

WHERE OPPORTUNITY MEETS CAPITAL

22-24 June 2026
Mandarin Oriental Al Faisaliah, Riyadh

HOST SPONSORS

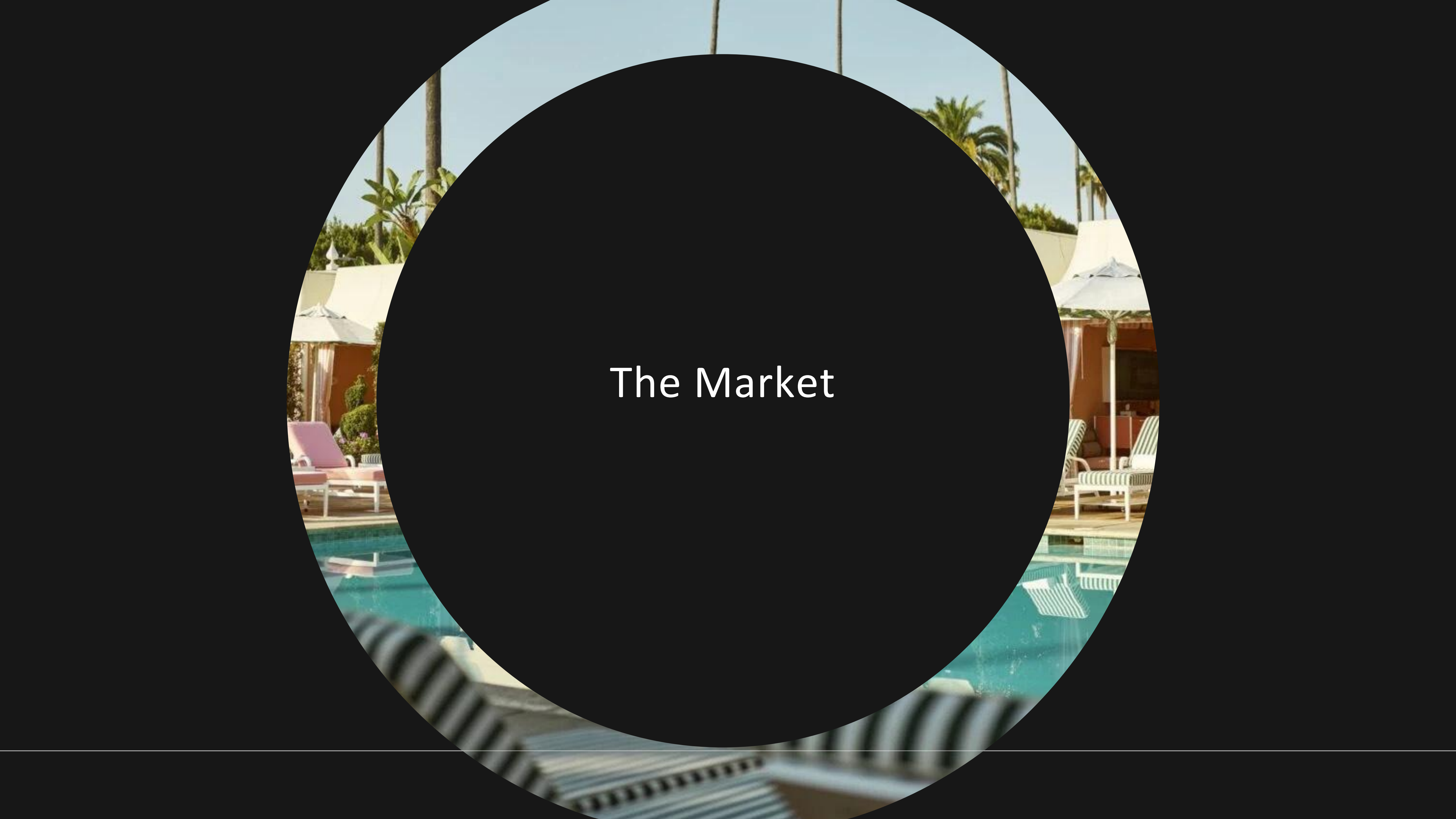


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WHAT'S NEXT ↘



The Market

Global RevPAR crept up 0.2%

An arguably misleading few years.

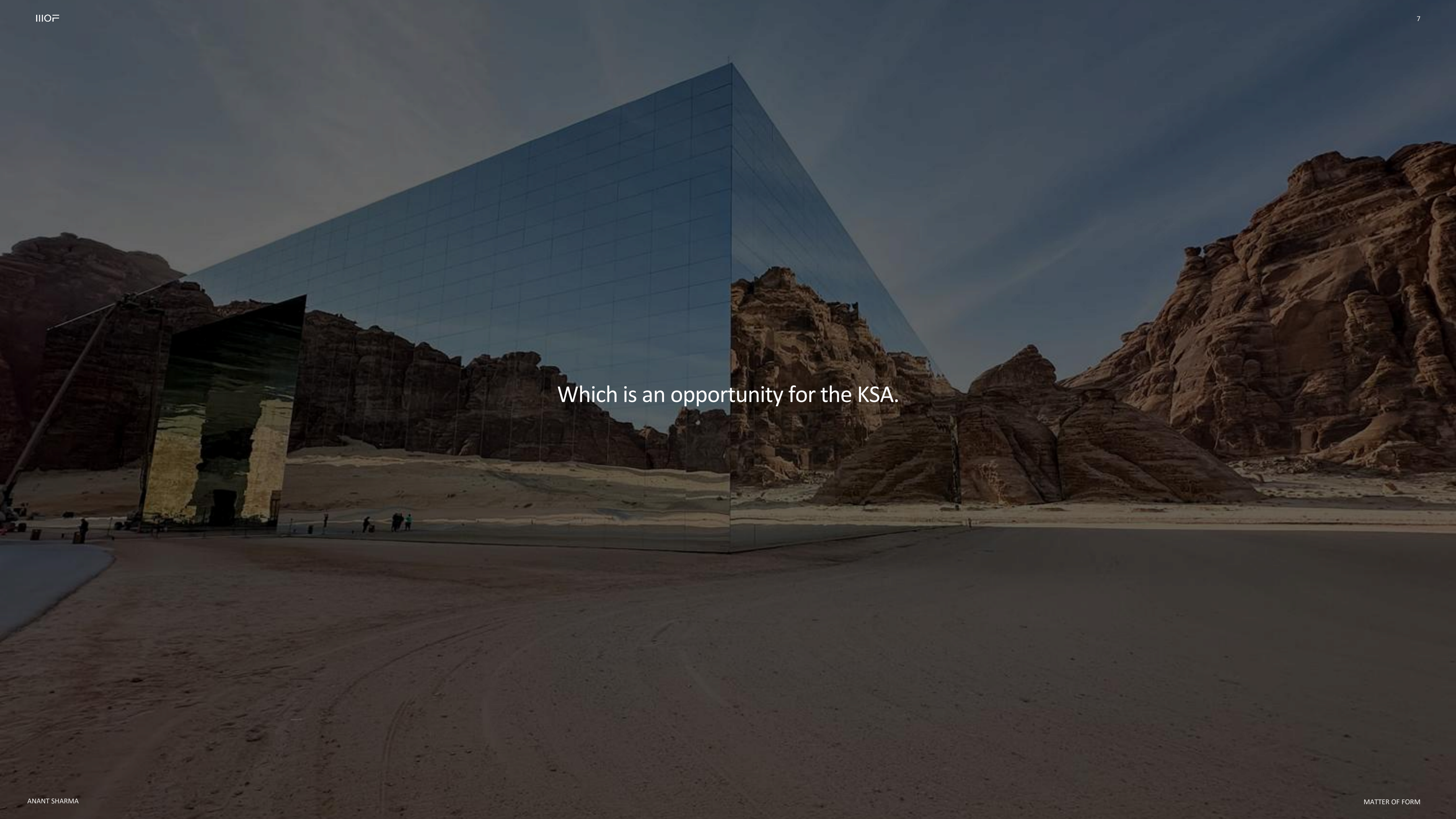
Year	Growth Rate	Market Dynamic
2023	+25.99%	Hyper-recovery, massive revenge travel
2024	+7.36%	Rate elevation via high ADRs
2025	+3.94%	Consumer discretion; steady volume
2026 (Est.)	+5.00%	Structural expansion in emerging hubs



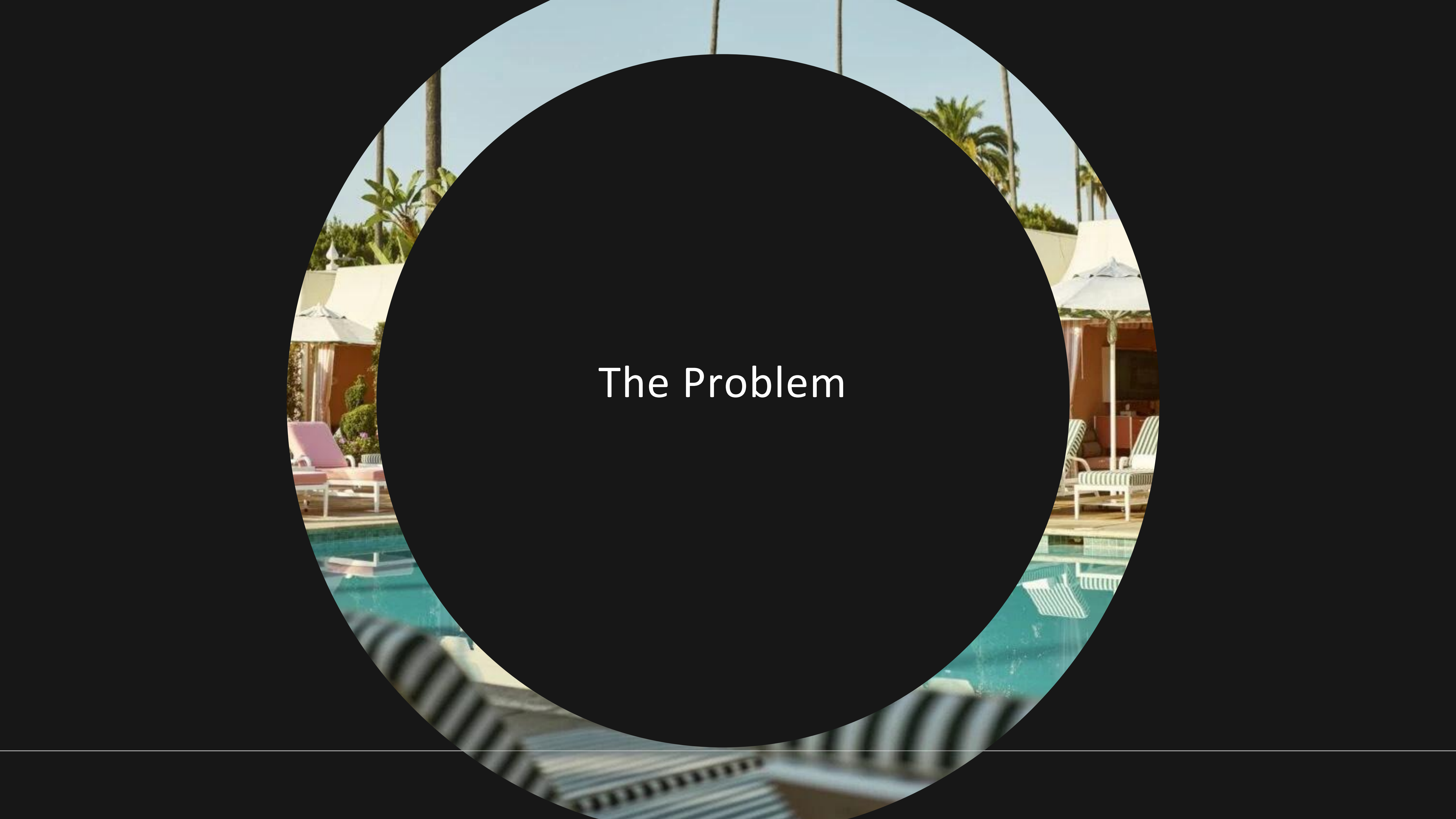
Global RevPAR crept up 0.2%

The Market is going 'K' Shaped.





Which is an opportunity for the KSA.



The Problem

For most of luxury's history you could read the price right off the asset.

Guests dont buy the room.

Guests don't buy the room.
They buy who they get to be in it.





The greatest burden of wealth is dissonance.





Hotels & Resorts

Dining

Spa & Fitness

Experiences

Occasions

Gift Shop

Offers



250,000

45

Experience the Grandest of Sensations

Find your perfect activity at our Fairmont Resorts across North America to make the most of winter.

Micro-moments

Interactions

DISCOVER MORE

Country	City	Hotel	Check-In	Check-Out	Room(s) and Guest(s)	CHECK RATES
Select Country	Select City	Select Hotel	Wed, Nov 15	Thu, Nov 16	1 Room - 2 Guests	

SPECIAL RATES +

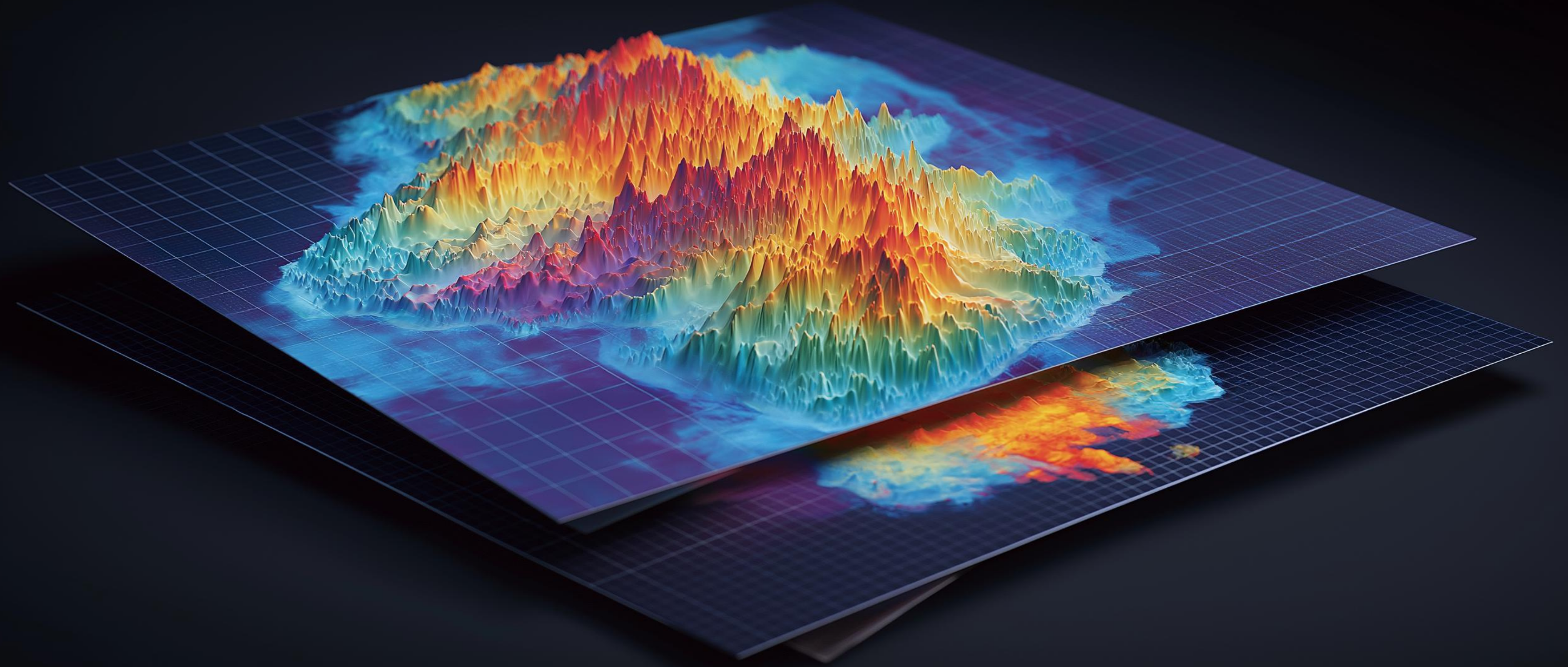
☐ Accessible Room Required

Reductive qualification.

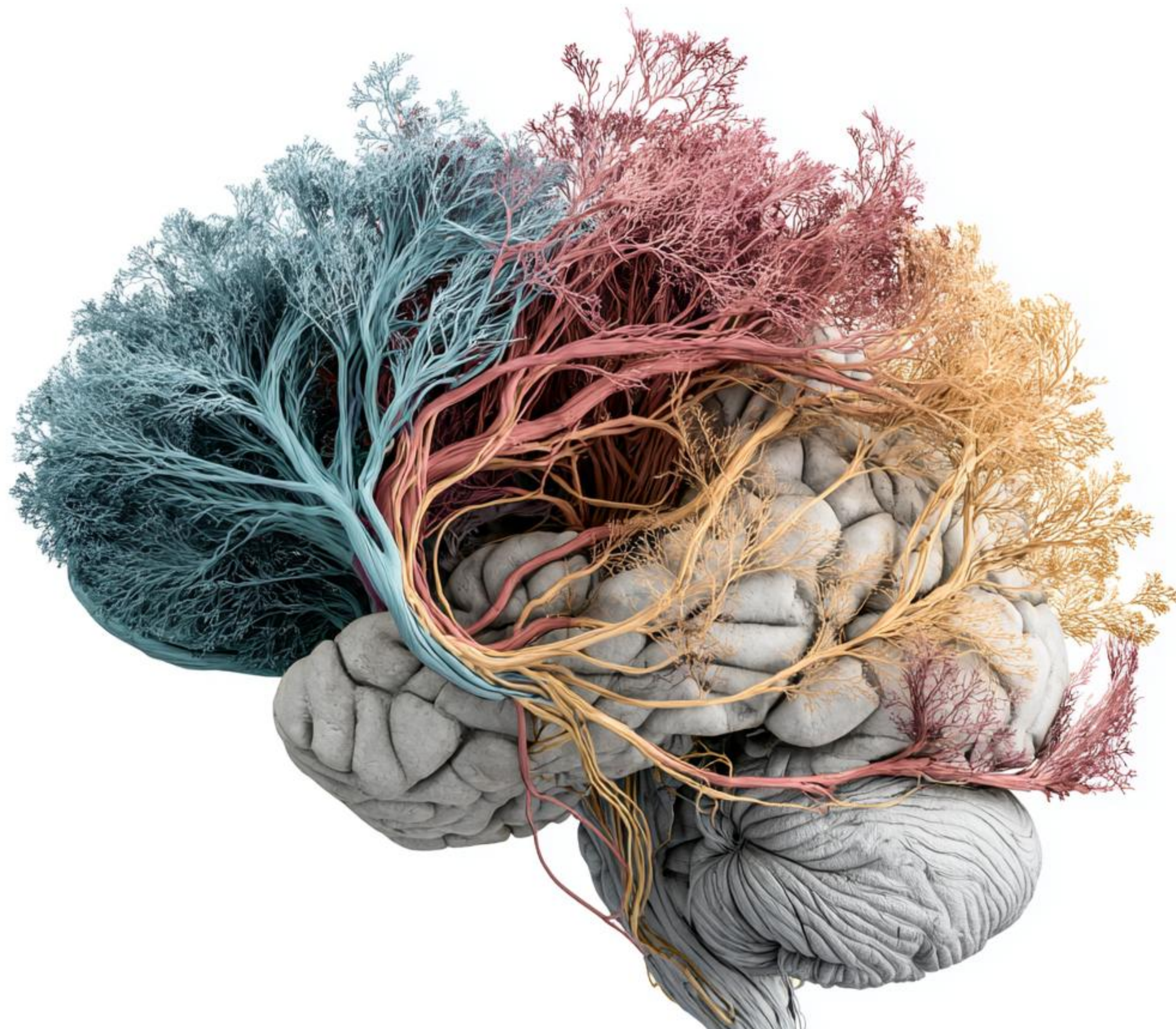


The Psychology

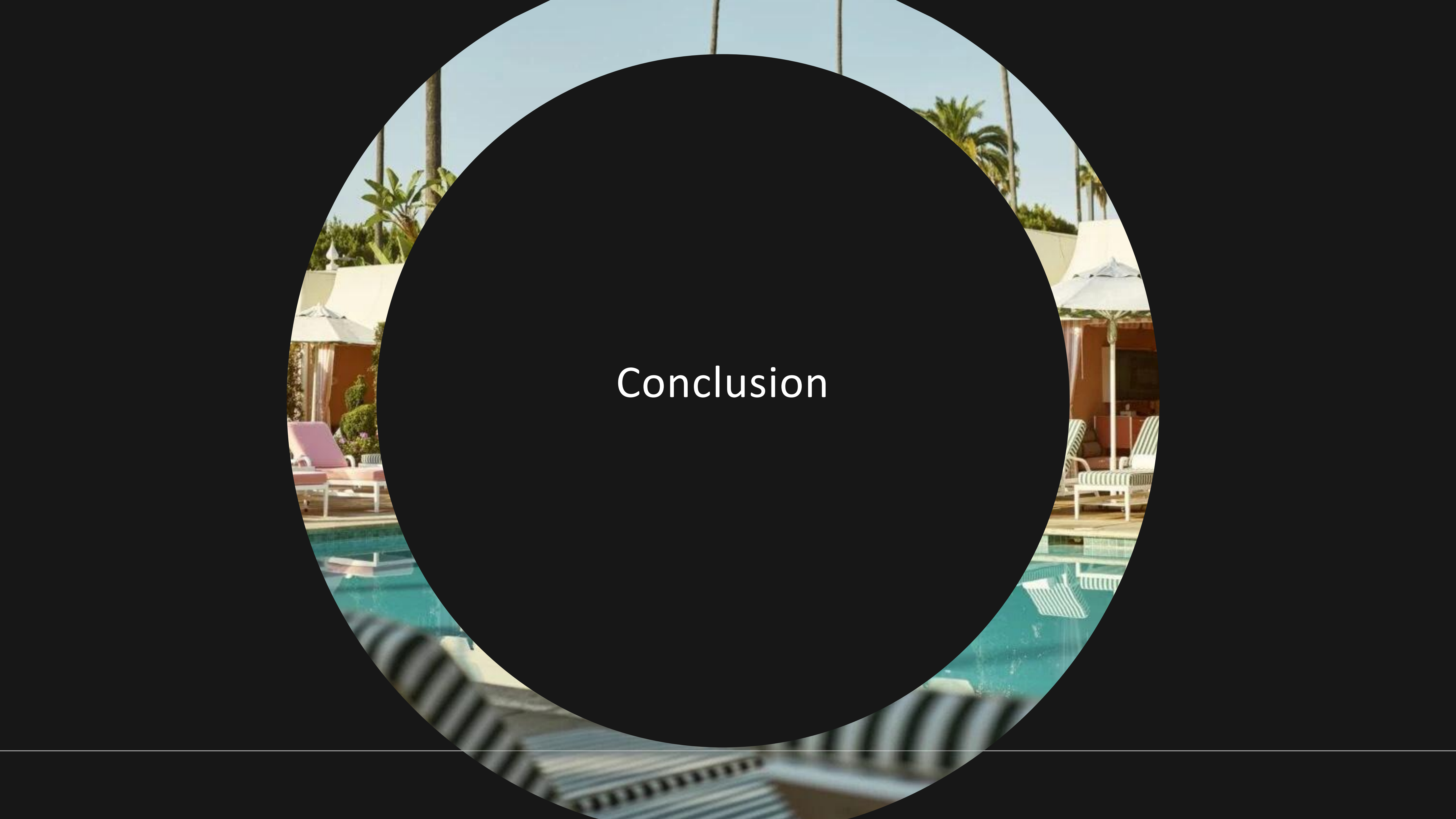
Brain imaging shows that dopamine peaks not during reward but during anticipation of reward.



Vm(PFC)



Sales and marketing are part of the guest experience, not its delivery mechanism.



Conclusion

Your brand is navigation



It defines experience, drives premium.

And standing out has never been more important.



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