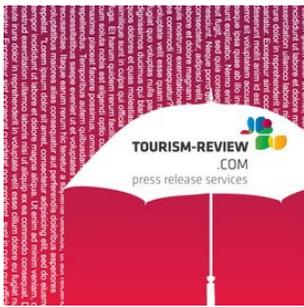


# Hotel Show Fronts Hospitality Trends



Focus on trends in sustainability and technology says organiser of region's premier event for suppliers to the hospitality industry

Despite the specter of a double-dip recession in Europe and the US, as well as unrest in North Africa and Bahrain, the region's hospitality infrastructure and associated supplies industry are still witnessing steady growth and many industry experts will be turning their attention to the latest trends to stay ahead of the curve and the competition.

The Hotel Show, the region's premier tradeshow for the industry, which takes place at the Dubai World Trade Centre on 17-19 May 2011, has always been a showcase for innovative trends and this year will focus on sustainability and technology.

"Despite macro-economic indicators, there is little doubt that the regional hospitality industry is now experiencing solid if unspectacular growth. With over \$6 billion worth of hotel projects, mainly in the UAE, Qatar and Saudi Arabia, still due for completion by 2013, the industry is looking forward with renewed confidence," said Frederique Maurell, Exhibition Director, The Hotel Show.

"We are, quite naturally perhaps, already seeing greater emphasis on sustainability and technology, not only to save energy, enhance efficiency and save money. As such hotel owners and managers will no doubt be on the lookout for products and services which match this trend. "

The Hotel Show will take place across halls three to eight of the Dubai World Trade Centre, covering over 22,000 square metres of exhibition floor space, showcasing the latest products, services and technologies from all aspects of the hospitality and leisure sector.

The event has a distinctive international feel this year with 400 exhibitors representing 25 countries are showcasing more than 500 products.

"We have 25 exhibiting countries registered this year representing over 45% of the net floor space. The largest pavilion is Germany with over 600 square metres accommodating 29 exhibitors. The Turkish participation is a close second with over 540 square metres. Then France, Belgium, Spain, Italy and the UK are also prominent, covering a combined 1300 square metres.

"Cyprus has confirmed over 300 square metres, Greece has doubled its presence from last year and the Asian presence is hardly subdued with over 1000 square metres of space from Thailand, China , Singapore together," said Maurell.

And it's not just about international participation. Many of the region's major industry players will also be exhibiting, including Al Aqili, Al Reyami, Sealy and Dubai Furniture.

The hotel show attracted over 10,250 participants last year and with the upturn in visitor numbers, especially in the UAE, we are hoping for a considerable rise in trade visitors this year.

"In previous years, more than 60% of our visitors have placed orders whilst onsite or at a later date

but as a direct result of attending The Hotel Show. We believe that substantial investments will be made in sustainable products and technology this year," said Maurell.

Once again it make it even easier for exhibitors and visitors alike, the show is divided into four main product categories. Some exhibitors within each product category include:

**Operating equipment and supplies:** A.Ronai, UAE; Sealy Mattress, KSA- Dubai Furniture, UAE- Poly Products, UAE- Drakoulakis, Greece; Pedro & Lopez, Spain; Yatas Yatak, Turkey; Dometic, Germany; Intercoil, UAE; Intercare, UAE; Rikan, UAE

**Interiors & Design:** Al Aqili Furnishings, UAE; Qisda Corporation, Singapore; Wanzl, Germany; Design Flooring, UK; Al Reyami Hospitality, UAE; ASPIN, Italy

**Resort Experience:** Nardi, Italy; Andreu World, Spain; Taylor-Dunn, USA, Fiorito, Egypt; Technogym, Italy; Baily Prestige, France

**Security & Technology:** Samsung, South Korea; Locatel, France; Salto; Systems, Spain; M-Com, Greece, Interel, UAE.

"However we also have a number of new and exciting initiatives that we have introduced this year, following feedback from visitor and exhibitor surveys, during last year's show," added Maurell.

### **The Green Initiative**

Sustainability and eco-friendly technologies, utilities cost saving solutions are strategic for all hospitality stakeholders. Green solutions which respect the environment as well as reduce energy bills are at the core of the industry professionals concern. This initiative has already attracted international brands such as ABB, LG Electronics and Guildlight Architecture.

### **Hotel Innovation Trends and Technology (HITT) Conference**

HITT 2011 is a new event running alongside the exhibition. This year as the name suggests, HITT will focus primarily on innovation and trends in technology. An impressive line-up of local, regional and international experts will present the latest in forward thinking, during a two-day conference and an additional day of dedicated workshops.

Expert speakers include, Guido de Wilde, VP & Regional Director, Starwood Hotels & Resorts; Michael Scully, MD Hospitality, Seven Tides; Marc Dardenne, CEO, Emaar Hospitality, plus representatives from the Government of Dubai's Department of Tourism and Commerce Marketing.

### **Innovation in Design**

Held on the show floor of The Hotel Show 2011, this exclusive area will give the hospitality audience a taste and feel of "what is new" for the hospitality industry!

This feature is only open to innovative and leading brands in interiors and design, resort & wellness, technology, operating equipment & supplies participating at this year's show. Each entrant can submit one unique design piece into this entertaining and vibrant platform.

### **Other highlights include:**

- The Middle East Spa Awards
- The Student Design Gallery and Awards
- The Corporate Catwalk
- The Industry Association Meetings (Emirates Culinary Guild, The Housekeepers Association, - - The Front Office Association)
- Key buyers programme which aims to attract 2,000 key buyers to the show and Business Matching facilities with the online Visitors Zone.

The official platinum sponsor is Al Aqili Furnishings. The Dubai Government - Department of Tourism and Commerce Marketing (DTCM) has also entered into an agreement with dmgs::events in

Dubai the organisers of The Hotel Show to become strategic partners for this year's hospitality showcase.

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