

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



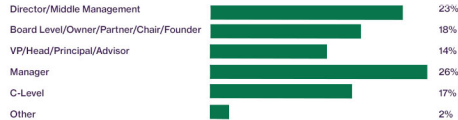
86%

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

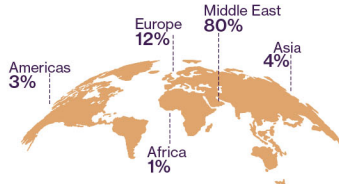
WHO ATTENDS

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,
Tashyid Urban Development

ATTENDING COMPANIES

Accor | Al Khozama | Aleph Hospitality | Al-Futtaim Engineering & Technologies | Al Rajhi Bank | Al 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



STRATEGIC PARTNERS



HEADLINE SPONSORS



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

Khalid Saud Abu Haimeed
Chief Executive Officer, Al Khozama Investment Company

SPONSORS



EXHIBITORS



SUPPORTERS

MEDIA PARTNERS



2025 FLOOR PLAN



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.

Hilton



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.

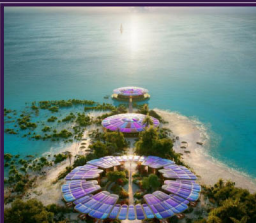


PROGRAMME THEMES 2025



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.



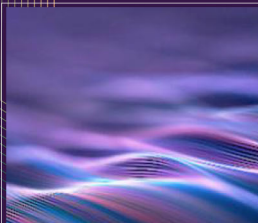
Building a Sustainable Tomorrow

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

NEXTGEN FOCUS

TAG: NEXTGEN TALENT & HOSPITALITY EDUCATION

15:00 – 18:30

KEYNOTE: HOSPITALITY TALENT IN SAUDI ARABIA – A DATA-DRIVEN OVERVIEW

PANEL: BRIDGING EDUCATION AND INDUSTRY

WORKSHOP: REBRANDING HOSPITALITY CAREERS

WORKSHOP: STRENGTHENING PUBLIC-PRIVATE PARTNERSHIPS

SPEED NETWORKING

18:30 WELCOME RECEPTION - HOSTED BY AL KHOZAMA

MONDAY, 12 MAY – MAIN SUMMIT DAY

10:00 – 10:15

WELCOME TO FHS SAUDI ARABIA

10:00 – 10:15

KEYNOTES: VISIONARY LEADERSHIP IN SAUDI TOURISM (TAG: FOCUS ON SAUDI ARABIA)

PANEL: UNLOCKING DESTINATION POTENTIAL (TAG: DESTINATION DEVELOPMENT)

SCHEDULE AT A GLANCE

MONDAY, 12 MAY – MAIN SUMMIT DAY

11:30 – 13:00

RIYADH'S TRANSFORMATION: A HOSPITALITY PERSPECTIVE (TAG: FOCUS ON SAUDI ARABIA)

ECONOMIC IMPACT OF TRAVEL & TOURISM (TAG: INVESTMENT, FINANCE & REAL ESTATE)

13:00 – 14:00

LUNCH BREAK

14:00 – 16:00

HOTEL PERFORMANCE OUTLOOK (TAG: INVESTMENT, FINANCE & REAL ESTATE)

FINANCING THE FUTURE: HOSPITALITY VENTURES (TAG: INVESTMENT, FINANCE & REAL ESTATE)

SUSTAINABILITY IN PRACTICE: GREEN HOSPITALITY (TAG: SUSTAINABILITY & ESG)

16:00 – 16:30

COFFEE BREAK

16:30 – 17:45

FUTURE OF TOURISM: GLOBAL TRENDS & LOCAL STRATEGIES (TAG: INVESTMENT & DEVELOPMENT)

PANEL: MID-MARKET OPPORTUNITY IN KSA (TAG: INVESTMENT & DEVELOPMENT)

HOTEL F&B INNOVATION & LUXURY (TAG: LUXURY, F&B, AND EXPERIENTIAL HOSPITALITY)

18:30 FHS EVENING RECEPTION

SCHEDULE AT A GLANCE

TUESDAY, 13 MAY – FUTURE HOSPITALITY THEMES

10:00 – 11:45

INSIGHTS INTO BRANDED RESIDENCES (TAG: BRANDED RESIDENCES)

PILGRIMAGE AND CULTURAL TRAVEL TRENDS (TAG: RELIGIOUS TOURISM)

TECH TRANSFORMATIONS IN HOSPITALITY (TAG: TECHNOLOGY & AI)

12:00 – 13:15

TRANSFORMATIONAL TRAVEL (TAG: LUXURY, F&B, AND EXPERIENTIAL HOSPITALITY)

CONSERVATION AND DESTINATION DEVELOPMENT (TAG: DESTINATION DEVELOPMENT)

13:15 – 13:30

FHS AWARDS

13:00 – 14:00

LUNCH BREAK

14:30 – 16:45

FUTURE OF WORK IN HOSPITALITY (TAG: SUSTAINABILITY & ESG)

BRANDED RESIDENCES IN SAUDI ARABIA (TAG: BRANDED RESIDENCES)

WELLNESS AND LIFESTYLE TOURISM (TAG: WELLNESS & MEDICAL TOURISM)

EVENT FEATURES

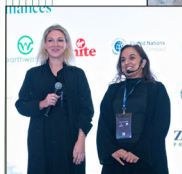
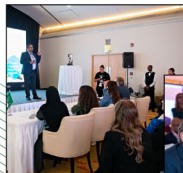
INVESTOR'S LOUNGE

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



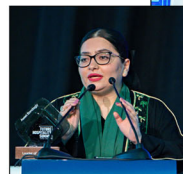
STARTUP DEN

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



HH Prince Bandar bin Saud bin Khalid Al Saud
Secretary General, King Faisal Foundation (KFF)
Chairman of the Board of Directors, Al Khozama Investment Company



Khalid Saud Abu Haimed
Chief Executive Officer
Al Khozama Investment Company



Julia Simpson
President & CEO
World Travel & Tourism Council



Jerry Inzerillo
Group Chief Executive Officer,
Diriyah Company
Vice Chairman,
Forbes Travel Guide



Nikolina Angelkova
Former Minister Tourism,
Bulgaria | Owner and CEO,
Angelkova law and
Consultancy office



Nick Candy
Chief Executive Officer
Candy Capital



Waleed AlRashed AlHumaid
Chief Executive Officer
Alrajhi Capital



Maud Bailey
Chief Executive Officer
Sofitel Legend, Sofitel, MGallery & Emblems



Michael Acton Smith
Co-founder
Calm



Dr. Abeer Alamri
Strategic Planning & Monitoring
Deputyship
Tourism Ministry



Sultan Bader Al-Otaibi
Chief Executive Officer
Taiba Investments



Jake Hauptert
Chief Executive Officer
Transformational Travel Council



Waleed Abualnadi
Commercial Director
Saudi Icon Company



Gregory Lanter
Group Deputy CEO
Club Med



Amit Nayak
Vice President
HAMA MEA



Jessy El Murr
Former Journalist
BBC



Omar Romero De Francisco
Chief Development and Luxury
Officer
Minor Hotels



Steven Greenway
Chief Executive Officer
flyadeal



Muin Serhan
Chief Executive Officer
Amsa Hospitality

ADVISORY BOARD



Khalid Saud Abu Haimed
Chief Executive Officer
Al Khodan Investments



Sultan Bader Al-Otaibi
Chief Executive Officer
Taba Investments



Hassan Ahdab
Chief Hospitality Operations
Officer
Taba Investments



Ajan Mohamed Alajan
Group Managing Director
Ajan & Bros. Holding



Dr. Abeer A. Alamri
The Quality and Evaluation
Executive Director
Ministry of Tourism Saudi
Arabia



Mohammad Alathel
Managing Director
Aree Hospitality



Muhammad Al Amir
Senior Director
AMS Hospitality



Bader A. Alkaabi
Senior Director
Corporate Banking
AlRajh Bank



Dr. Eid Alotaibi
Associate Professor of Tourism
& Hospitality
Princess Nourah Bint
Abdulrahman University



Abdullah Al Rudhaiman
Senior Loyalty Program &
Partnerships Specialist
Al Olayan Investment



Ali Hamad Lakhram Alzaabi
Chief Executive Officer
Lakhram Business Group



Ali Hamad Lakhram Alzaabi
Chief Executive Officer
Lakhram Business Group



Mayada Bader
Chief Executive Officer
Qatariya Commission



Luis Nicolas Barrios
Regional Manager
Education and Investment
ON Tourism



Ben Baseley-Walker
Founder & Managing Partner
Andart Global



Sebastian Carre
Group Head of Hospitality
Red Sea Global



Atul Chopra
Founder & CEO
Fresh On Taba DMC LLC



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



Lisa Fedorak
Director, Hospitality Strategy
Qatariya



Rabih Feghali
Board Member
HAMA EMEA



Jeroen Greven
Head of Future Workforce
Development
NEOM



Mounib Hammoud
Senior Project Consultant
AlNahla Group



Mohammed Jawa
Founder & Chairman
NUS Holding



Philip Jones
Senior Vice President, Operations,
Middle East & Africa - Premium,
Mid-range & Economy Brands
Accor



David Keen
Founder & CEO
QUD



Tatiana Labaki
Director Innovation & Technology
at Hotel Division
NEOM



Michael Levie
Co-Founder
RUSE Ventures & Citizem



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



Rami Moukarzel
Board Member
Louvre Hotels Group MENA



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



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



Fahad Al Obailan
Group Chief Executive Officer
Al Hakeem Group



Marco G. Malacrida
Founder
Itala Hospitality



Glenn Mandziuk
Chief Executive Officer
World Sustainable Hospitality
Alliance



Najib Nasser
Head of Development - SOA
Rothman



Salman Nawaz
Real Estate Investment Director
Lithia Bank



Cyril Plaia
Former Chief Executive Officer
Enstar The Economic City



Ashraf Qasem
Chief Executive Officer
Al Olayan Investments



Stephen Rossouw
Development Director
New Murabba



Irfan Said
ACM - Corporate Finance and
Institutional Banking
AlRajh Bank



Turab Saleem
Chief Hospitality Officer
Tourism & Leisure
Consultancy - MENA
Knight Frank



Elias Abou Samra
Chief Executive Officer
Rafal Real Estate Development



Muhammad Wajeeh Sharbatly
Member of Management Board
AlNahla Group



Jeff Strachan
ACM Business Operations
Dubai College of Tourism



Saurabh Tiwari
General Manager
Taj Dubai/ IHCL



David Vely
Vice President Development &
Asset Middle East and Africa
Club Med



Philip Woollier
Area Director - Middle East and
Africa
SIB

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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