

# ▶ Future Hospitality Summit

30 Sep - 02 Oct  
Madinat Jumeirah Dubai

GLOBAL  
PROJECTS

TECHNOLOGY  
& INNOVATION

SUSTAINABLE  
CONSTRUCTION

REAL ESTATE  
HOTELISATION

NEW FOR 2024

Investor Lounge

Branded Residences Forum

Sustainable Cook-off

UN Tourism Women in Tech  
Startup Competition Semi-finals

the  
bench

[futurehospitality.com](https://futurehospitality.com)



# INVEST IN OUR FUTURE





# LETTER FROM THE CHAIRMAN



**JONATHAN WORSLEY**  
Chairman & CEO  
The Bench

Dear Friends & Colleagues,

As we embark on the next leg of our remarkable journey, I'm thrilled to welcome you back to Dubai for Future Hospitality Summit 2024 - our bold new and expanded **FHS World!**

FHS has always been about more than just business. It's been a dynamic platform for nurturing relationships, igniting innovation, and collectively shaping the future of hospitality investment while creating lasting and meaningful experiences, together. This year, we're taking it a step further.

We've expanded our horizons in a big way. The Arena of the Madinat Jumeirah has been added to our canvas this year. This expansion almost doubles our floor space, providing us with the space to create more meaningful opportunities for you and the industry including a focus on Technology & Innovation, Sustainable Construction, Hotelisation of Real Estate and more carefully selected Global Projects showcase.

We are also taking bold steps in facilitating investor meetings. We recognise that the real magic happens when the right minds meet. So, we're introducing a service that will encourage connections like never before. Get ready for networking experiences that promise to be both meaningful and memorable!

Future Hospitality Summit World 2024 is more than an event; it's a powerful platform where we collectively shape the future. It's an opportunity to showcase your brand's leadership and expertise while connecting with industry thought leaders and investment decision-makers from around the world.

My fantastic team at The Bench invites you to join us. You'll find details on FHS World 2024 opportunities in the pages that follow. If you have any questions or wish to explore a tailor-made partnership package, our dedicated team is here to assist.







# FHS WORLD 2024 IN NUMBERS

1600+  
ATTENDEES

200+  
SPEAKERS

300+  
INVESTORS

100+  
SPONSORS



# NEW FOR 2024

## INVESTORS LOUNGE

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



## EXPANDED EXHIBITION

Doubled exhibition space at the Madinat Jumeirah with the addition of the 'Arena' hall to accommodate country pavilions, modular rooms and tech showcase.

# DUE TO POPULAR DEMAND



## MEETINGS ASSISTANCE

A more personalised event experience: Prescheduled meetings, various opportunities to engage our services to organise group sessions, roundtables, dinners or workshops.



## SUCCESS MANAGEMENT

Dedicated point of contact for all event requirements. Tailored solutions and effective guidance will help our key sponsors and investors make most of their FHS experience.







# RELATED UPCOMING EVENTS

The Bench is delivering hospitality investment conferences in opportune markets in the leadup to FHS World in Dubai. These include Europe, Saudi Arabia and Africa. As we engage with key sector stakeholders at each of these events, we are also integrating conference streams related each of these geographies at FHS World in Dubai.

RIYADH APRIL 2025



## FHS SAUDI ARABIA

1200+ hospitality investment decision makers including government representatives, giga projects, mega developers and global brands gather every year in Riyadh at the glamorous Mandarin Oriental Al Faisaliah Hotel to reimagine the future of Saudi's dynamic industry landscape. Featuring a Startup Den, Battle of the Brands, multiple conference stages, workshops, culinary tours and interactive experiences, FHS is the most anticipated summit for the sector.

AFRICA JUNE 2025



## AHIF-AFRICA HOSPITALITY INVESTMENT FORUM 2024

Running for over 12 years and hosted by key African economies including Kenya, Rwanda, Ethiopia, Morocco and Togo – AHIF gathers over 500 hospitality investors for 3 days of powerful knowledge exchange, networking and deal-making. AHIF is renowned for its positive economic impact on the development of the African hospitality sector.

MONACO MARCH 2025 (TBC)



## FHS MONACO, OWNERS & INVESTORS FORUM

A closed-door meeting for the investment community to share best practices, assess investable projects and gain insight into the latest trends shaping hospitality investment. FHS Monaco caters to key capital market investors to discuss cross-sector innovations that will shape the future of a rapidly transforming hospitality real estate sector.





# SUMMIT TRACKS

3 FHS days packed with valuable insights and future facing sessions for hospitality investors. Carefully designed programme covering technology trends, sustainable construction, restaurant investment, destination development, global project opportunities and more!

## SUMMIT STAGE

- INTELLIGENCE TALKS
- SUSTAINABLE HOSPITALITY CHALLENGE (FINALS)
- GLOBAL INVESTMENT TRENDS
- THE FUTURE OF TECH IN HOSPITALITY

## FUTURE STAGE

- BEYOND BORDERS:  
CROSS-BORDER INVESTMENTS RESHAPING  
THE GLOBAL HOSPITALITY LANDSCAPE
- DECODING SUSTAINABILITY CERTIFICATIONS:  
CONSIDERATIONS AND ADDED VALUE
- THE HOTEL OF THE FUTURE

## EXHIBITION STAGE

- INVEST IN THE MALDIVES:  
SHOWCASING UNIQUE HOSPITALITY  
PROJECTS
- DESTINATION TOMORROW
- SUSTAINABLE COOK-OFF

## INNOVATION STAGE

- INSIGHTS INTO AFRICA'S DYNAMIC  
INVESTMENT LANDSCAPE
- TENX LEADERSHIP TALK:  
EXPLORING TOMORROW'S TREASURES
- HOTEL BRAND CONVERSIONS:  
SUCCESS STRATEGIES AND  
PITFALLS TO AVOID

## INVESTOR LOUNGE (invitation-only)

- WORKSHOP: HOTELISATION OF TRADITIONAL  
ASSETS
- GLOBAL PROJECTS: ROUNDTABLES WITH  
INVESTORS & OWNERS
- PRE-SCHEDULED MEETINGS &  
INTRODUCTIONS  
(subject to sponsorship level and investor interest)

## INSPIRATION WORKSHOP ROOM

- GET TOGETHER - INSPIRING WOMEN IN  
HOSPITALITY
- UNVEILING GLOBAL AFFAIRS
- PURPOSE-DRIVEN LEADERSHIP





# THEMES FOR 2024





# PROJECTS & COUNTRY PAVILIONS

## WHO SPONSORS:

- Investment Promotion Agencies
- Tourism Groups
- Developers
- Advisors
- Local Owners/Operators
- International F&B Concepts

42% of FHS 2023 investors are in search of new projects and opportunities





# TECHNOLOGY AND INNOVATION



## WHO SPONSORS:

- Big Data Insights Integrators
- Property Management Systems
- Hospitality Tech Startups
- Sustainability & Energy Tech Providers
- Cybersecurity
- VR, AR, 3D Visualisation & Mapping
- AI Solution Providers

86% of hoteliers in 2022 planned to invest in improving in-room technology



# SUSTAINABLE CONSTRUCTION

## WHO SPONSORS:

- Renewable Energy for Buildings & Facilities
- Construction Innovators
- Materials and Design
- Modular Rooms Providers
- Architects
- Project Management

Modular hotel construction produces  
68% less carbon emissions



# REAL ESTATE HOTELISATION

## WHO SPONSORS:

- Co-working, Co-living
- Hospitality Brands
- F&B Concepts
- Student Accommodation
- Senior Living
- Real Estate Lawyers
- Consultants/Advisors

Building occupants now expect the same level of service within a commercial building as a hotel or a restaurant.







# NEW FOR 2024







# BRANDED RESIDENCES FORUM

BROUGHT TO YOU BY

## ACCOR ONE LIVING

Held adjacently with **FHS World**, this exclusive one-day forum will explore the thriving sector of Branded Residences.



### KEY TOPICS

The forum will feature workshops and conference sessions around key topics including:

- Dynamic Co-working Concepts
- How Shared Living is Evolving
- Serviced Apartments / Extended Stay - Demand Continues to Exceed Supply
- How Private Clubs are Becoming The Fastest Growing Workplace
- How Investors Can Leverage Unprecedented ROIs
- Operator's Perspective - Diversifying Revenue Streams with Security
- Demystifying Legal Structures and Concepts in Branded Residences
- Lifestyle Branded Residences - Design, Innovation & Wellness
- Strategies to Align Interests and Navigate Complexities in Rental Programs
- Future Opportunities and Potential in Branded Residences





# EVENT FEATURES



## UN TOURISM WOMEN IN TECH COMPETITION SEMI- FINALS

The competition aims to highlight and support women entrepreneurs who are shaping the future of sustainable tourism and hospitality across the region.

For its second edition, FHS has joined efforts as an ecosystem partner to host its semifinals.



## SUSTAINABLE COOK-OFF

Join us at The Sustainable Cook-off at FHS World 2024, where top chefs transform locally sourced ingredients into gastronomic masterpieces - celebrating the unique flavours of the Emirates and championing sustainability.



## FHSWOMENPOWER

FHS World 2024 is proud to offer special rate passes to women in hospitality.

**Women working in hospitality** can benefit from a **35% discount** on their passes for FHS World as part of our effort to champion gender diversity in the industry.





# SPONSORS & PARTNERS







## HOST SPONSOR

**Jumeirah**  
HOTELS & RESORTS

## COUNTRY PAVILION SPONSORS

**ITALIA**  
HOSPITALITY  
INVEST IN BEAUTY AND HERITAGE

**MFMC**  
MALDIVES FUND  
MANAGEMENT CORPORATION

Tourism Engineering  
and Investment  
**SMIT MOROCCO**

## PLATINUM SPONSORS

**Hilton**

**NEOM**  
نيوم

**NEW MURABBA**

**RHG RADISSON**  
HOTEL GROUP

طبعة للاستثمار  
**TAIBA INVESTMENTS**

## EMERALD SPONSORS

**ACCOR**

**Club Med**  
*All-inclusive beach  
and mountain Resorts*

**IHG**  
HOTELS & RESORTS

**Marriott**  
INTERNATIONAL

**MILLENNIUM**  
HOTELS AND RESORTS

**MINOR**  
HOTELS

البحر الأحمر الدولية  
**Red Sea Global**

**Rotana**

## GOLD SPONSORS

**ARC**  
L

**ARK**  
PEOPLE. SIMPLY.

**ACTION HOTELS**

**adyen**

**ALEPH**  
RESORTS

**B**  
**BARRIÈRE**

**CBRE**

**Colliers**

**COMPASS**  
powered by DAR AL ARKAN

**Dusit**  
INTERNATIONAL

**ELAF**

**EMAAR**  
HOSPITALITY

**ENTERPRISE GREECE**  
INVEST & TRADE

**HVS**

**HYATT**

**IHCL**

**JLL**

**KEP**

**KEARNEY**

**Knight Frank**

**LEVA**

**Louvre Hotels**  
GROUP

**QUO**

**RIKAS**  
HOSPITALITY GROUP

**ROVE**  
HOTELS

هيئة الاستثمار  
والاقتصاد  
SHUROOQ  
شروق

**SOMMET**  
EDUCATION

**THE ASCOTT**  
LIMITED  
A Member of  
Capitaland Investment

**TUI**  
HOTELS & RESORTS

**UNITED HOSPITALITY**  
MANAGEMENT

**UNOX**

**WYNDHAM**  
HOTELS & RESORTS





## SILVER SPONSORS



**CONRAN  
DESIGN  
GROUP**



## RESTAURANT INVEST SPONSORS



F O R S I T E



## STARTUP EXHIBITOR



## COFFEE SPONSOR



## WATER STATION SPONSOR



## SUPPORTERS







# 2024 FLOOR PLAN

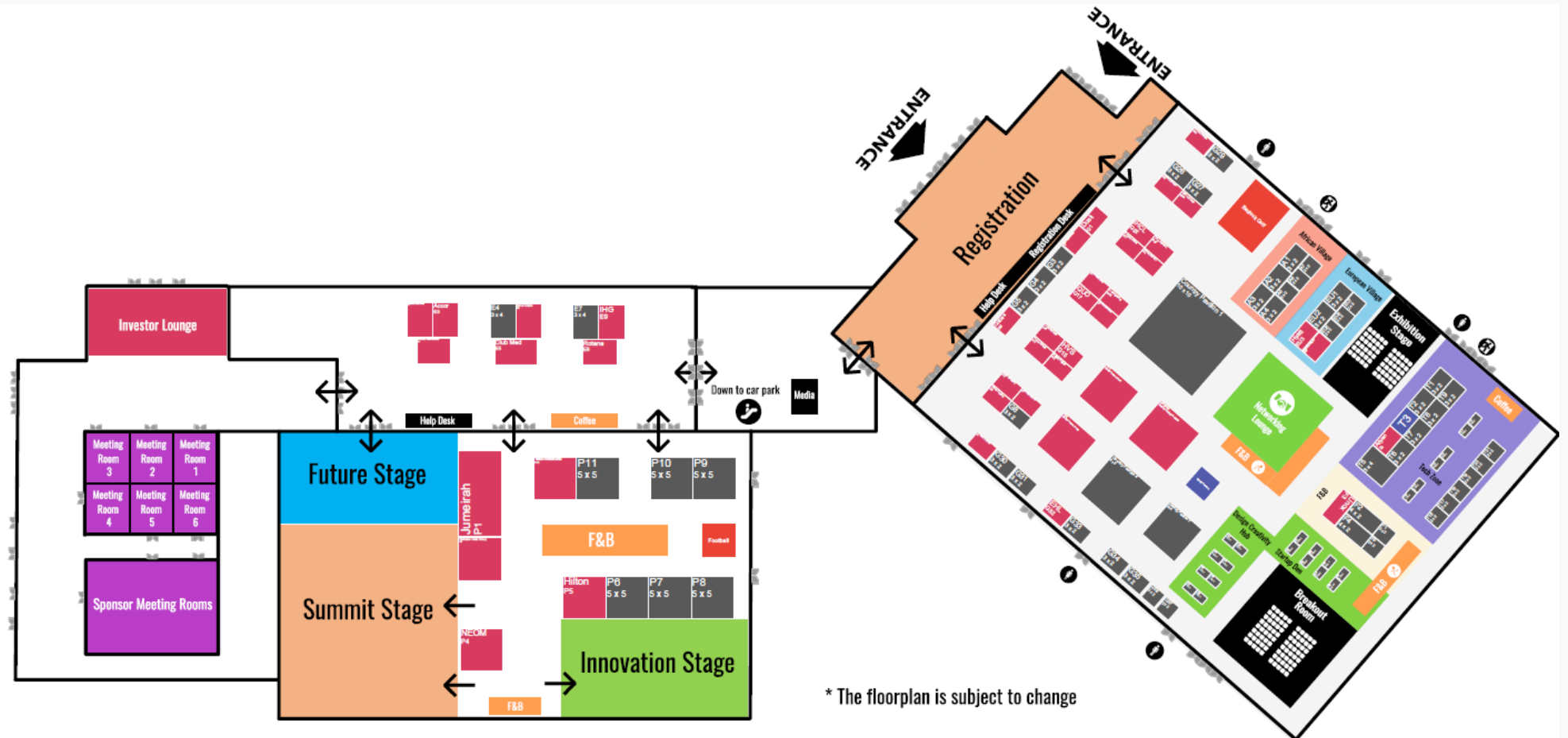


**KHALID SAUD ABUHAIMEED**  
Chief Executive Officer  
Al Khozama

“FHS has been the beacon of light for the hospitality industry today, and to follow, for the years to come.”

We've gone bolder with our space at the fantastic Madinat Jumeirah Convention Centre. Taking over the 'Arena' allows us to expand our exhibition to almost twice the size as compared to previous editions.

The floorplan is subject to change.  
[Click here to access the latest floorplan.](#)







# 2024 PROGRAMME







# VIEW THE COMPLETE CONFERENCE PROGRAMME

[Click Here](#)





# 2024 SPEAKERS INCLUDE:



**SÉBASTIEN BAZIN**  
Group Chairman & CEO  
Accor



**H.E. ABDULLA BIN  
TOUQ ALMARRI**  
Minister of Economy  
United Arab Emirates



**PAUL GRIFFITHS**  
Chief Executive Officer  
Dubai Airports



**PIER PAOLO RIGHI**  
CEO & President  
Karl Lagerfeld



**SATYA ANAND**  
President - Europe,  
Middle East and Africa  
(EMEA)  
Marriott International



**JOHN PAGANO**  
Group Chief Executive  
Officer  
Red Sea Global



**STEPHEN SACKUR**  
Presenter  
HARDtalk



**GUY HUTCHINSON**  
President, Middle East &  
Africa (MEA)  
Hilton



**KHALID ANIB**  
Chief Executive Officer  
Abu Dhabi National  
Hotels, PJSC



**ARTUR GERBER**  
Chief Executive Officer  
TUI BLUE Hotels &  
Resorts



**DR. MARINOS  
GIANNOPOULOS**  
Chief Executive Officer  
Enterprise Greece



**PHILIP BARNES**  
Chief Executive Officer  
Rotana



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



**FAHAD ABDULRAHIM  
KAZIM**  
Group Chief Executive  
Officer  
Lakhraim Group



**RIYAN ITANI**  
Founder  
Global Branded  
Residences



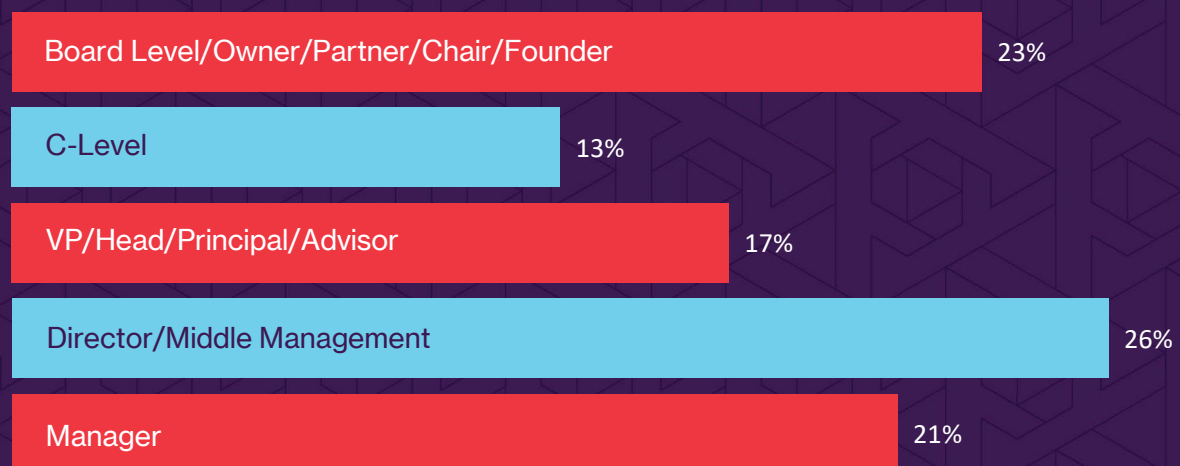
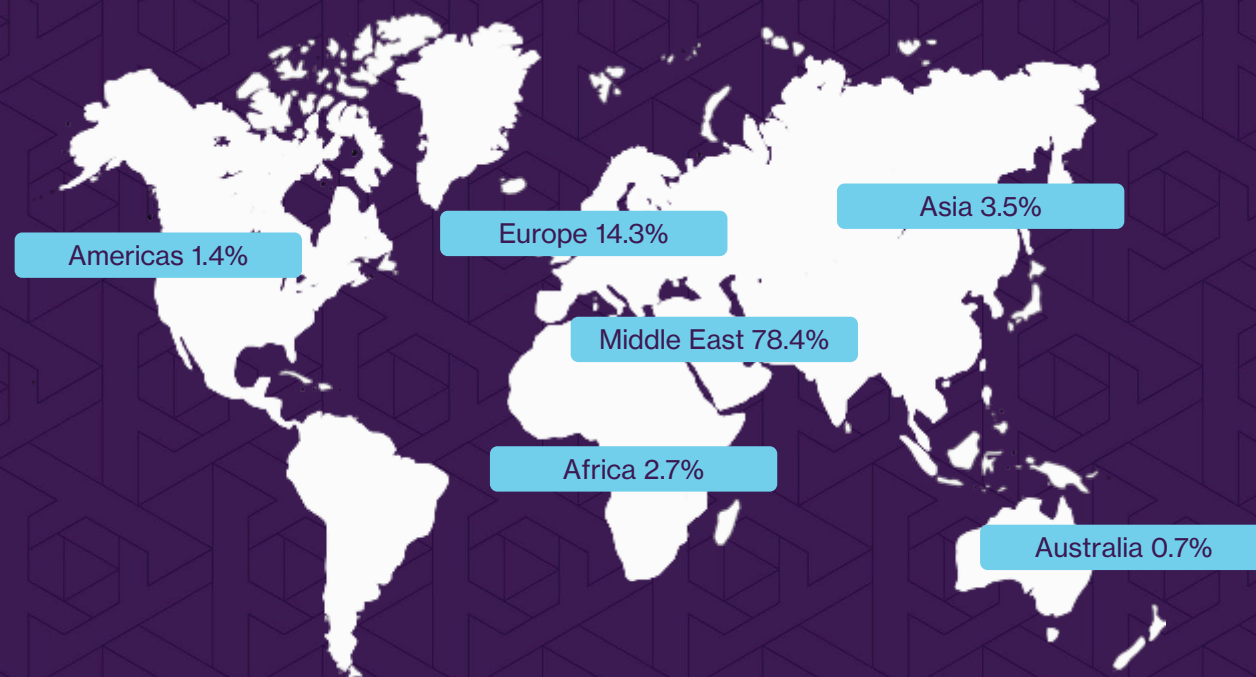
**JAVIER ÁGUILA**  
Group President, Europe,  
Africa and the Middle  
East (EAME)  
Hyatt

[Click here to view all confirmed speakers.](#)



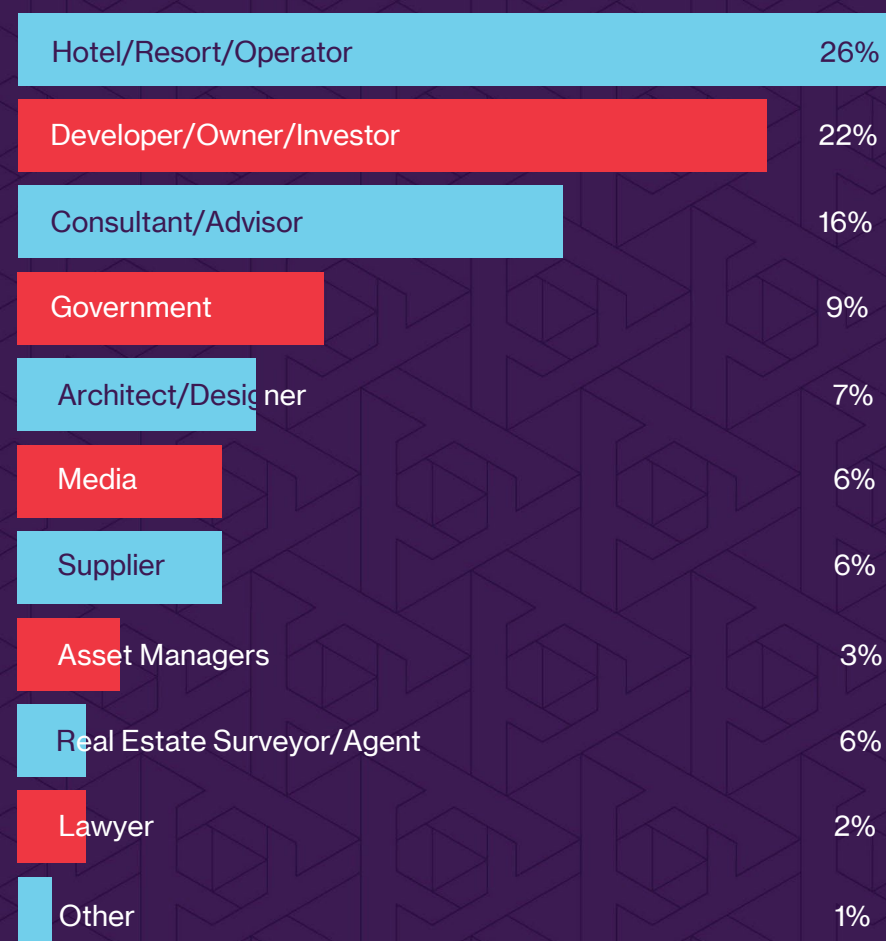


# WHO ATTENDS



**NOEL HOMSY**  
Co-Founder  
ENVI Lodges

"It was intense - FHS felt like a full year of networking and business development condensed into 3 days!"







# WHO ATTENDS? A SNEAK PREVIEW:

Accor | Radisson | NEOM | Boutique Group | Hilton | Rua Al Madinah | Spectrum Next Group | Imkan | Ministry of Tourism Saudi Arabia | SMIT Morocco | Marriott International | IHG | Rotana | Taiba | Louvre Hotels Group | CBRE | Aleph Hospitality | Minor Hotels | Amsa Hospitality | BECC | Colliers | Elaf | Voltere | WhiteWater | SSH | JLL | Wyndham | Valor | Domus | EMAAR | HVS | IT Hospitality | Rove Hotels | PwC | Knight Frank | Leva Hotels | Mapal | Moddsys | Egis group | OBMI | Zimbabwe Tourism Authority | Restroworks | Rikas | AtmosphereCore | HMH | Signature Hotels Group | Hotstats | Wood Couture | Industrial Group | Millennium Hotels & Resorts | Valor Hospitality Partners | Plus Venture Capital | Hotelivate | Lakhraim Business Group LLC | Wyndham Hotels & Resorts | Kasada Capital Management | Stirling Hospitality Advisors | Andart Global | Al Khozama Investments | SH Hotels & Resorts | Compass Project Consulting | Deutsche Hospitality | Enquire AI | Accenture | Arsenale Group | Diriyah Company | Valor Hospitality Partners | The Indian Hotels Company Limited (IHCL) | Elaf Group | Jumeirah Group | Cheval Collection | Golden Sands Hotels | The Boundary | Forsite Creative | Cairncross Martin | Shirvan Hotel | Ennismore | Spa Connectors | AlUqair Area Development Company | GOCO Bangkok Co., Ltd. | Xpitality Group | Odyssey | The Ascott Limited | Winnow Solutions | Freshontable | Dorsett Hospitality International | Elevate | Al Raya Real Estate Co. | Servotel | Baker & McKenzie LLP | Fairmont | IATA | Fairmas GmbH | Beaufort Global | Next | Capella Hotel Group | Staytus | Hospitality Asset Solutions 360 | RKF Wellness & Care | Saporiti Italia Spa | Limitless Engineering LLC | De Leeuw Group | Plug and Play | HosProc | Mubadala Investment Company | ADNEC Group | Areen Design | Kerten Hospitality | Livit Design | Alliants | K&J Project Management Solutions Ltd | Carter Hones Associates | Politecnico di Milan | WASL Hospitality & Leisure | Majd Investment Company Fam Holding | Conceptional | Jabal Al Shifa Development Company | Oracle Hospitality | Thynk | HotelPartner Yield Management | Newmark Hotels | Golden Tulip/Louvre Hotels Group | TIME Hotels | Mashreq | Dentons | Aimbridge Hospitality | HKS Architects Ltd | Constance Hospitality Management Ltd | Mubad | ASDA'A-BCW | Jannah Hotels & Resorts | Southern California Institute of Architecture | Continent Worldwide | Business Traveller Middle East | Wellness & Spa Solutions | SAS Corlette Design | Alvarez and Marsal | GASSIM | EDB Bahrain | Barrière Hotels & Resorts | AHM GESTION | CLUB MED | Sybarite | VISTO | The Dandy Collection | Hotel Marketing Space | Dar Engineering | ARC | Saporiti Hotel Design | Bishop Design | STR | Brodies LLP | Langham Hospitality Group | Colliers | The Lux Collective | ENVI Lodges | The Hospitality Network | EMA Studios | SevenRooms | Bespoke Modular Manufacturing LLC | Black Coral Consulting | Tricon Foodservice Consultants Ltd | FM Recruitment | Palazzo Hospitality | AD-Studio | Savills | Pinsent Masons LLP | PSD Group | COREcruitment Ltd | Benoy Limited | Miral | Abu Dhabi Department of Culture & Tourism | Ministry of Tourism Egypt | UNWTO | Hyatt Hotels





# DELIVERING INSIGHTS



## PANEL DISCUSSIONS

Engage with thought-provoking and critical conversations with industry's finest visionaries.



## 1-ON-1 INTERVIEWS

Get unfiltered insights from candid conversations with industry CEOs followed by audience Q&As.



## ROUNDTABLES & DISCUSSIONS

Get a chance to closely discuss trends and projects in small groups on carefully selected topics.



## INNOVATION PITCHES

Witness, or take part, in the excitement and drama of short but powerfully delivered pitch sessions.



## STUDENT-LED SESSIONS

Workshops and pitch sessions designed for students to empower and inspire the young generation





# PITCH SESSIONS



## SUSTAINABLE HOSPITALITY CHALLENGE

Get a chance to witness a Hotelschool The Hague initiative in which students from 70+ universities from around the globe compete and present their innovative hospitality approaches.

The finals for the 10<sup>th</sup> edition of the Sustainable Hospitality Challenge will take place at FHS World in Dubai.



## LEAD THE CHANGE

Learn from distinguished industry leaders or pitch your achievements in front of FHS delegates to share innovations, strategic leadership & sustainable practices as a change leader.



## STARTUP DEN

Discover budding startups or pitch your own to engage in potential strategic investment by meeting hospitality's biggest investors at the Startup Den and win mini-incubation program and mentorship.





# FACILITATING CONNECTIONS

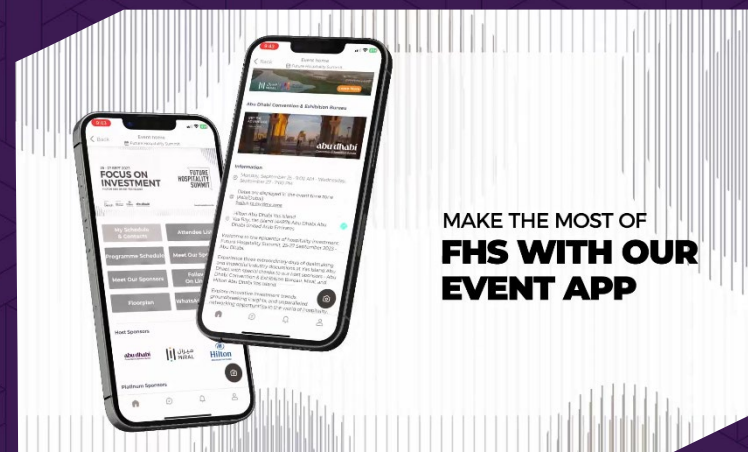
## INDUSTRY AWARDS

Join the celebration of recognising remarkable individuals for their services to the industry.



## NETWORKING OPPORTUNITIES

Avail multiple opportunities to network with the hospitality investment community with a mix of formal and informal networking sessions such as site tours, wellness activities, speed networking sessions, and a dedicated networking app.



## DEAL SIGNINGS

Be the first to hear about the biggest industry announcements and deal signings taking place exclusively at FHS World.

## DIGITAL CONTENT

Gain exposure through our social media content strategy as we serve insights through podcasts, video interviews, white papers, and more.







# EXPERIENCES

## SPORTS & WELLNESS

Energise your mind and body with sports and wellness activities led by expert instructors, to recharge during three intense days of business.



YOGA SESSION

MINI-BAND STRENGTH SESSION

MORNING RUN

GOLF TOURNAMENT

TENNIS TOURNAMENT





# EXPERIENCES

## F&B INSIGHTS WITH CULINARY TOURS







# MARKETING & PROMOTIONS

## THE FHS WEBSITE

The FHS website attracts traffic from hospitality investment professionals who find their way to us through various outreach campaigns online. FHS campaign in 2023 recorded,

**100,000+ Website Users**  
**200,000+ Sessions**  
**1m 39s Average Engagement**

## EMAIL CAMPAIGN

Our extensive email campaign was directed at The Bench's GDPR-compliant database comprising of highly engaged hospitality leaders worldwide. The campaign included promotional emails for FHS, coupled with highlights featured in the monthly newsletter.

**17,500+ Stakeholders Targeted**

## SOCIAL MEDIA

FHS Social Media advertising and organic content 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.

**4M+ Impressions Delivered**  
**200K+ Unique Users Reached**

## PR & MEDIA COVERAGE

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.

**100,000+ Website Users**  
**200,000+ Sessions**  
**1m 39s Average Engagement**

FHS  
WORLD





# SPONSORSHIP OPPORTUNITIES ARE LIMITED. GET IN TOUCH NOW!

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