

WHERE VISION SHAPES OPPORTUNITY



11 - 13 May 2025, Mandarin Oriental Al Faisaliah, Riyadh

futurehospitality.com/sa

A LEGACY OF LEADERSHIP

Since its launch in 2020 in collaboration with the Saudi G20 Secretariat and with the support of UN Tourism, the Saudi Ministry of Tourism, World Travel & Tourism Council (WTTC), Future Hospitality Summit Saudi Arabia has been a cornerstone for advancing the hospitality industry.

Backed by the participation of CEOs from the world's largest hospitality brands, FHS Saudi Arabia has established itself as a premier platform for innovation, connection, and investment. FHS Saudi Arabia has built a reputation for delivering world-class experiences, where groundbreaking ideas are exchanged, partnerships are forged, and the future of the industry is charted.

AN AUDIENCE OF GLOBAL INFLUENCERS

FHS Saudi Arabia attracts a high-caliber audience that includes:

- Global Industry Leaders: Presidents, CEOs, and founders of the largest hospitality, travel, and tourism brands worldwide.
- Policy Makers and Diplomats: Senior officials from government and global organizations driving the agenda for sustainable tourism.
- Innovators and Entrepreneurs: Trailblazers from technology, sustainability, and investment sectors redefining the hospitality landscape.
- Investors and Analysts: Key decision-makers seeking the next big opportunity in the rapidly evolving Saudi market.



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.

IMMERSE YOURSELF IN THE FHS SAUDI ARABIA EXPERIENCE BY WATCHING 2024 HIGHLIGHTS VIDEO

PLAY VIDEO



“



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 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



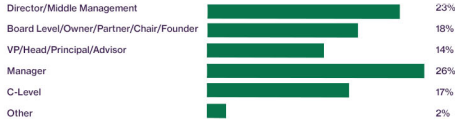
86%

OF THOSE SURVEYED FOUND THE CONTENT DELIVERED BY THE SPEAKERS AT FHS SAUDI ARABIA VALUABLE

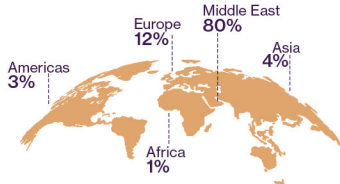
WHO ATTENDS

55% of 1329 attendees were from Saudi Arabia

BY JOB LEVEL



BY GEOGRAPHY



BY INDUSTRY



“



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

Fahih M. Hajaj
CEO,
Tashiyid Urban Development

ATTENDING COMPANIES

Accor | [AI Khozama](#) | Aleph Hospitality | [AI-Futtaim Engineering & Technologies](#) | [AI Rajhi Bank](#) | [AI Sulaiman Group](#) | Alothaim Investment | Arabian Business | Arthur D. Little | [Ascott International Management \(Dubai\) Pte Ltd](#) | [Aseer Development Authority](#) | [Asharq Al-Awsat Newspaper](#) | [Asharq TV](#) | [Baker & McKenzie LLP](#) | [Bayer](#) | [Bloomberg](#) | [Boutique Group](#) | [CBRE](#) | [Cheval Collection](#) | [Club Med](#) | [Colliers](#) | [Compass Project Consulting](#) | [Constance Hospitality Management Ltd](#) | [Deloitte](#) | [Dentons](#) | [Dusit International](#) | [Egis](#) | [Elaf Group](#) | [Emaar Hospitality Group](#) / [Armani Hotels & Resorts](#) | [Embassy of Georgia](#) | [Embassy of the Slovak Republic](#) | [Ennismore](#) | [EY](#) | [Fairmas GmbH](#) | [Federal Ministry of Tourism Nigeria](#) | [Frasers Hospitality](#) | [Global Hotel Alliance](#) | [Global Wellness Institute](#) | [Hilton](#) | [Hirsch Bedner Associates](#) | [Hospitality Asset Management Association](#) | [Hospitality Management Holding \(HMH\)](#) | [Hyatt](#) | [IHG](#) | [In2 Consulting](#) | [Jabal Omar Development Company](#) | [JLL](#) | [Jumeirah Group](#) | [Kerten](#) | [Kerzner International](#) | [King Abdullah Financial District](#) | [Knight Frank](#) | [KPMG](#) | [Langham Hospitality Group](#) | [Leva Hotels](#) | [Louvre Hotels Group/Golden Tulip MENA](#) | [Marriott International](#) | [Melia Hotels International](#) | [Millennium Hotels and Resorts](#) | [Ministry of Investment](#) | [Ministry of Tourism](#) | [Minor Hotels](#) | [NEOM](#) | [Oracle Hospitality](#) | [Pinsent Masons](#) | [PwC Middle East](#) | [Radisson Hotel Group](#) | [Red Sea Global](#) | [Rotana Hotel Management Corporation PJSC](#) | [Rove Hotels](#) | [Saja Hospitality Solutions](#) | [Savills](#) | [Shangri-La Group](#) | [Shaza Hotels](#) | [Soudah Development Company](#) | [STR](#) | [Sustainable Hospitality Alliance](#) | [Taiba Investments](#) | [The Ascott Limited](#) | [The Indian Hotels Company Limited](#) | [The Ritz-Carlton Riyadh Palace](#) | [The St. Regis Riyadh Hotel](#) | [Tourism Development Fund \(TDF\)](#) | [Wyndham Hotels and Resorts](#)

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 SPONSORS

HOST SPONSOR



STRATEGIC ENABLER



FOUNDING PARTNER



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

Khalid Saud Abu Halmed
CRM Executive Officer, Al Khozama Investment Company

STRATEGIC PARTNERS



HEADLINE SPONSORS



SPONSORS



EXHIBITORS



MEDIA PARTNERS



2025 FLOOR PLAN



VIEW FLOOR PLAN

*The floorplan is subject to change

NETWORKING OPPORTUNITIES



95%

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

94%

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



84%

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

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

ECONOMIC IMPACT

Prepared by 



Delegates reported a value of \$1.1BN in business opportunities and deal volume gained at FHS



FHS generated 6,300 delegate and visitor days in KSA with international delegates spending on average 3.1 nights during the event



\$5.3 million was the average value of a business opportunity gained at FHS 2024



65% of delegates stayed an additional 1.3 nights for pre- or post- conference stays and 11% brought accompanying guests with them



FHS 2024 generated direct expenditure in KSA of \$1.9M

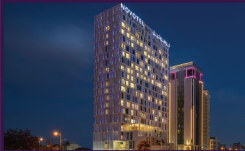


DEAL SIGNINGS



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.



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.



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.



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



Marriott International and Al Qimamah Hospitality Sign Agreement to Open a JW Marriott Hotel in Jeddah

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



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.

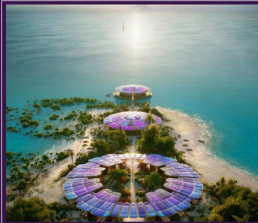


PROGRAMME THEMES 2025



The Future of Hospitality in Saudi Arabia

Explore Saudi Arabia's dynamic journey as it transforms into a global leader in hospitality. With Vision 2030 setting the stage, this theme dives into the Kingdom's efforts to redefine luxury, scale innovation, and develop unparalleled destinations. From connecting Saudi Arabia to the world in an age of global transformation to unpacking the early successes and realities of Vision 2030, we'll chart the Kingdom's rapid rise as a hospitality powerhouse.



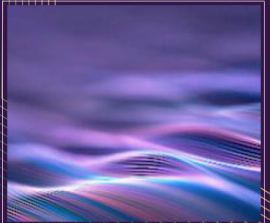
Building a Sustainable Tomorrow

As Saudi Arabia balances its ambitious growth with a commitment to environmental stewardship, this theme tackles the critical question: can luxury and sustainability coexist? Discussions will spotlight pathways to eco-friendly development, sustainable tourism, and holistic wellness while addressing the challenge of creating green solutions that maintain the Kingdom's cultural and aspirational appeal.



Invest in Tomorrow: Today, Together.

Delve into the financial heart of Saudi Arabia's hospitality revolution. From guiding first-time investors through the local market to exploring strategies for financing mega-projects and preserving the legacy of iconic brands, this theme examines how collective effort and smart investment are shaping the region's future. Collaborate with global experts and discover the key to turning today's decisions into tomorrow's success.



Tomorrow's Lifestyle

The future of living and leisure is here, and it's happening in Saudi Arabia. This theme investigates the next wave of lifestyle trends, from immersive experiences and wellness tourism to the rise of theme parks and mega-events reshaping urban landscapes. Learn how Saudi Arabia is setting new benchmarks in fun, wellness, and world-class living, ensuring that tomorrow's lifestyles start today.

SCHEDULE AT A GLANCE

SUNDAY, 11 MAY

15:00 – 18:30

NEXTGEN: INVESTING IN SAUDI ARABIA'S HOSPITALITY EDUCATION

15:00 – 15:10

WELCOME REMARKS

SUMMIT STAGE	MAIN STAGE	FUTURE STAGE	WORKSHOPS	MEETING ROOM 1	WORKSHOPS	MEETING ROOM 2	WORKSHOPS
15:10 – 15:20 KEYNOTE - HOSPITALITY TALENT IN SAUDI ARABIA: A DATA-DRIVEN OVERVIEW		THEME: HOSPITALITY EDUCATION AND REAL ESTATE INVESTMENT		THEME: HOSPITALITY EDUCATION AND REAL ESTATE INVESTMENT		THEME: DEEP DIVE INTO TRAINING	
15:20 – 15:40 EDUCATION MEETS INDUSTRY – KEY SKILLS FOR THE FUTURE OF SAUDI WORKFORCE		16:00 - 16:45 HOW CAN WE REBRAND HOSPITALITY CAREERS TO ATTRACT SAUDI YOUTH?		16:00 - 16:45 WHERE ARE THE INVESTMENT OPPORTUNITIES IN HOSPITALITY EDUCATION REAL ESTATE?		16:00 - 16:40 HOW CAN HOSPITALITY SCHOOLS ADAPT THEIR CURRICULUM TO MEET INDUSTRY TRENDS AND STANDARDS?	
15:40 – 16:00 HOSPITALITY WORKFORCE OF THE FUTURE: ANTICIPATING TRENDS AND BUILDING RESILIENCE		17:00 – 17:45 HOW CAN PUBLIC-PRIVATE PARTNERSHIPS IN HOSPITALITY TRAINING HELP BUILD SAUDI ARABIA'S WORKFORCE OF THE FUTURE?		17:00 – 17:45 HOW CAN STUDENT HOUSING BE DESIGNED TO MEET THE NEEDS OF FUTURE HOSPITALITY PROFESSIONALS?		16:40 – 17:00 HOW CAN TECHNOLOGY ENHANCE HOSPITALITY TRAINING AND SKILL DEVELOPMENT?	
		17:45 – 18:30 SPEED NETWORKING				17:10 – 18:00 WHAT ARE THE BEST MODELS FOR ONGOING PROFESSIONAL DEVELOPMENT IN HOSPITALITY?	

18:30 WELCOME RECEPTION - HOSTED BY AL KHOZAMA

SCHEDULE AT A GLANCE

MONDAY, 12 MAY

SUMMIT STAGE

10:00 – 10:15
WELCOME TO FHS SAUDI ARABIA 2025

10:15 – 10:30
THE VISIONARY OUTLOOK:
EMPOWERING SAUDI TOURISM
DESTINATIONS THROUGH THE
HOSPITALITY SECTOR

10:30 – 11:15
SAFEGUARDING HOSPITALITY
INVESTMENTS AMID MARKET SHIFTS:
IS SAUDI ARABIA STILL THE LAND OF
OPPORTUNITY?

11:15 – 11:30 COFFEE BREAK

11:30 – 11:50
KEY NOTE SPEECH

11:50 – 12:30 THE CHANGING FACE OF
RIYADH: THE ROLE OF MEGA EVENTS
IN DRIVING MODERNIZATION,
INFRASTRUCTURE GROWTH, AND
TOURISM EXCELLENCE

12:30 – 13:00
TENX LEADERSHIP TALK: INSIGHTS ON
THE ECONOMIC IMPACT OF TRAVEL &
TOURISM AND GLOBAL TRENDS

FUTURE STAGE

WORKSHOPS

11:00 – 12:00
EMPOWERING CONNECTIONS:
NETWORKING SESSION

12:00 – 13:00
NAVIGATING THE HOSPITALITY
INVESTMENT INDUSTRY IN SAUDI
ARABIA: A BEGINNER'S GUIDE FOR
NEW ATTENDEES

CENTRE STAGE

11:45 – 13:00
ANNOUNCEMENTS & SIGNINGS

13:00 LUNCH

SUMMIT STAGE

14:00 – 14:20
SETTING THE SCENE FOR HOTEL
PERFORMANCE AND DEVELOPMENT
IN SAUDI ARABIA

14:20 – 14:50
FINANCING HOSPITALITY VENTURES:
MAXIMIZING CAPITAL FOR GROWTH
AND SUCCESS

SUMMIT STAGE

14:50 – 15:15
IS THE PURSUIT OF LUXURY
COMPATIBLE WITH SUSTAINABILITY IN
SAUDI ARABIAN HOSPITALITY?

15:15 – 15:30
HOSPITALITY: DIFFERENTIATION
THROUGH SERVICE EXCELLENCE

15:30 – 16:00
A BLEAK AND EMPTY HOTEL SHOP
OR A CHANCE TO ACTIVATE RETAIL
BRAND EXPERIENCES BLENDED WITH
COOL, BRANDED CAFES AND BARS?

16:00 – 16:30 COFFEE BREAK

16:30 – 16:45
WHAT'S NEXT? TOURISM OF THE
FUTURE

16:45 – 17:20
BALANCING GROWTH: UNLOCKING
THE POTENTIAL OF MID-MARKET
HOSPITALITY IN SAUDI ARABIA'S
LUXURY LANDSCAPE

17:20 – 17:45
COULD HOTEL F&B SET A WORLD
FIRST BY DOMINATING THE MID
SECTOR DINING MARKET IN THE
KINGDOM?

FUTURE STAGE

WORKSHOPS

14:00 – 15:15
INSIGHTS ON BRANDED RESIDENCES

15:15 – 16:15
KEY TRENDS IN HOTEL MANAGEMENT
CONTRACTS

16:15 – 17:00
YOUR PATH TO RED SEA GLOBAL:
EXPLORING PROJECTS AND
PARTNERSHIP OPPORTUNITIES

CENTRE STAGE

14:00 – 14:30
ANNOUNCEMENTS & SIGNINGS

14:30 – 16:00
START-UP DEN

16:00 – 17:00
ANNOUNCEMENTS & SIGNINGS

14:30 – 16:00
ROUNDTABLE DISCUSSIONS

18:30
FHS EVENING RECEPTION

SCHEDULE AT A GLANCE

TUESDAY, 13 MAY

09:00 – 10:00
INVESTOR BREAKFAST – BY INVITATION ONLY

SUMMIT STAGE

10:00 – 10:15
SAUDI ARABIA TOURISM OUTLOOK:
SHAPING THE FUTURE FROM 2025
TO 2040

10:15 – 10:40
HOW IS SAUDI ARABIA PREPARING FOR
A TOURISM TRANSFORMATION TO
CONNECT TRAVELERS LOCALLY AND
GLOBALLY?

10:40 – 11:00
BEYOND PILGRIMAGE: FUTURE TRENDS
AND DEVELOPMENTS IN MECCA AND
MEDINA

11:00 – 11:15
HOW CAN TECHNOLOGY OVERCOME
THE LOGISTICAL CHALLENGES OF
MANAGING PILGRIM CROWDS, AND
HOW CAN THESE INSIGHTS BE APPLIED
TO BROADER HOSPITALITY SECTORS?

11:15 – 11:45
TRANSFORMING SACRED JOURNEYS:
HOW CAN RELIGIOUS TOURISM SERVE
AS A SPRINGBOARD FOR EXPANDING
TOURISM IN THE KINGDOM?

11:15 – 11:30 COFFEE BREAK

SUMMIT STAGE

12:00 – 12:15
DESIGNING FOR TRANSFORMATIONAL
TRAVEL: CRAFTING NEXT-GEN
EXPERIENCES THAT INSPIRE CHANGE

12:15 – 12:45
PLANNING WITH PURPOSE:
INTEGRATING TOURISM STRATEGY
AND CONSERVATION IN DESTINATION
DEVELOPMENT

12:45 – 13:15
ALL-INCLUSIVE REIMAGINED: HOW
GEN Z AND LUXURY ARE REDEFINING
THE UPSCALE TRAVEL EXPERIENCE

13:50 – 13:30 FHS AWARDS

FUTURE STAGE

WORKSHOPS

10:00 – 10:30
GOVERNMENT INSIGHTS ON
INVESTMENT INCENTIVES IN SAUDI
ARABIA

10:30 – 11:15
ESG IN HOSPITALITY: BALANCING
SUSTAINABILITY WITH PROFIT –
COST-EFFECTIVE SOLUTIONS FOR A
COMPETITIVE EDGE

FUTURE STAGE

WORKSHOPS

11:15 – 12:00
BUILDING THE FUTURE: A WORKSHOP
ON MODULAR ARCHITECTURE AND
TECHNOLOGY-DRIVEN REGULATIONS

12:00 – 13:00
KEY FEEDER MARKETS FOR SAUDI
ARABIA: WHO ARE OUR NEW
CUSTOMERS AND WHAT ARE THEY
LOOKING FOR?

CENTRE STAGE

11:00 – 13:00
ANNOUNCEMENTS & SIGNINGS

11:00 – 13:00
ROUNDTABLE DISCUSSIONS

13:00 LUNCH

SUMMIT STAGE

14:30 – 15:00
THE FUTURE WORKFORCE:
EMPOWERING TALENT, LEADERSHIP,
AND INCLUSION

15:00 – 15:30
UNVEILING MARKET TRENDS: INSIGHTS
INTO BRANDED RESIDENCES IN THE
KINGDOM

15:30 – 16:10
CAPITALIZING ON THE ALTERNATIVE
ACCOMMODATION BOOM: THE RISING
TIDE OF INVESTMENT

16:10 – 16:45
PATHWAYS TO HOLISTIC WELLNESS:
MAPPING SAUDI ARABIA'S ROLE IN
GLOBAL WELLNESS TOURISM

16:45 – 17:00
CLOSING PLENARY: THE ROAD AHEAD
FOR GLOBAL HOSPITALITY

SUMMIT STAGE

14:15 – 15:15
THE FUTURE OF HOTEL ASSET
MANAGEMENT - HAMA ASSET
MANAGEMENT WORKSHOP -
INVITATION ONLY

15:15 – 16:15
SHIFTING GEARS: NAVIGATING THE
TRANSITION FROM CAPEX TO OPEX IN
THE HOSPITALITY MARKET

EVENT FEATURES

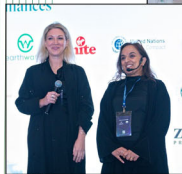
INVESTOR'S LOUNGE

Dedicated and exclusive FHS zone, for premium networking. Invitation only access for carefully curated investors, FHS Speakers and top-tier sponsors.



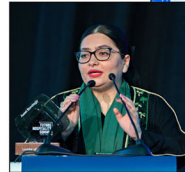
STARTUP DEN

Discover budding startups transforming the landscape of hospitality.



FHS AWARDS

Honouring inspiring individuals in the industry.



NEXTGEN

KEY TRACKS

- Investing in our People
- Academia & Innovative Learnings
- Focus on ESG
- New Investment Opportunities

MAIN STAGE

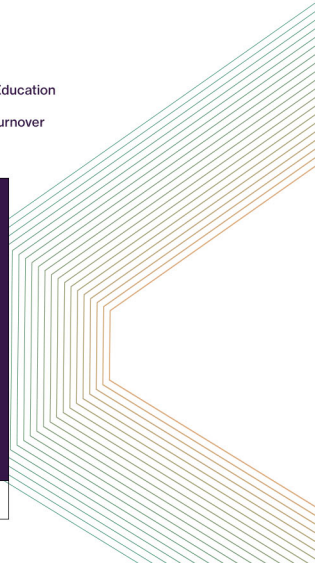
- Education Meets Industry - Key Skills for the Future of Saudi Workforce
- Investment Talk: The Value of Investing in Hospitality Education
- Retention Challenges - Keeping Talent in Hospitality
- Investment in Innovation: Funding for Future-Focused Hospitality Programs
- Investing in Facilities and Infrastructure for a Competitive Edge
- Financing Models for Hospitality Education Growth

KEY GOALS

- Investing in our People for a Future-Ready Hospitality
- Bridging Academia and Industry Needs
- Understanding the different funding & investment in Hospitality Education
- Enhancing the industry's appeal to retain our talent and reduce turnover

WORKSHOP / ROUND TABLE DISCUSSION

- Workshop: Integrating Design into Hospitality Education
- Roundtable Discussion: Technology and the Future of Hospitality Education
- Workshop: Developing Career Pathways in Luxury and High-End Hospitality
- Workshop: Transforming Hospitality Campuses into Real Estate Assets



SPEAKERS



Waleed AlRashed AlHumaid
Chief Executive Officer
Alrajhi Capital



Abdullah Azhari
Managing Director
Saudi Icon Company



Steven Greenway
Chief Executive Officer
Flyadeal



Jeff Tisdall
Chief Business Officer
Accor One Living
Global Head of Mixed-Use
Accor



Omar Romero De Francisco
Chief Development and Luxury
Officer
Minor Hotels



Tariq Dowidar
Vice President, KSA
Aleph Hospitality



Ayman Ezzeddine
Director, Business Development
Middle East, Egypt and Pakistan
Radisson Hotel Group



Yousef Gamal El-Din
Former News-Anchor
Bloomberg and Entrepreneur



Louis Nicolas Barrios
Regional Manager Innovation
Education and Investment
UN Tourism



Ron Pohl
President, WorldHotels and
International Operations
BWH Hotels



Heidi Grimwood
Vice President, Atmosphere
Wellness, ELEINA Spa and
Wellness Management



Panos Loupasis
Market Managing Director,
Turkey, Middle East & Africa
Wyndham Hotels & Resorts



Glenn Mandziuk
Chief Executive Officer
World Sustainable Hospitality
Alliance



Jake Hauptert
Co-Founder & CEO
Transformational Travel Council



Turab Saleem
Partner - Head of Hospitality
Tourism & Leisure
Consultancy – MENA
Knight Frank



Philip Wooller
Area Director
Middle East and Africa
STR



Johannes Torpe
Designer & Musician
Johannes Torpe Studios

ADVISORY BOARD



Khalid Saud Abu Haimed
Chief Executive Officer
Al Khazra Investments



Sultan Bader Al-Otaibi
Chief Executive Officer
Taba Investments



Hassan Ahdab
Chief Hospitality Operations
Officer
Taba Investments



Ajan Mohamed Alajlan
Group Managing Director
Ajan & Bros. Holding



Dr. Abeer A. Alarnir
The Quality Institute
Executive Director
Ministry of Tourism Saudi Arabia



Mohammad Alathel
Managing Director
Area Hospitality



Muhammad Al Amir
Chief Executive Officer
AMS Hospitality.



Bader A. Alkaabi
Senior Director, Institutional
Corporate Banking
AlFahh Bank



Dr. Eid Alojaibi
Associate Professor of Tourism
& Hospitality
Process Nourah Bin
Abdulrahman University



Abdullah Al Rudhayan
Senior Loyalty Program &
Partnerships Specialist
Al Othaim Investment



Ali Hamad Lakhraim Alzaabi
Chief Executive Officer
Lakhraim Business Group



Ali Hamad Lakhraim Alzaabi
Chief Executive Officer
Lakhraim Business Group



Mayada Bader
Chief Executive Officer
Gigaya Corporation



Luis Nicolas Barrios
Head of Strategic Innovation
Education and Investment
UN Tourism



Ben Baseley-Walker
Founder & Managing Partner
Andert Global



Sebastian Carre
Group Head of Hospitality
Red Sea Global



Atul Chopra
Founder & CEO
Fresh On Taste DMC LLC



Ayman Ezzeddine
Director, Business
Development, Middle East,
Egypt and Pakistan
Radisson Hotel Group



Lisa Fedorak
Director, Hospitality Strategy
Golfiya



Rabih Feghali
Board Member
HAMA EMEA



Jeroen Greven
Head of Future Workforce
Development
NEOM



Mounib Hammoud
Senior Project Consultant
AlNaha Group



Mohammed Jawa
Founder & Chairman
NUS Holding



Philip Jones
Senior Vice President, Operations
Middle East & Africa - Premium,
Midlands & Corporate Brands
Accor



David Keen
Founder & CEO
QUD



Tatiana Labaki
Director Innovation & Technology
at Hotel Division
NEOM



Michael Levie
Co-Founder
RUSE Ventures & Citivest



Yousef H. Labban
Business Marketing Director
Ministry of Tourism Saudi Arabia



Rami Moukarzel
Board Member
Louvre Hotels Group MENA



Mae Al Mozaini
Chief Executive Officer
The Arab Institute for Women's
Empowerment - Nua



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



Fahad Al Obailan
Group Chief Executive Officer
Al-Hakkar Group



Marco G. Malacrida
Founder
Taba Hospitality



Glenn Mandziuk
Chief Executive Officer
World Sustainable Hospitality
Alliance



Najib Nasser
Head of Development - SOA
Rothman



Salman Nawaz
Real Estate Investment Director
Linda Bank



Cyrill Plaia
Former Chief Executive Officer
Linear The Economic City



Ashraf Qasem
Chief Executive Officer
Al Othaim Investments



Stephen Rossouw
Development Director
New Murabba



Irfan Said
ACM - Corporate Finance and
Institutional Banking
AlFahh Bank



Turab Saleem
Partner - Head of Hospitality
Tourism & Leisure
Consultancy - MENA
Knight Frank



Elias Abou Samra
Chief Executive Officer
Ruhf Real Estate Development



Muhammad Wajeeh Sharbatly
Member of Management Board
AlNaha Group



Jeff Strachan
AOP Business Operations
Dubai College of Tourism



Saurabh Tiwari
General Manager
Taj Dubai/ IHCL



David Vely
Vice President Development &
Asset Middle East and Africa
CluM Ed



Philip Wooller
Area Director - Middle East and
Africa
SIS

MARKETING & PROMOTIONS

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



PURCHASE YOUR PASS

DECEMBER PASS

20 passes left at this rate, expiring on 31st December (excluding VAT)

US\$ 1900

JANUARY PASS

Released 1 January 2025 (excluding VAT)

US\$ 2200

FEBRUARY PASS

Released 1 February 2025 (excluding VAT)

US\$ 2500

MARCH PASS

Released 1 March 2025 (excluding VAT)

US\$ 2800

APRIL PASS

Released 1 April 2025 (excluding VAT)

US\$ 3100

MAY PASS

Released 1 May 2025 (excluding VAT)

US\$ 3400

CONTACT US



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