

futurehospitality.com/sa

#FHSSaudiArabia



FHS
SAUDI ARABIA

14 - 16 April 2025
Mandarin Oriental Al Faisaliah, Riyadh

the
bench

2024 RECAP

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

2024 SPONSORS

HOST SPONSORS



STRATEGIC PARTNER



FOUNDING PARTNER



ENABLEMENT PARTNER



PLATINUM SPONSORS



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START-UP EXHIBITOR

UN TOURISM INNOVATION SPONSOR



CULINARY & CONCEPT TOUR PARTNER

COFFEE SPONSOR



SUPPORTERS



MEDIA PARTNER



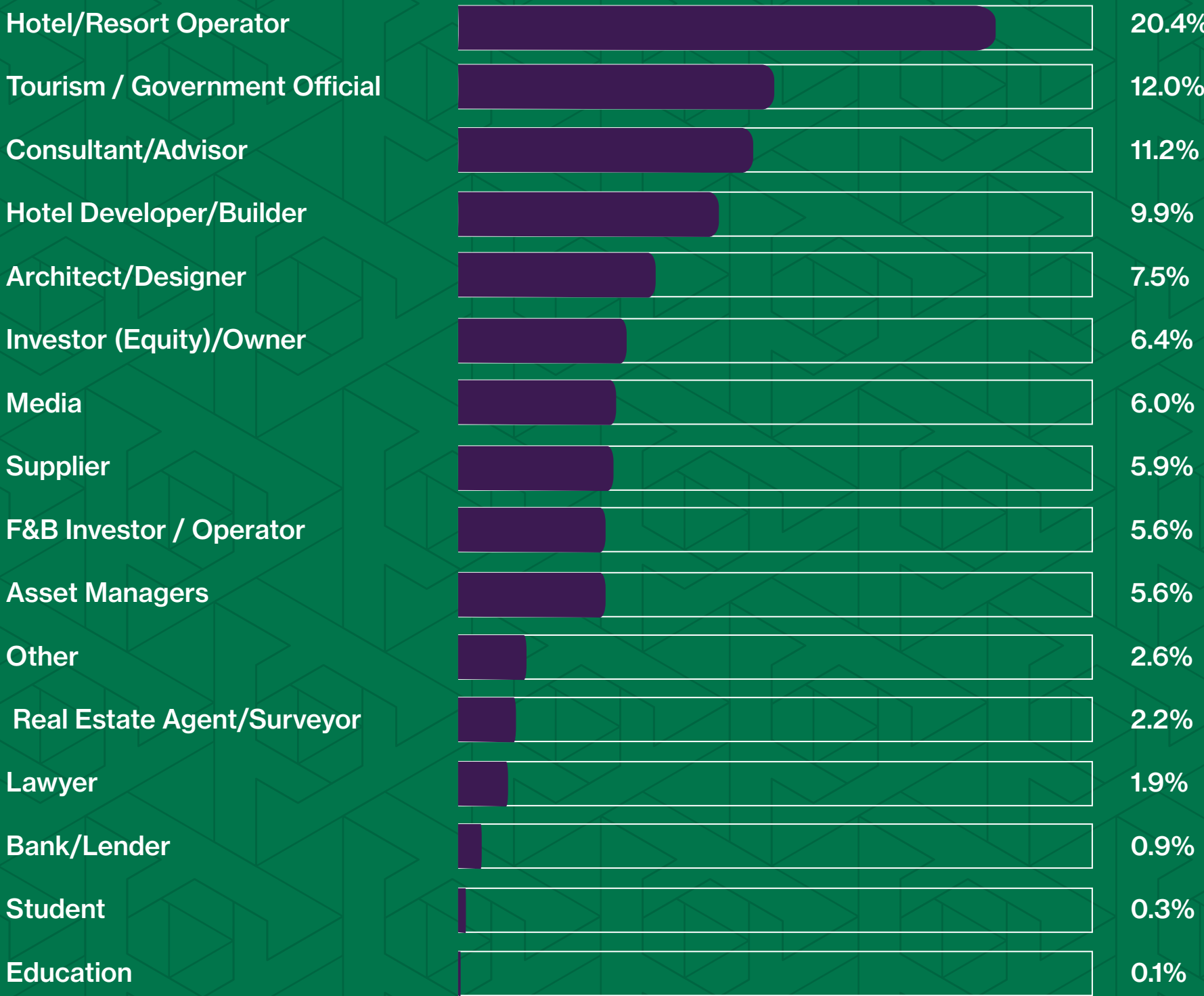
FHS has outdone itself this year, offering an unforgettable experience.

Khalid Saud Abuhaimed
Chief Executive Officer
Al Khozama Investment Company

WHO ATTENDED

1329 ATTENDEES FROM ACROSS THE GLOBE

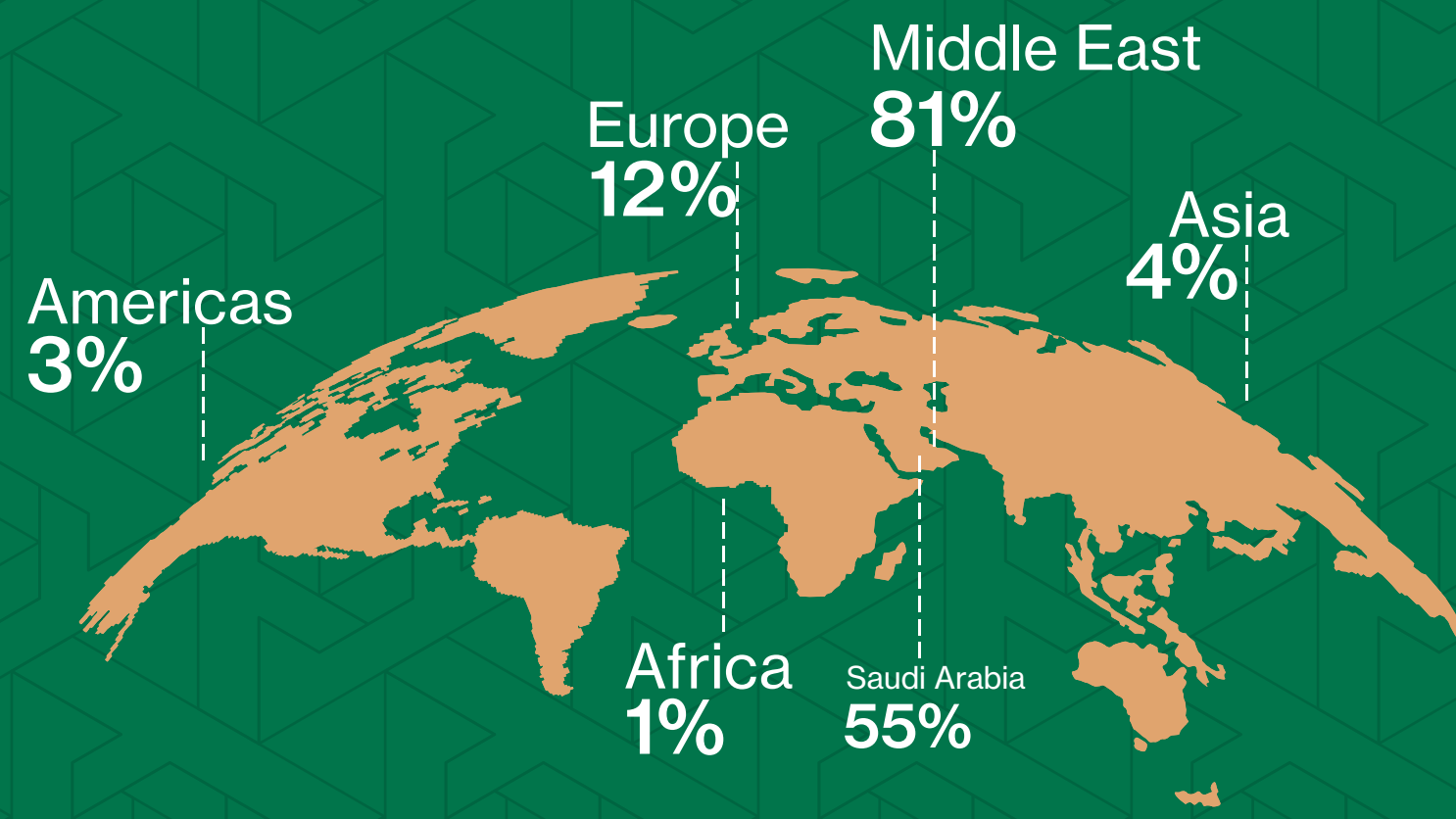
BY INDUSTRY



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

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."

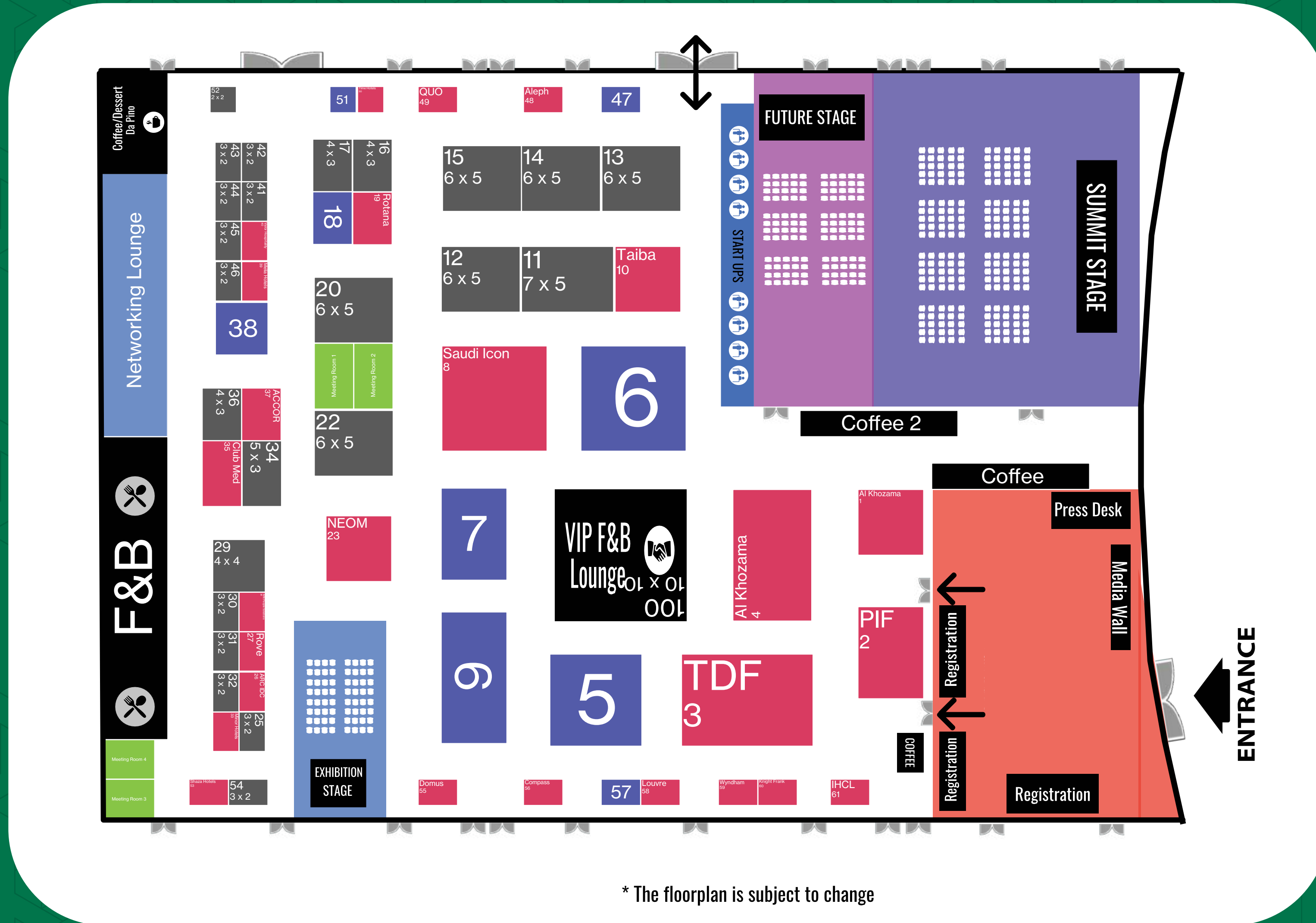
Bhagya Mahavithanage
Deputy Director,
Sri Lanka Tourism Development Authority



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

2025 FLOOR PLAN



[VIEW FLOOR PLAN](#)

NETWORKING OPPORTUNITIES

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.

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.



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

DEAL SIGNINGS AT FHS SAUDI ARABIA

[VIEW ALL SIGNINGS](#)

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

Radisson 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.

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.

MEET OUR ADVISORY BOARD



Khalid Saud Abu Haimed
Chief Executive Officer
Al Khozama Investments



Sultan Bader Al-Otaibi
Chief Executive Officer
Taiba Investments



HH Prince Saud Al-Saud
Chairman
Yakoon Investment



HE Gloria Guevara Manzo
Chief Special Advisor
Ministry of Tourism - Kingdom of Saudi Arabia



Maher Abou Nasr
Vice President Operations Saudi Arabia
IHG Hotels & Resorts



Maher Abou Nasr
Vice President Operations Saudi Arabia
IHG Hotels & Resorts



Muhammad Al Amir
Chief Executive Officer
AIMS Hospitality



Mohammad Alathel
Chief Executive Officer
Amsa Hospitality



Hashim Al-Attas
Chief Executive Officer
Leylaty Group



Wahdan Al Kadi
Chief Executive Officer
Millennium Hotels & Resorts MEA



Abdulaziz Alkhudair
Managing Director
Majd Alaamal Group



Nawfal Al Khudairy
President & Chairman of the Board
Compass Project Consulting



Mae Al Mozaini
Founder & CEO
The Arab Institute for Women's
Empowerment - Nusf



Sinan Al Saady
Founder & Group CEO
Cool Inc



Norah Al Tamimi
Chief Executive Officer
Baheej Company

[VIEW ALL MEMBERS](#)

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 · 🌐

Shahkha 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/d/5MaZ7X>

Rotana

187 2 comments · 6 reposts

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2mo · 🌐

"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/d/5MaZ7X)

1:55 10 comments · 8 reposts

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Fahad Abdulrahim Kazim, CEO of Millennium Hotels and Resorts MEA, emphasizes 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/d/MJwPShs>

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/d/MJwPShs)

#FutureHospitalitySummit #FHSSaudiArabia #FHSPodcast

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/d/5cZzYg>

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MARLOES KNIPPENBERG
Chief Executive Officer
Kerten Hospitality

64 4 comments · 3 reposts

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1mo · Edited · 🌐

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/d/932wZN3>

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

FHS Saudi: [futurehospitality.com/sa](https://lnkd.in/d/5MaZ7X) - Al Faisallah Hotel, Riyadh, from 29 April to 01 May 2024
FHS World: [futurehospitality.com/ae](https://lnkd.in/d/5MaZ7X) - Madinat Jumeirah, Dubai, from 30 Sep to 02 Oct 2024

#FHSWorld #FHSSaudi #FutureHospitalitySummit

TJALLING VAN DEN BURGER
VP HOSPITALITY
ADYEN

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

FHS

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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
[futurehospitality.com](https://lnkd.in/d/5MaZ7X)

90

Future Hospitality Summit
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"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/d/5MaZ7X)

#FutureHospitalitySummit #FHSSaudi #SaudiIcon

OLIVER BONKE

103 7 comments · 11 reposts

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4w · 🌐

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 Naer, VP Operations Saudi Arabia at IHG Hotels & Resorts; Carlos Khneisser, VP Development Middle East & Africa at Hilton; Elic 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/d/5MaZ7X)

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

ABOUDI ASALI, MAHER ABU NAER, CARLOS KHNEISSER, ELIC MILKY, TARIQ YOUSSEF DOWIDAR

29TH APRIL TO 01 MAY | MANDARIN ORIENTAL AL FAISALLAH, RIYADH | [futurehospitality.com/sa](https://lnkd.in/d/5MaZ7X)

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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/d/5MaZ7X)

#FutureHospitalitySummit #FHSSaudiArabia #HWorldInternational

OLIVER BONKE

118 3 comments · 3 reposts

Future Hospitality Summit
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1mo · 🌐

On the latest FHS Podcast, we welcome Fahad Abdulrahim Kazim, CEO of Millennium Hotels and Resorts MEA & Lakhrain 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/d/MJwPShs>

Register for FHS Saudi Arabia here: [futurehospitality.com/sa](https://lnkd.in/d/5MaZ7X)

#FutureHospitalitySummit #FHSSaudiArabia #FHSPodcast

THE FHS PODCAST
EPISODE 46

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

40 1 repost

Future Hospitality Summit
19,570 followers
3mo · Edited · 🌐

(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 Faisallah, 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/d/5MaZ7X)

#FutureHospitalitySummit

FUTURE HOSPITALITY SUMMIT
SAUDI ARABIA

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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/d/5MaZ7X)

#FutureHospitalitySummit #FHSSaudiArabia

INVEST IN TOMORROW. TODAY TOGETHER.
29TH APRIL TO 01 MAY | MANDARIN ORIENTAL AL FAISALLAH, RIYADH

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

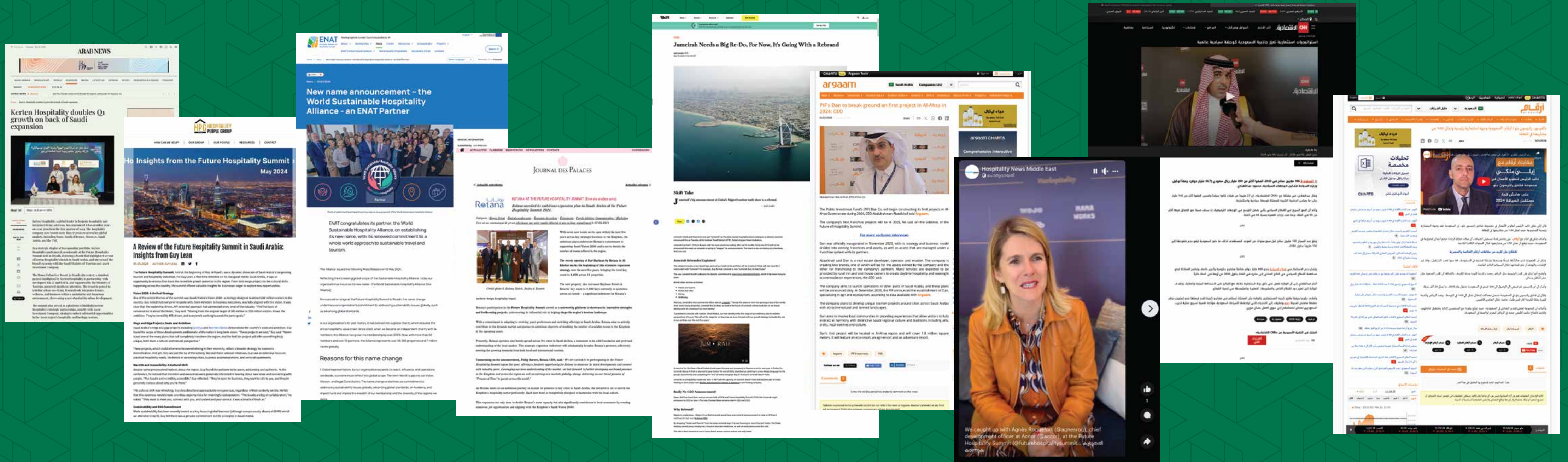
294 5 comments · 3 reposts

PR & MEDIA COVERAGE

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 play 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 interviews, sponsored announcements, and informative text pieces on industry news.



WATCH 2024 HIGHLIGHTS

FHS SAUDI ARABIA 2024 DAY 1



[VIEW HIGHLIGHTS](#)

FHS SAUDI ARABIA 2024 DAY 2



[VIEW HIGHLIGHTS](#)

FHS SAUDI ARABIA 2024 DAY 3



[VIEW HIGHLIGHTS](#)

GET IN TOUCH




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