Vision 2030 Objectives
Through Innovative Funding Mechanisms



[STREAM THE SESSION](#)



[STREAM THE SESSION](#)



[STREAM THE SESSION](#)



[STREAM THE SESSION](#)

CRAFTING A DIVERSE PORTFOLIO: Maximizing Financial Resilience Through Multi-Asset Allocation

WELLNESS:
On the edge of structural transformation.
Will it be led by the Kingdom?

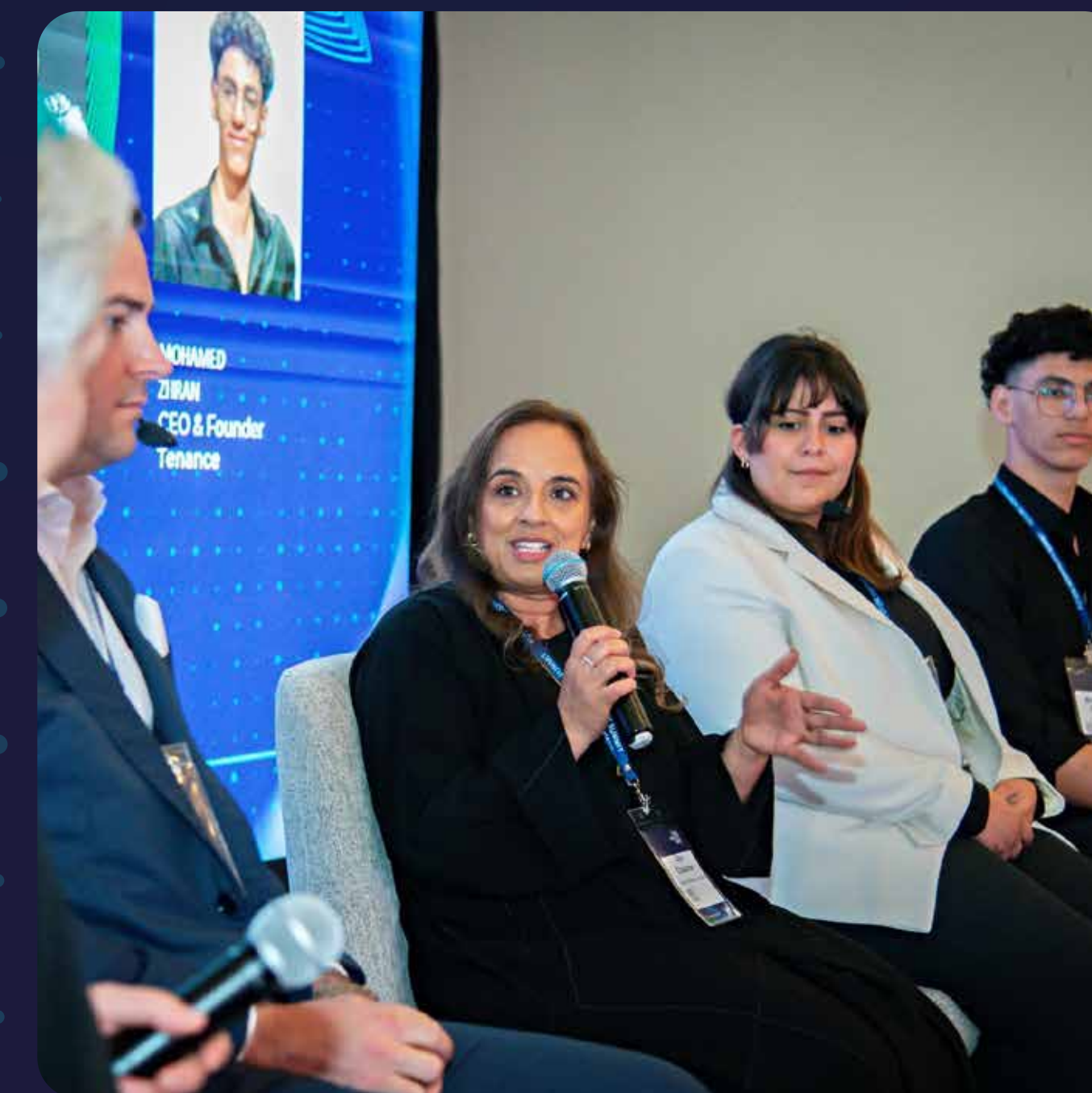
SUSTAINABLE HORIZONS:
Catalyzing Change Through Green Investments

PITCH SESSIONS

STARTUP DEN

This year's Startup Den featured 10 trailblazing startups redefining hospitality with their game-changing solutions.

Sam Payrovi from ARKHAUS, first floating social club of its kind offering luxurious environments completely surrounded by water.



SPEAKER'S CORNER

A unique platform where delegates attending FHS Saudi Arabia could share personal narratives of overcoming professional challenges and achieving success.

DESTINATION TOMORROW

An exclusive platform created for showcasing innovative and emerging destinations in Saudi Arabia's hospitality and tourism sector.



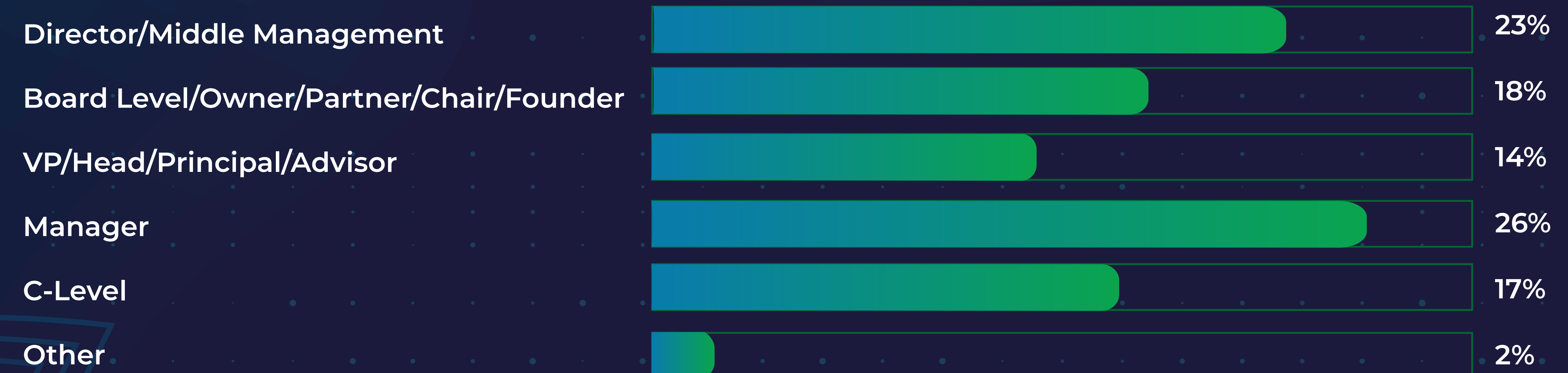
WHO ATTENDED

1329 ATTENDEES FROM ACROSS THE GLOBE

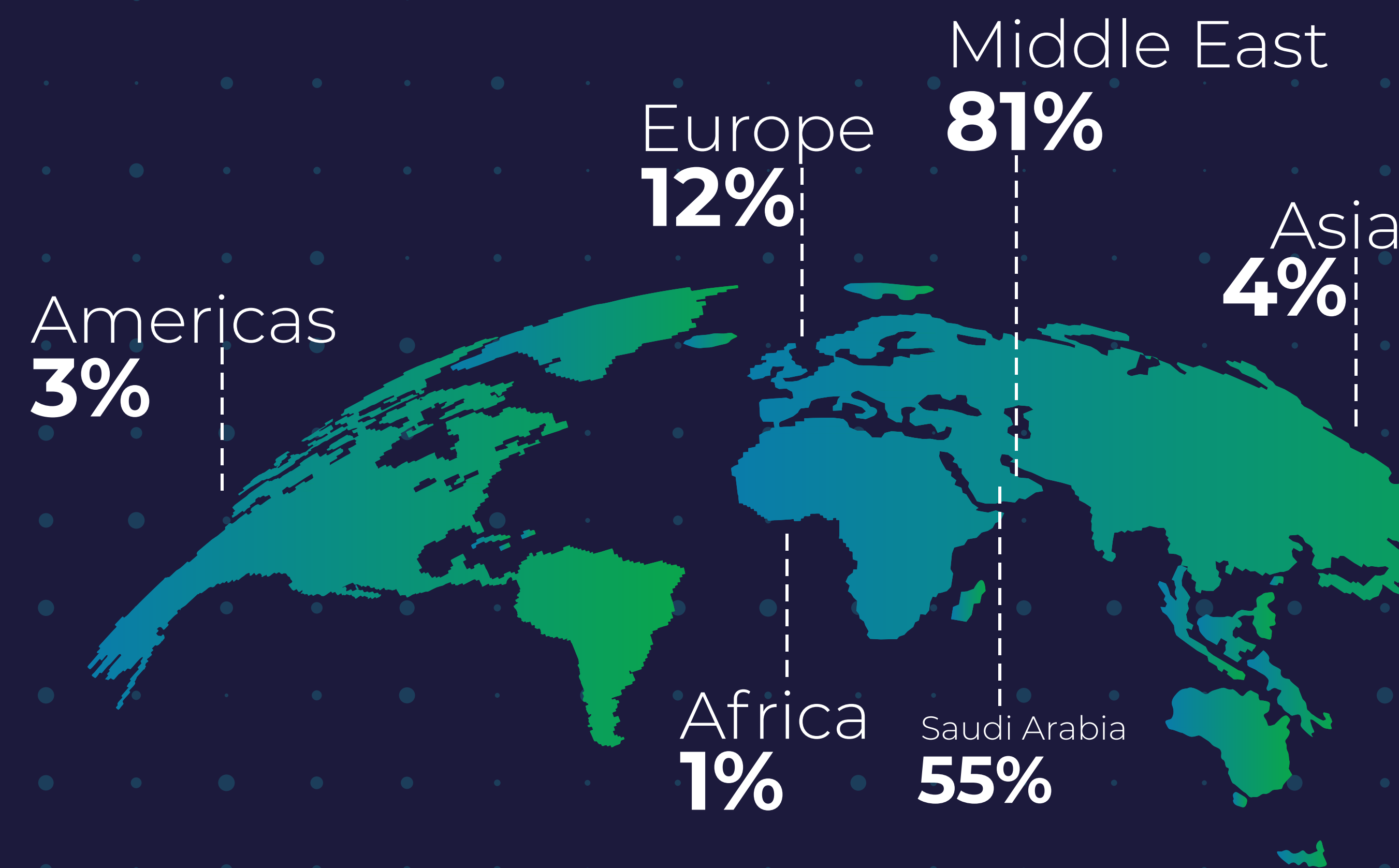
BY INDUSTRY



BY JOB LEVEL



BY GEOGRAPHY



“The summit provided unparalleled networking opportunities and deep insights from panel discussions, shedding light on Saudi Arabia's vibrant tourism sector.”

Falih M. Hajaj
CEO,
Tashyid Urban Development

BUSINESS OPPORTUNITIES AT FHS SAUDI ARABIA 2024

95%

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

84%

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



“The Summit brought hundreds of hospitality professionals from all over the world together in Riyadh. Thrilled to have been a part of this momentous – FHS Saudi Arabia defined what “tomorrow” brings to the hospitality industry in Saudi Arabia and the GCC region.”

Isabel Tapp
Founder & CEO, AllDetails

NETWORKING EXPERIENCES

SPEED NETWORKING

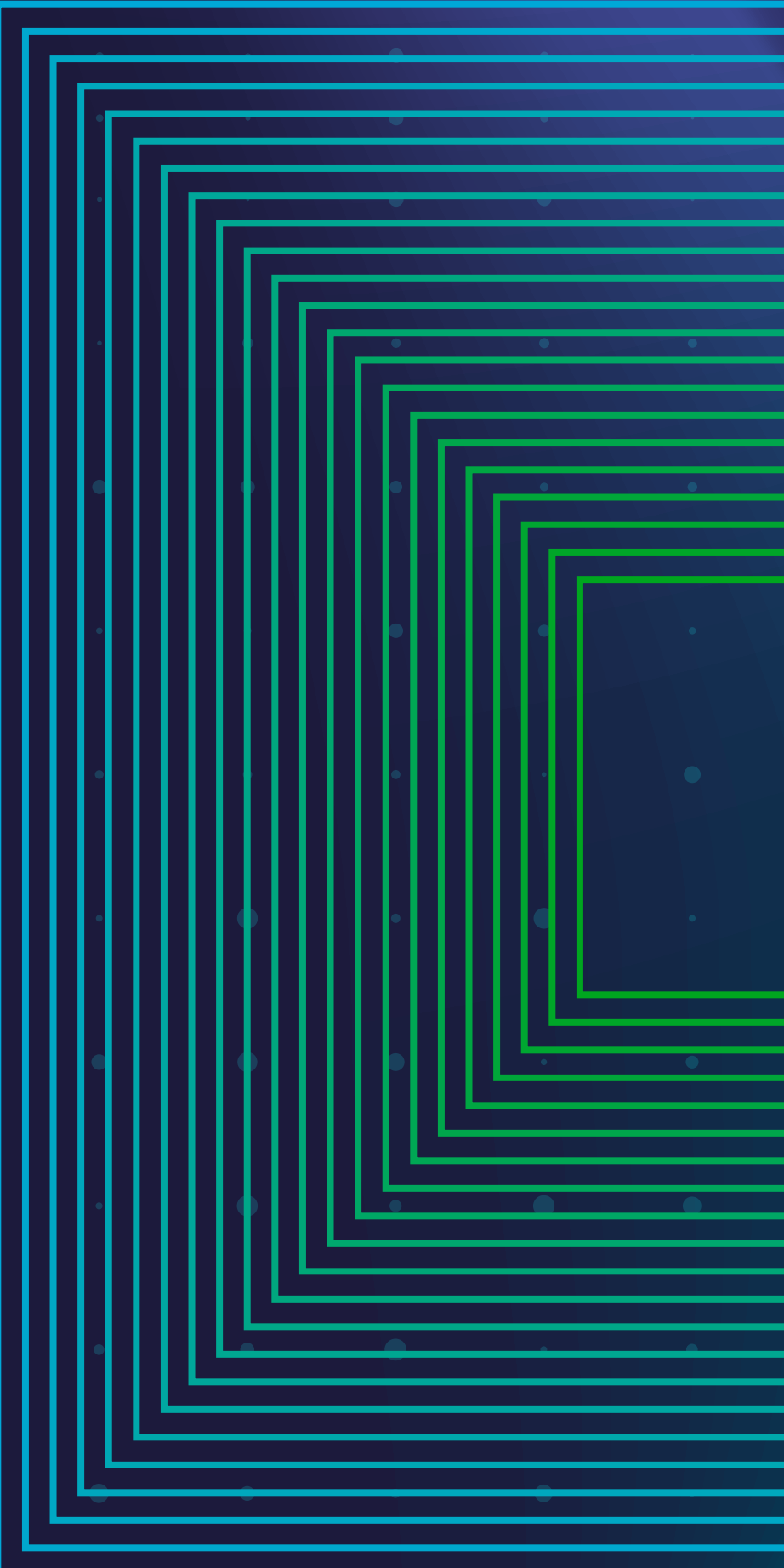


94%

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

91%

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



NETWORKING EXPERIENCES

WELCOME RECEPTION

ON THE GREEN BY MAIZ HOSTED BY MANDARIN
ORIENTAL AL FAISALIAH



EVENING RECEPTION

AT MANSARD RADISSON, A RADISSON COLLECTION HOTEL



WELLNESS ACTIVITIES & SITE TOURS

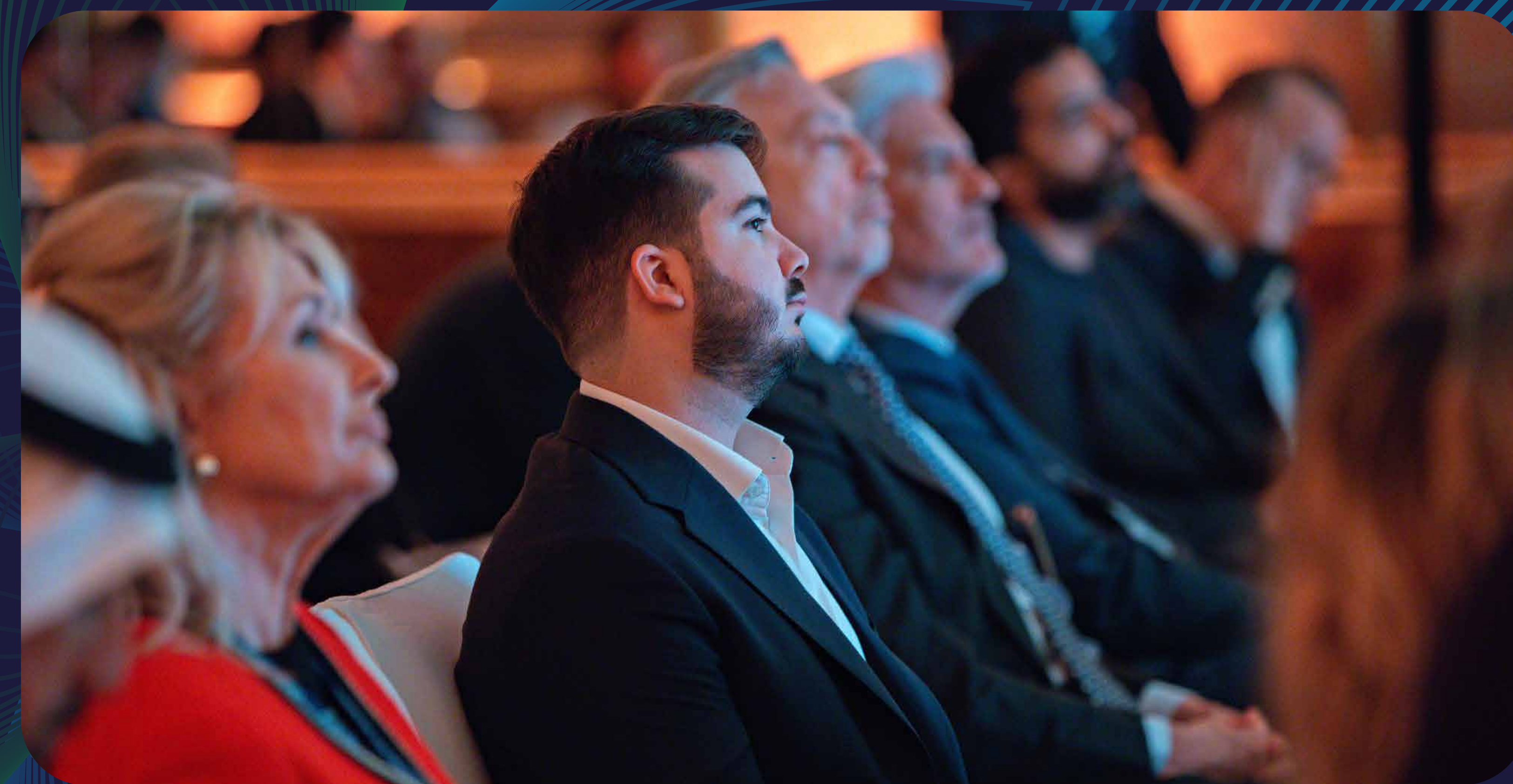


- THE SAUDI NATIONAL MUSEUM
- AL MASMAK PALACE
- SOUK AL-ZAL



GLOBAL RESTAURANT INVESTMENT FORUM (GRIF) AT FHS SAUDI ARABIA 2024

GRIF sessions covered data-driven insights on the F&B landscape of the region and insightful panel talks on critical trends in the industry.



DEAL SIGNINGS & ANNOUNCEMENTS AT FHS SAUDI ARABIA

RUA AL MADINAH HOLDING SIGNS AGREEMENT WITH HILTON TO OPEN THREE HOTELS AT RUA AL MADINAH PROJECT



Agreement between Rua Al Madinah Holding and Hilton to bring more than 1600 keys to the mega-project across its Conrad Hotels & Resorts, DoubleTree by Hilton, and Hilton Garden Inn brands



ADISSON HOTEL GROUP ACCELERATES EXPANSION STRATEGY IN SAUDI ARABIA WITH FOCUS ON HOLY CITIES



Radisson Hotel Group continues to intensify its efforts in the Kingdom of Saudi Arabia, aligning with the Saudi 2030 vision for hospitality.



MARRIOTT INTERNATIONAL AND AL QIMMAH HOSPITALITY SIGN AGREEMENT TO OPEN A JW MARRIOTT HOTEL IN JEDDAH



Marriott International, Inc. and Al Qimmah Hospitality (a subsidiary of BinDawood Trading) today announced the signing of an agreement to introduce the JW Marriott brand in Jeddah.



DEAL SIGNINGS & ANNOUNCEMENTS AT FHS SAUDI ARABIA

ACCOR SPEARHEADS HOSPITALITY EXPANSION THROUGHOUT SAUDI ARABIA



As the largest hotel operator in Saudi Arabia, Accor is spearheading a strategic transformation of the country's tourism sector, marking a new era of hospitality in the Kingdom.



LADUN INVESTMENT SIGNS PARTNERSHIP AGREEMENT WITH CHEVAL COLLECTION FOR THE CONSTRUCTION & OPERATION OF LADUN CHEVAL LIVING



Ladun Investment Company signed a partnership agreement with award-winning hospitality group, Cheval Collection featuring numerous contracts for the construction and operation of CHEVAL LADUN LIVING



WORLD SUSTAINABLE HOSPITALITY ALLIANCE: LEADING THE CHARGE FOR A NET POSITIVE FUTURE IN GLOBAL HOSPITALITY



The Alliance has unveiled its new name, underlining its ever-growing global reach.



DEAL SIGNINGS & ANNOUNCEMENTS AT FHS SAUDI ARABIA

SILICON VALLEY'S INHABITR BRINGS AI-POWERED FURNISHING SOLUTIONS TO THE MIDDLE EAST



Inhabitr, the first AI-powered commercial real estate furnishing platform, is excited to announce its expansion into the Middle East, marked by the opening of new office and design studios in Saudi Arabia

INHABITR
AI powered CRE furnishing solution

ASFAR ANNOUNCES BAHEEJ AND KERTEN HOSPITALITY PARTNERSHIP TO ELEVATE INTEGRATED LIVING IN YANBU



Baheej Tourism Development Company, a joint venture between ASFAR, the Saudi tourism investment company owned by PIF, and the Tamimi-AWN Alliance, has signed a strategic agreement with Kerten Hospitality



KERTEN HOSPITALITY ANNOUNCES RECORD EXPANSION, DOUBLING PORTFOLIO IN FIRST QUARTER OF 2024



Kerten Hospitality, a global leader in bespoke hospitality and integrated living solutions, has announced it has doubled year-on-year growth in the first quarter of 2024



DEAL SIGNINGS & ANNOUNCEMENTS AT FHS SAUDI ARABIA

**ENABLED BY ASFAR:
BAHEEJ AND THE ROYAL
COMMISSION FOR JUBAIL
AND YANBU SIGN FOUR
INVESTMENT AGREEMENTS
TO SPEARHEAD UNIQUE
TOURISM PROJECTS**



**RCY X KNIGHT FRANK :
WATERFRONT
DEVELOPMENT
STRATEGY FOR THE
ROYAL COMMISSION OF
JUBAIL & YANBU FOR
THE JAZAN REGION**

**SIGNING CEREMONY
BETWEEN ASFAR AND
MANTIS**



**ENABLED BY TDF:
SIGNING CEREMONY
BETWEEN REFAD AND
IHG HOTEL AND
RESORTS**

DEAL SIGNINGS & ANNOUNCEMENTS AT FHS SAUDI ARABIA

LADUN INVESTMENT COMPANY & CHEVAL LADUN LIVING SIGNING CEREMONY (AL RAJHI BANK)

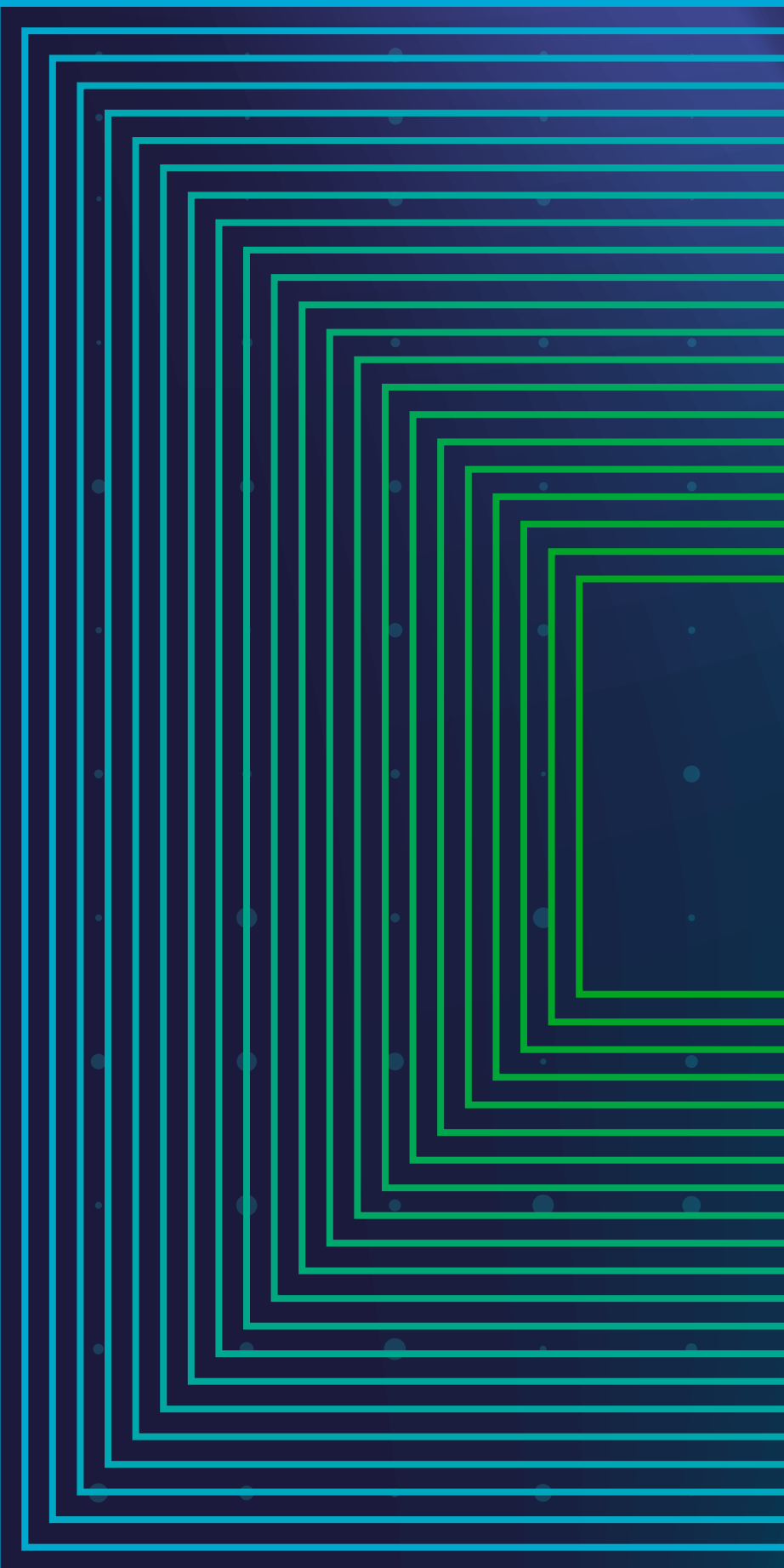


LADUN INVESTMENT COMPANY & CHEVAL LADUN LIVING SIGNING CEREMONY (BUILT INDUSTRIAL)

LADUN INVESTMENT COMPANY & CHEVAL LADUN LIVING SIGNING CEREMONY (ABDULELAH ALMOHANNA)



LADUN INVESTMENT COMPANY & CHEVAL LADUN LIVING SIGNING CEREMONY (KHATIB & ALAMI)



DEAL SIGNINGS & ANNOUNCEMENTS AT FHS SAUDI ARABIA

LADUN INVESTMENT
COMPANY & CHEVAL
LADUN LIVING SIGNING
CEREMONY (DZ DESIGN)



SIGNING CEREMONY FOR
THE STRATEGIC ALLIANCE
BETWEEN DHALILYAH
HOSPITALITY COMPANY AND
LEVA HOTELS



HYATT SIGNS
AGREEMENT WITH
KNOWLEDGE ECONOMIC
CITY (KEC) FOR TWO
NEW HYATT-BRANDED
HOTELS IN THE KINGDOM
OF SAUDI ARABIA - HYATT
HOUSE MADINAH KEC
AND HYATT CENTRIC
MADINAH KEC

DIGITAL MARKETING CAMPAIGN

The digital marketing campaign for FHS Saudi Arabia 2024 spanned over 6 months from December 2023 to May 2024. Marketing channels included social media, email marketing, partner websites, and digital ads on various websites

FHS SAUDI ARABIA WEBSITE

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

DATA:

- 41,000 Website users
- 134,000 Website Page Views
- 1m 30s Average engagement

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 17500 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.

DATA:

LINKEDIN

1,404,113
Impressions

18,838
Page Views

FACEBOOK & INSTAGRAM

96,616
Impressions

26,894
Unique Accounts Reached

TWITTER

50,900
Impressions

YOUTUBE

202.5K
Impressions

SOCIAL MEDIA PROMOTION

Future Hospitality Summit
19,570 followers
1mo • [+ Follow](#)

Shaikha Al Nowais, is one of the leading women in hospitality as she serves as Corporate Vice President, Owner Relationship Management at **Rotana Hotels & Resorts**. Having a wealth of experience in the corporate world and serving as a CVP at one of the world's leading hospitality brands, she shared what qualities women bring to the sector.

#FHSWomenPower is an extension of our efforts to celebrate these qualities and facilitate women in hospitality further. As a Saudi national, director-level or above woman in hospitality, you can qualify for a complimentary pass through this initiative.

Learn more and register here: <https://lnkd.in/dusMa27X>

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Companies with women on boards may be better positioned to adapt to changing market dynamics, and develop products and services that resonate with a broader audience. Their resilience and adaptability in navigating challenges make them indispensable assets to our industry's success. **SHAIKHA AL NOWAIS**, Corporate Vice President, Owner Relationship Management, Rotana

#FHSWomenPower **Rotana**

187 2 comments • 6 reposts

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"The reality is that the majority of people in the world are really economy and mid-scale brand customers. So, we need to continually offer that mid-scale and economy brand so the system continues so they have an aspiration of luxury."

Paul Stevens highlights a fundamental aspect of the hospitality industry, which is particularly relevant to the discussions at FHS Saudi Arabia. While luxury establishments inspire and set benchmarks, the mid-scale and economy segments form the backbone of the industry, catering to the majority of travelers. This balance between aspiration and accessibility is crucial as we explore the future of hospitality in Saudi Arabia, aiming to meet the diverse needs of guests from around the world.

Register to join the game-changers in hospitality: [futurehospitality.com/sa](https://lnkd.in/dScZzYg)

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Fahad Abdulrahim Kazim, CEO of **Millennium Hotels and Resorts MEA**, emphasises the delicate balance of meeting owner expectations while ensuring financial profitability in the hospitality industry. He shares insights on optimising operations without compromising service quality, highlighting the importance of engaging and supporting local communities. His approach underlines the dual focus on maintaining service excellence and achieving financial goals, essential for sustaining long-term success in the competitive hospitality market.

Tune in to the full podcast episode: <https://lnkd.in/dMJwPShs>

Fahad Abdulrahim Kazim will be speaking at FHS Saudi Arabia - 29th April to 1 May, 2024

Register here to connect with senior leadership from Millennium: [futurehospitality.com/sa](https://lnkd.in/dScZzYg)

#FutureHospitalitySummit #FHSSaudiArabia #FHSPodcast

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Fahad Abdulrahim Kazim at FHS Saudi Arabia 2024

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Diverse workforces create better futures. **Marloes Knippenberg**, CEO, **Kerten Hospitality** shares the role Kerten Hospitality is playing in improving the percentage of women employed and how that has changed in the last five years.

With **#FHSWomenPower** at FHS Saudi Arabia 2024, we're providing complimentary passes to Saudi national, director-level or above women in hospitality to support a stronger future for the hospitality industry. Register here: <https://lnkd.in/dScZzYg>

#FutureHospitalitySummit #FHSSaudiArabia

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Diversity is a cornerstone of our workforce, with women comprising 57% of our team, reflecting our commitment to inclusivity. We prioritise diversity within our leadership, recognising the invaluable contributions women make to our organisation.

MARLOES KNIPPENBERG
Chief Executive Officer
Kerten Hospitality

#FHSWomenPower **KERTEN HOSPITALITY**

Future Hospitality Summit
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Tjalling van den Burger from **Adyen** reveals how the hospitality sector is keen on enhancing its operations through innovative tech. He sheds light on Adyen's strategy to launch their dedicated hospitality product by partnering with FHS World as a tech sponsor.

Tune into the episode to explore the intersection of technology and hospitality: <https://lnkd.in/d932wZn3>

Join hundreds of key industry players who are transforming tomorrow, at our 2024 summits.

FHS Saudi: [futurehospitality.com/sa](https://lnkd.in/dScZzYg) - Al Faisaliah Hotel, Riyadh, from 29 April to 01 May 2024
FHS World: [futurehospitality.com/ae](https://lnkd.in/dScZzYg) - Madinat Jumeirah, Dubai, from 30 Sep to 02 Oct 2024

#FHSWorld #FHSSaudi #FutureHospitalitySummit

Future Hospitality Summit
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7

TJALLING VAN DEN BURGER
VP HOSPITALITY
ADYEN

and what we've also seen is that there's a lot of

FHS WORLD **futurehospitality.com**

Future Hospitality Summit
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2mo • Edited

To celebrate International Women's Day, we sat down with industry pioneers to understand the impact of women's workforce in tourism and hospitality industries and learn how initiatives like **#FHSWomenPower** are driving diversity and empowerment in the sector. Read more:

CELEBRATING WOMEN'S EXCELLENCE IN HOSPITALITY
#FHSWOMENPOWER

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Future Hospitality Summit
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2mo • Edited • [+ Follow](#)

"In a fast-paced environment, resilience and persistence is key. Some people seem to think that, due to the high level of spending in the country, success is easy in Saudi Arabia. But it isn't"

In a dynamic landscape marked by burgeoning infrastructures and Giga projects, **Khalidoun Soubra**, **PMP, FMP**, Deputy CEO of **Saudi Icon Company**, unveils an exciting future for Saudi Arabia's hospitality sector. With major events like the World Cup, Winter Games, and Expo on the horizon, he highlights the necessity for a rapid expansion in high-end hospitality and entertainment offerings, including diverse restaurants, theme parks, and hotels.

As a platinum sponsor and a leader in turnkey interior and fit-out solutions, Saudi Icon has been transforming spaces since 2014 and boasts over 400,000 sqm of developed space, 400 completed projects, and a vast array of clients. Their commitment to excellence and innovation positions them as a key player in the Kingdom's dynamic hospitality landscape.

Discover more and join the changemakers: [futurehospitality.com/sa](https://lnkd.in/dScZzYg)

#FutureHospitalitySummit #FHSSaudi #SaudiIcon

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HOW IS THE FUTURE LOOKING FOR SAUDI'S HOSPITALITY SECTOR?

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Dive into the untapped potential of secondary cities in Saudi Arabia with the panel moderated by **Aboudi Asali**, Executive Vice President, Head of Hotels Advisory MENA at **JLL**, this session will feature insights from **Maher Abou Nasr** **VP Operations Saudi Arabia** at **IHG Hotels & Resorts**; **Carlos Khneisser**, VP Development Middle East & Africa at **Hilton**; **Elie Milky**, VP Development at **Radisson Hotel Group**; and **Tariq Yousef Dowidar**, VP Saudi Arabia at **Aleph Hospitality**.

Discover how Saudi Arabia's strategic focus on developing hospitality in lesser-known locales aligns with global trends towards exploring off-the-beaten-path destinations and how major hotel groups are pivotal in this dynamic shift.

Join us to explore how this approach is crafting new tourism opportunities: [futurehospitality.com/sa](https://lnkd.in/dScZzYg)

#FutureHospitalitySummit #FHSSaudiArabia

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INVEST IN TOMORROW. TODAY TOGETHER.

DOMESTIC TOURISM IN SECONDARY CITIES: HOW MAJOR HOTEL GROUPS CAN HELP TO UNLOCK NEW OPPORTUNITIES?

ABOUDI ASALI, **MAHER ABOUNASR**, **CARLOS KHNEISSER**, **ELIE MILKY**, **TARIQ YOUSSEF DOWIDAR**

29th APRIL TO 1st MAY | MANDARIN ORIENTAL AL FAISALIAH, RIYADH | [futurehospitality.com/sa](https://lnkd.in/dScZzYg)

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Oliver Bonke, CEO of **H World International**, highlights the promising future of Saudi Arabia's hospitality market, emphasising its unique cultural heritage, year-round great weather, and visionary national strategies. He advises businesses to deeply understand local culture, build on-ground relationships, and commit to the country's growth. Bonke also discusses H World International's strategic focus on connecting Chinese and European travelers to Saudi Arabia through its extensive loyalty program and strong market ties.

Discover more about how H World International is shaping global travel trends in Saudi Arabia: [futurehospitality.com/sa](https://lnkd.in/dScZzYg)

#FutureHospitalitySummit #FHSSaudiArabia #HWorldInternational

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OLIVER BONKE

The prospects for Saudi as a destination for tourism

Future Hospitality Summit
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On the latest FHS Podcast, we welcome **Fahad Abdulrahim Kazim**, CEO of **Millennium Hotels and Resorts MEA & Lakhraim Group**, to discuss their brand's significant growth and innovation across the Middle East and Africa.

He delves into the integration of cutting-edge brands like M Social and Biltmore and the role of technology in enhancing guest experiences. Fahad shares his journey from real estate to the heart of hospitality, highlighting the critical shift towards questioning industry norms to drive progress. The conversation also covers Millennium's dedication to sustainability, community involvement, and nurturing local talent, underscoring the initiatives shaping the future of hospitality.

Tune in to the full episode: <https://lnkd.in/dMJwPShs>

Register for FHS Saudi Arabia here: [futurehospitality.com/sa](https://lnkd.in/dScZzYg)

#FutureHospitalitySummit #FHSSaudiArabia #FHSPodcast

Future Hospitality Summit
19,570 followers
1 repost

THE FHS PODCAST
EPISODE 46

FAHAD ABDULRAHIM KAZIM
Chief Executive Officer
Millennium Hotels & Resorts & Lakhraim Group

40

Future Hospitality Summit
19,570 followers
3mo • Edited • [+ Follow](#)

(Click "Unmute" before the video plays)

We're thrilled to announce FHS Saudi Arabia, 29 April - 1 May 2024 with Jonathan Worsley Arabia 2.0, our bilingual AI avatar! With the support of our Host Sponsors **Mandarin Oriental Al Faisaliah**, Riyadh and **Al Khozama Investment**, this year's theme is "Invest in Tomorrow: Today, Together." We're focusing on hospitality investment, entrepreneurship, sustainable development, and human capital, in line with Saudi Arabia's Vision 2030.

Join us for a summit of transformative discussions and networking in the heart of Riyadh.

Register here: [futurehospitality.com/sa](https://lnkd.in/dScZzYg)

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We're pleased to welcome back **Haitham Mattar** as a speaker at FHS Saudi Arabia 2024.

As Managing Director for **IHG Hotels & Resorts** in the Middle East, Africa, & South West Asia, Haitham steers over 160 operational hotels and a promising pipeline of 106 properties. He is all set to bring critical insights into transforming regions into global tourism hotspots as he currently serves as Special Advisor to UN Tourism and holds a distinguished background as Senior Advisor to the Saudi Ministry of Tourism, and CEO of Ras Al Khaimah Tourism Development Authority.

Join industry-leading C-level executives in Riyadh: [futurehospitality.com/sa](https://lnkd.in/dScZzYg)

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INVEST IN TOMORROW. TODAY TOGETHER.

29th APRIL TO 1st MAY | MANDARIN ORIENTAL AL FAISALIAH, RIYADH

SPEAKER
HAITHAM MATTAR
Special Advisor, UN Tourism
Managing Director
MEA & South West Asia
IHC Hotels & Resorts

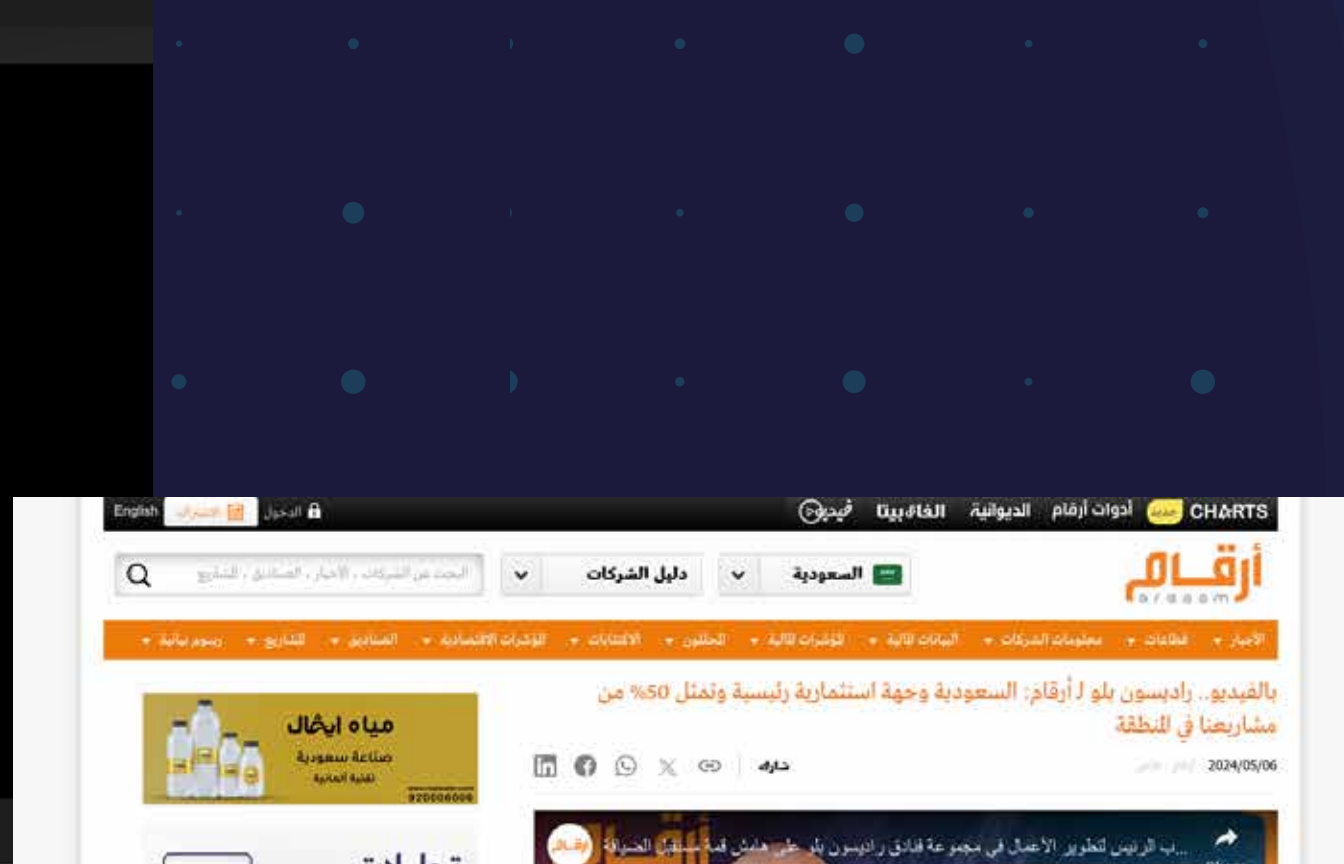
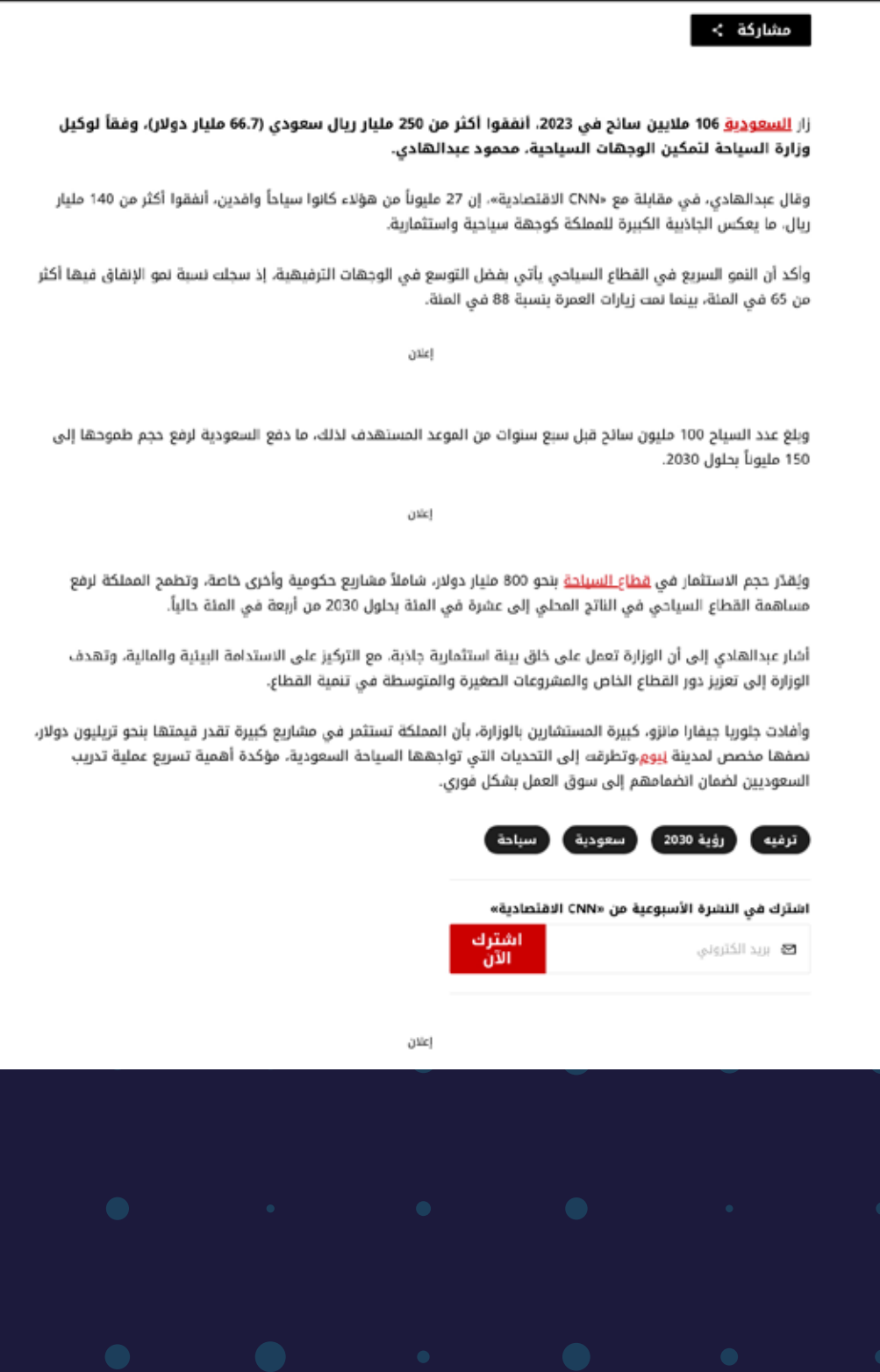
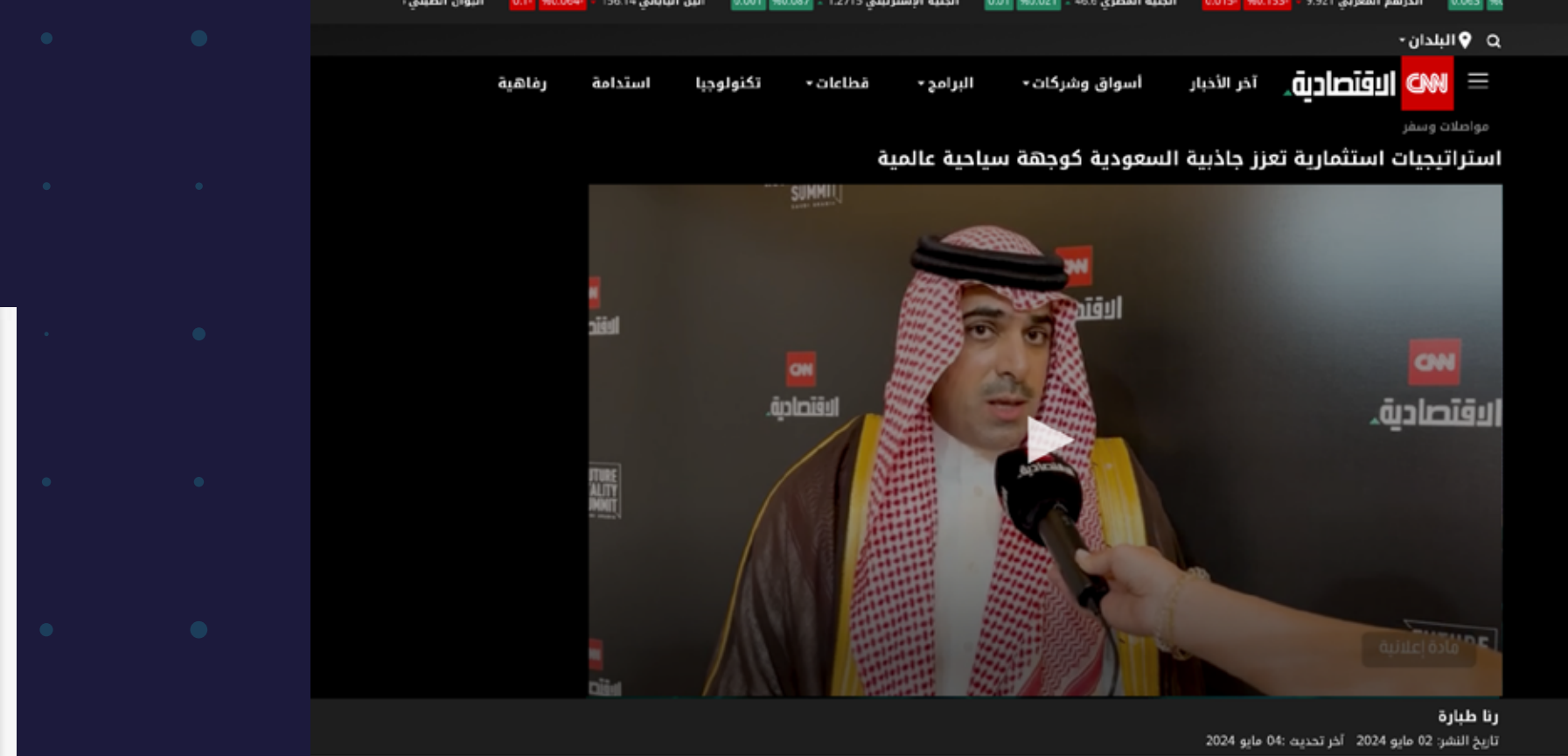
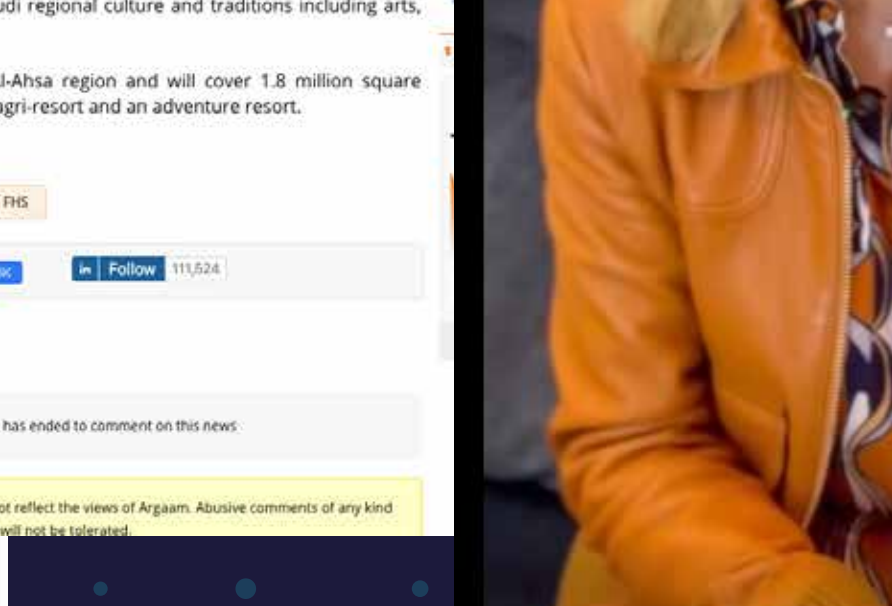
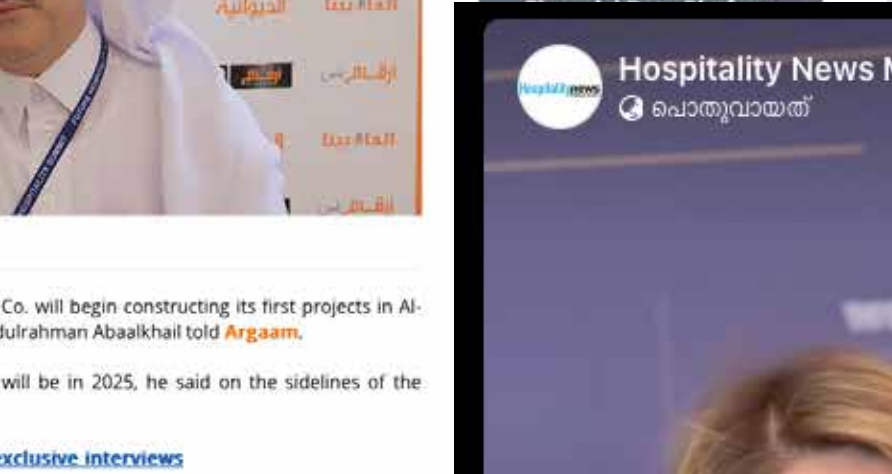
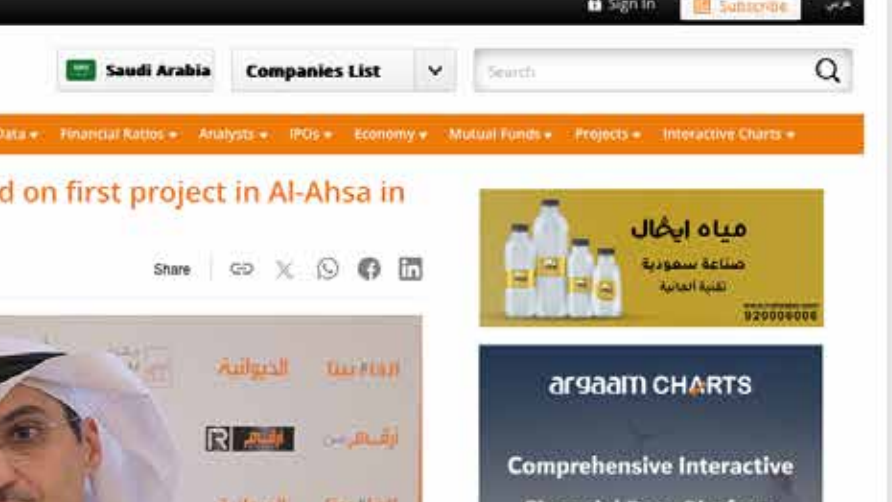
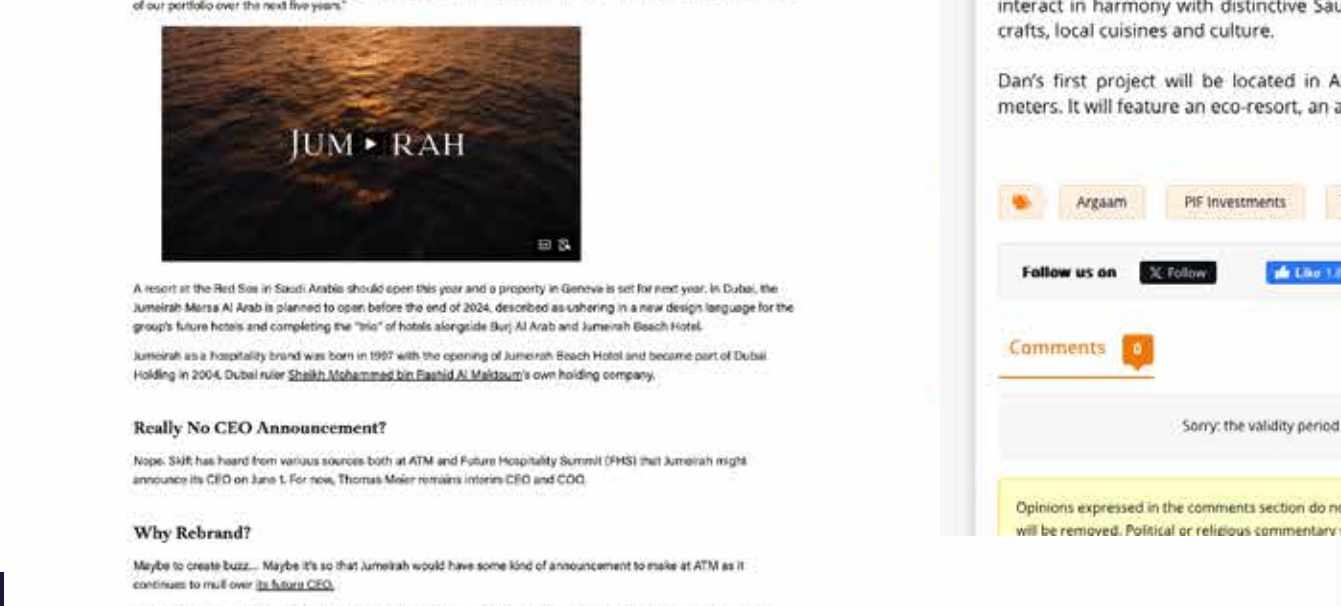
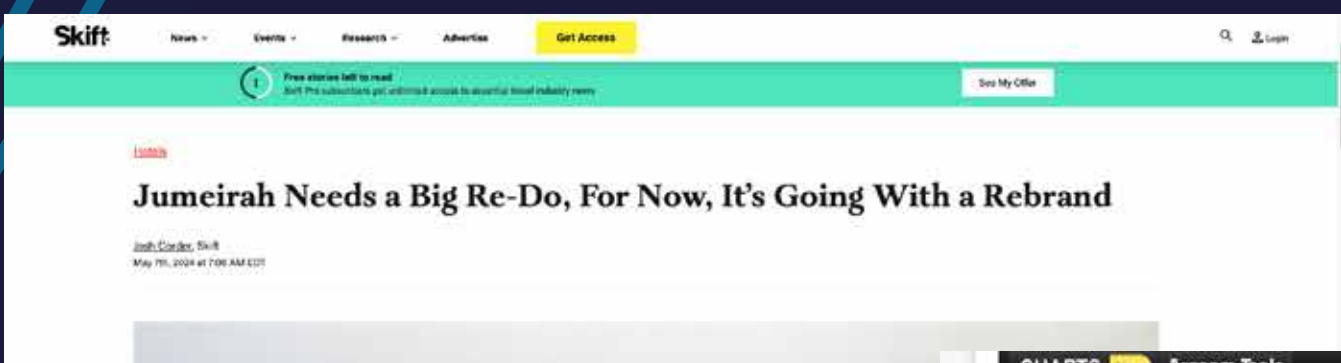
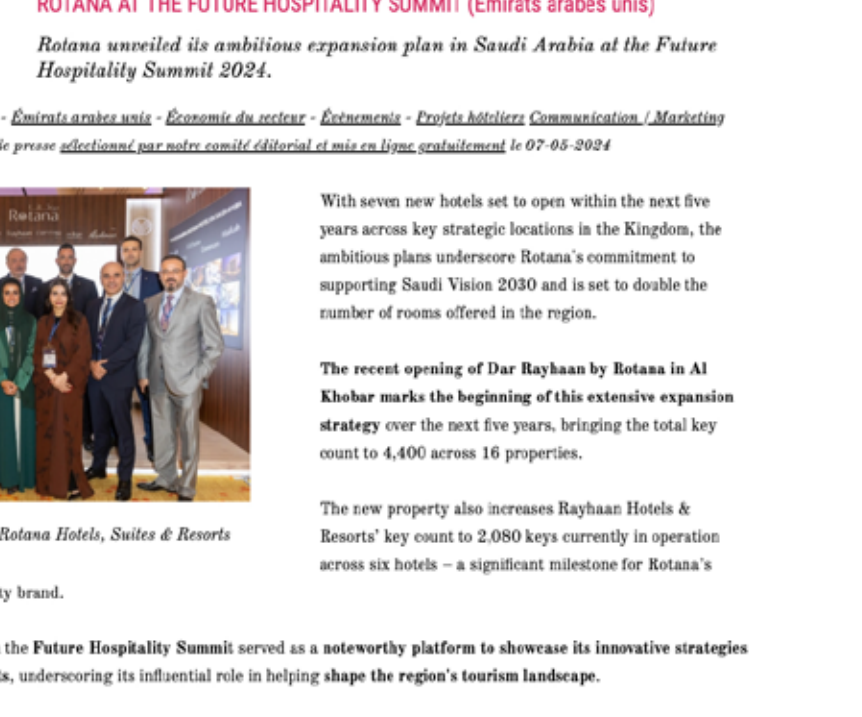
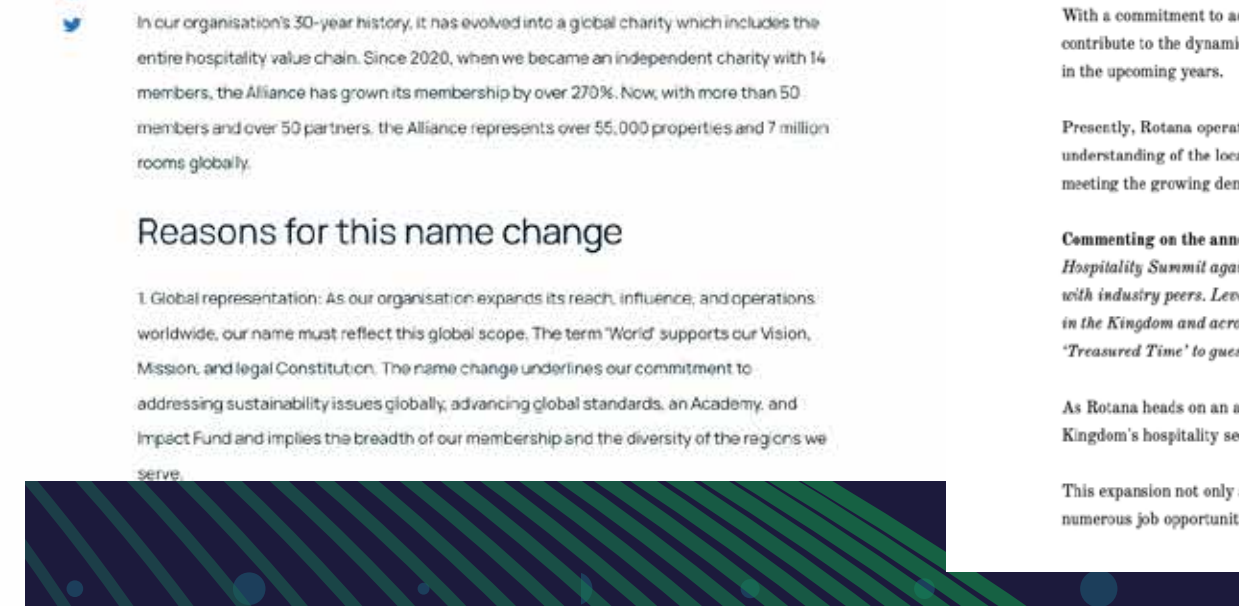
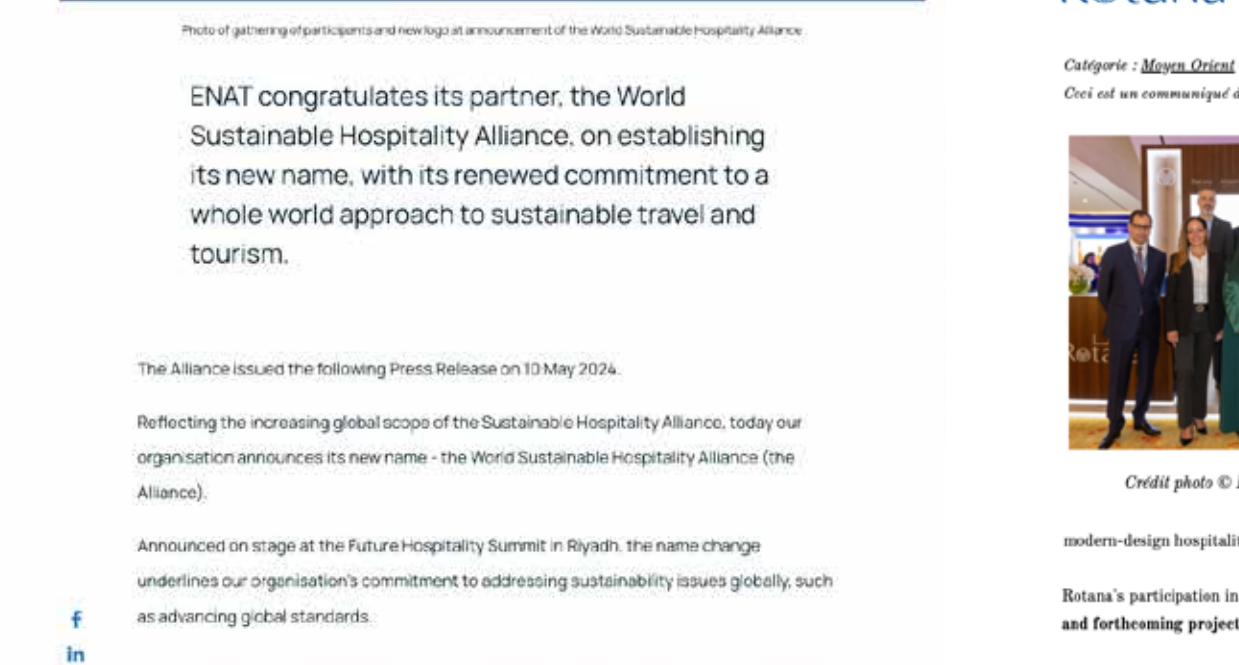
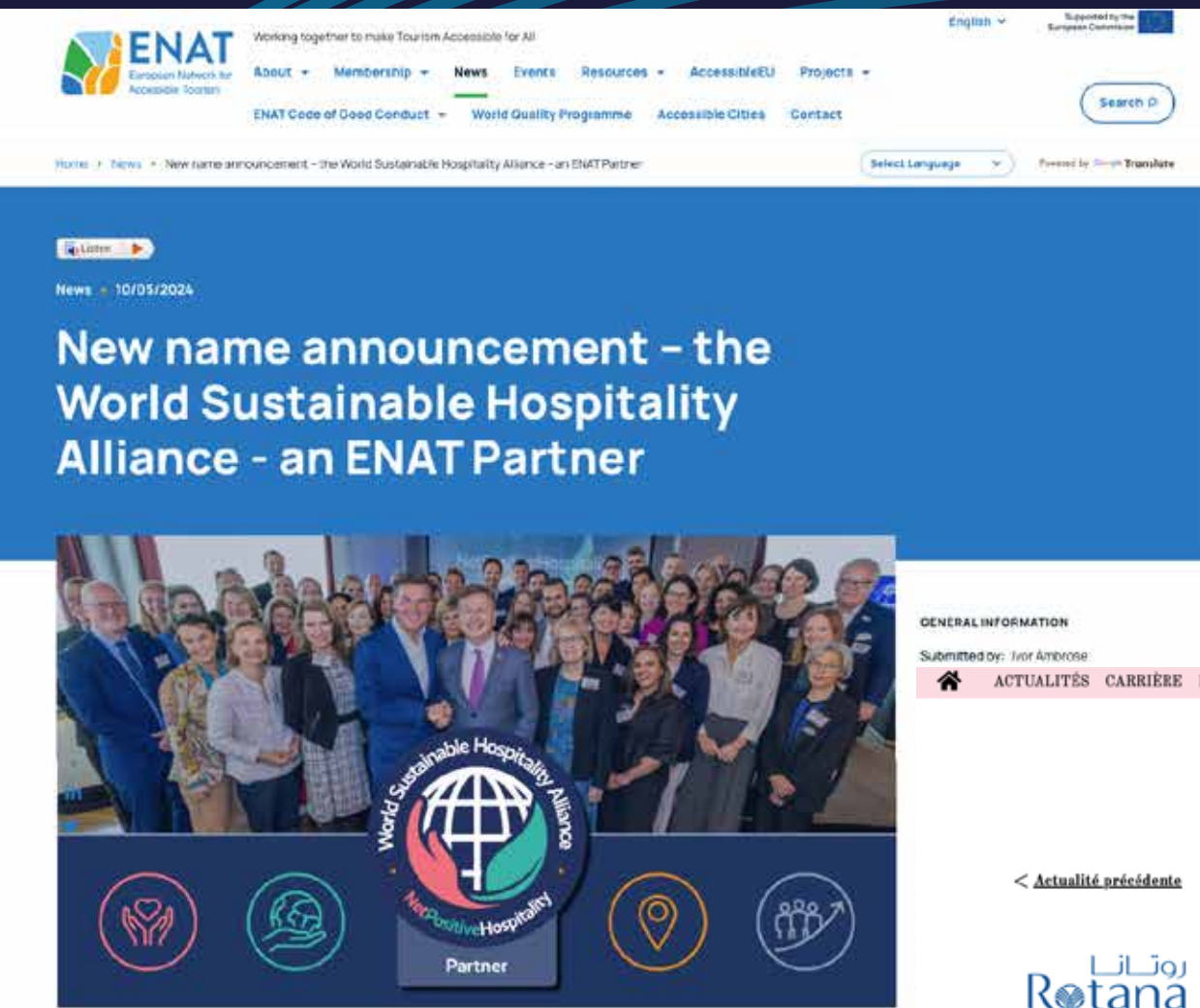
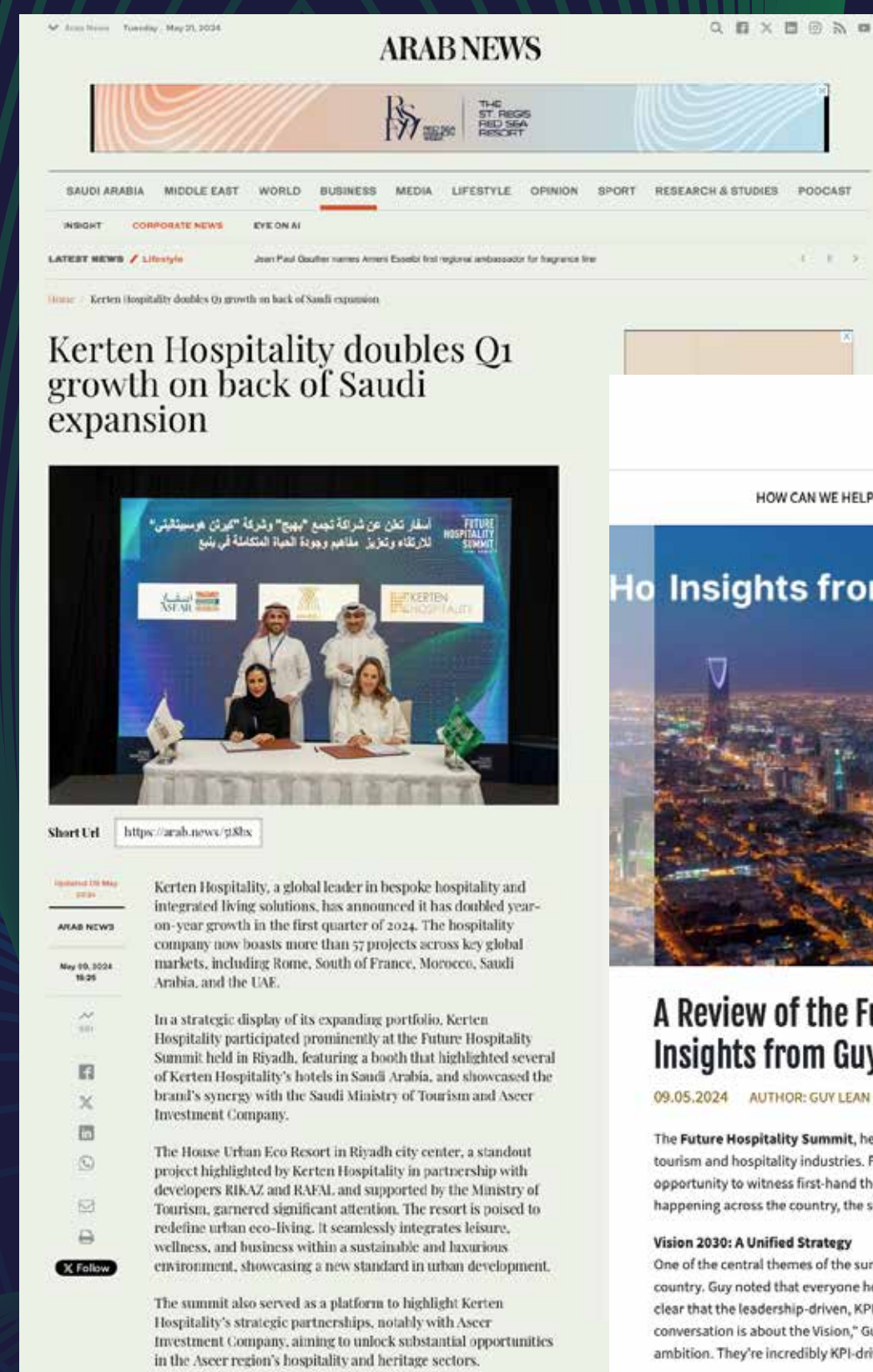
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PR & MEDIA COVERAGE FOR FHS SAUDI ARABIA

DATA:

- 1900 pieces of coverage
- 65,747 reach on digital media
- 80+ media in attendance including National TV, Radio, daily newspapers, business press and hospitality and travel trade media

In addition to our media partners, who plays a crucial role in promoting the event throughout the campaign, FHS 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 announcements, and informative text pieces on industry news.



FHS SAUDI ARABIA HIGHLIGHTS

FHS SAUDI ARABIA 2024 DAY 1 HIGHLIGHTS



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FHS SAUDI ARABIA 2024 DAY 2 HIGHLIGHTS



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FHS SAUDI ARABIA 2024 DAY 3 HIGHLIGHTS



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GET IN TOUCH



MATTHEW WEIHS

Commercial Director
The Bench

+44 7858 511012
matthew.weihs@thebench.com



MICHELLE TURNEY

Head of Sales & Partnerships, Saudi Arabia
The Bench

+44 7494 563333
michelle.turney@thebench.com

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AFRICA

19 - 21 June 2024
Movenpick Hotel, Windhoek, Namibia



AHIF
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INVESTMENT FORUM

25 - 27 June 2024
Mövenpick Hotel, Windhoek, Namibia



FHS
WORLD

30 SEP - 02 OCT 2024
Madinat Jumeirah, Dubai