

THE  
Leisure  
Show  
SPORTS ♦ RESORTS

Dubai World Trade Centre  
16 - 18 September 2018

[theleisureshow.com](http://theleisureshow.com)

# THE Leisure Show

SPORTS ♦ RESORTS

## WELCOME

The region's premier exhibition for the leisure, sports, resorts, and pool & spa industries, The Leisure Show returns in 2018 for its sixth edition. As an integral part of our hospitality portfolio that boasts of established events such as The Hotel Show Dubai and The Hotel Show Saudi Arabia, The Leisure Show caters to the region's rapidly growing leisure market.

With over 150 international suppliers participating, we see over 5,000 industry professionals visiting the show to network, source the latest innovations, products, and equipment to build, operate and maintain their resort, fitness centre, spa, outdoor area, theme park and other leisure facilities.

The Leisure Show 2018 - held alongside The Hotel Show Dubai - is more than just an exhibition; visitors - architects, designers, commercial developers and key decision makers will witness new live features, conferences, workshops, competitions and much more. The Leisure Show will be a diverse experience for all attendees looking to connect, network and do business. Join us 16 - 18 September 2018.



## TAKING THE LEISURE & HOSPITALITY PORTFOLIO GLOBAL

The Saudi Arabia and Africa hospitality and leisure markets are experiencing remarkable growth and modernisation. Strong demand for new hotels, F&B outlets, and leisure facilities is being driven by sustained economic performance, improved infrastructure, and growing international recognition as leading destinations for both leisure & business travelers. dmg events' hospitality and leisure portfolio in these regions will provide key platforms for industry professionals looking to invest in the future of global hospitality and leisure.

THE HOTEL SHOW SAUDI ARABIA  
10 - 12 April, 2018

The Kingdom's premier hospitality event, showcasing the full spectrum of the industry, with everything needed to build, develop and maintain a hotel or restaurant.

**32.7m**  
population

**30m**  
tourists expected by 2030

**US\$4.29bn**  
projected value of Saudi Arabia's hotel market in 2017

**60,395**  
rooms under construction

[thehotelshowsaudi Arabia.com](http://thehotelshowsaudi Arabia.com)

THE HOTEL SHOW AFRICA  
24 - 26 June, 2018

100% hospitality for the hotel, leisure, and food service industry. Derived from The Hotel Show Dubai, The Hotel Show Africa returns for its second edition in 2018.

**1.2bn**  
population

**85m**  
tourists expected each year by 2020

**365**  
hotel projects in the pipeline

**54,600**  
new hotel rooms in Africa pipeline

[thehotelshowafrica.com](http://thehotelshowafrica.com)



## WHY THE MIDDLE EAST IS A SMART CHOICE

The GCC has firmly established itself as one of the leading and most exciting tourist destinations in the world. Already valued at \$178.8 billion a year, its hospitality, leisure and recreation industries are only set to grow, driven by rising visitor numbers, expanding populations and the hosting of major global events like Expo 2020.

**US\$44.6bn**

contribution of tourism to UAE's GDP in 2017

**25m**

visitors expected for the Expo 2020

**US\$178.8bn**

value of the GCC leisure-recreation & hospitality sector

**1,692**

number of leisure-recreation and hospitality projects in the GCC

**150m**

tourist arrivals projected for the Middle East by 2020

## GLOBAL BRANDS TRUST THE LEISURE SHOW TO GROW THEIR BUSINESS



This was our third year at The Leisure Show and it was our best year so far. Our business objectives of creating brand presence, launching our new product and closing and winning new projects have been met and we look forward to repeating the same in 2018.

Nasser Obeid, Managing Director, Johnson Health Tech

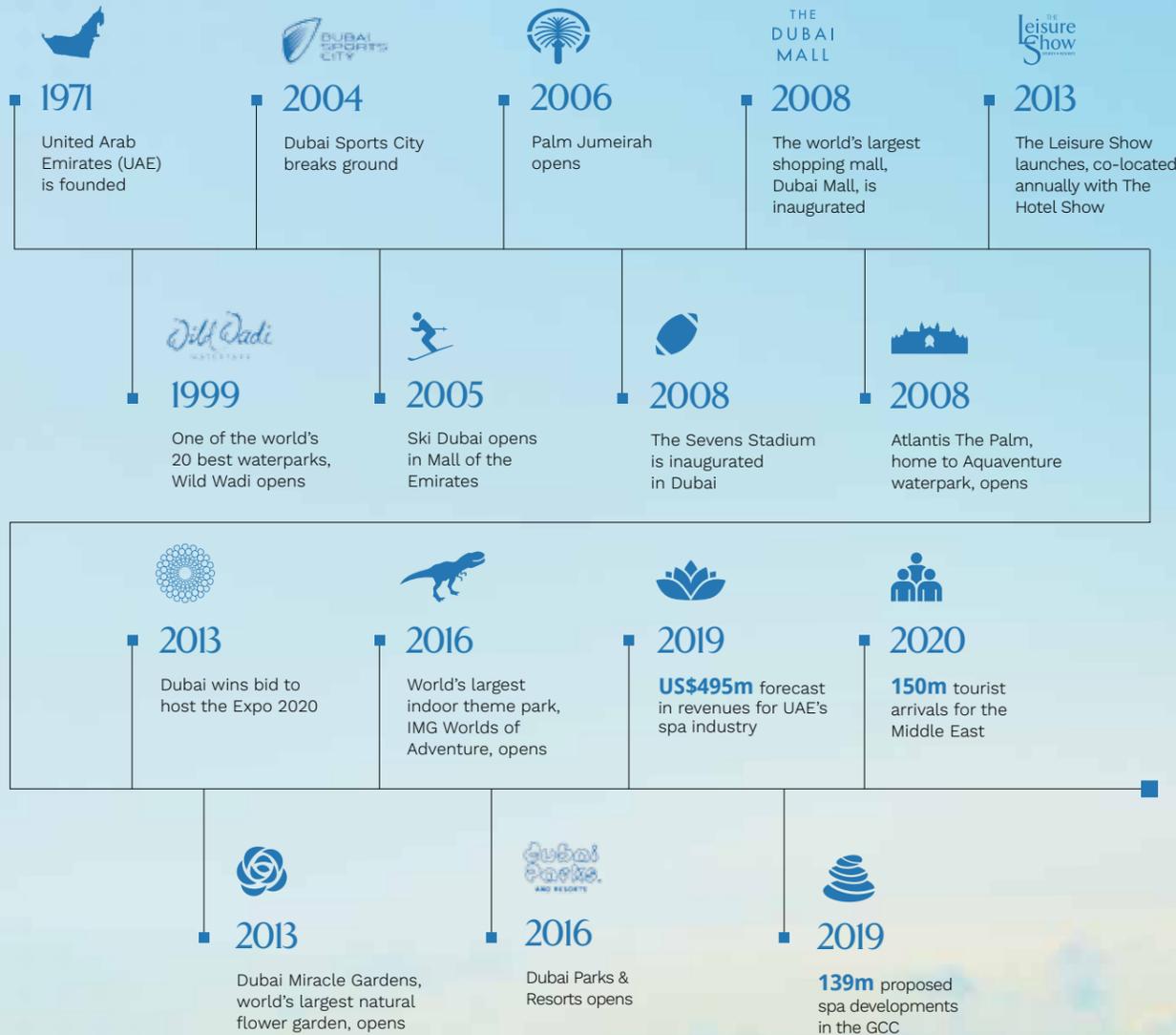


Ghareini Middle East has been participating in this show for 5 years and it is an extremely important show for us to create our brand presence. Middle East is one of the hubs for the leisure industry and with that comes a responsibility for us to participate in a show such as The Leisure Show. The leads that we have generated from the show has been tremendous and we are very thankful.

Eva Panacheril Kern, Managing Director, Ghareini

# A TIMELINE OF THE GCC'S LEISURE MARKET

1971 - 2020



# SECTORS REPRESENTED AT THE LEISURE SHOW

## RESORTS

The Middle East is transforming into an increasingly lucrative market for international developers and venue operators. As a growing number of global brands enter the region, innovation will remain a powerful factor to differentiate successful brands in 2018 and beyond.

Exhibitors within the Resorts sector can expect to meet buyers, architects, developers, and designers looking for comprehensive solutions to build their leisure resorts from the ground up.

**US\$52bn**

value of the GCC leisure & recreation sector

**US\$2.1bn**

forecast visitor attraction revenues in UAE by 2019

## SPORTS

Catering to this booming industry is the show's dedicated Sports and Fitness sector, the ideal platform for providers of products and solutions for the build, development and fit-out of fitness centres, golf courses, tennis courts, and other sports facilities to showcase their offering.

**US\$1.7bn**

total annual expenditure on sports in Dubai

**US\$816m**

proposed budget for build of UAE's Sheikh Mohammed bin Rashid stadium

## POOL & SPA

As an essential offering within most resorts and commercial leisure establishments, swimming pool and spa design and development is also a key component within The Leisure Show. The Pool & Spa sector is the ideal platform for suppliers and buyers of products for the design, build and fit-out of swimming pools and spas, as well as those looking for a showcase of the latest spa products.

**US\$495m**

forecast spa revenues in UAE by 2019

**139**

proposed spa developments in the GCC between 2015 and 2019

# WHY YOU SHOULD EXHIBIT

**6,000+**  
sqm floor space

**5,000+**  
visitors

**122.6m**  
professionals reached through the 2017 marketing & PR campaign

**US\$3.8m**  
value of 2017 PR & marketing campaign

**88%**  
exhibit to meet business objectives

## Voice of the Industry



This year I attended in particular to meet new fitness vendors, who we are working with, as it is a good introduction to our owners and property managers and a good point of reference for them to see what is in happening in the industry. It was good to see new vendors and suppliers this year, there were a number of new ideas that I would not have come across had I not attended The Leisure Show.

**Sharon Barcock,**

Director Spa & Fitness Operations & Development MEA & Turkey, Hilton



The Leisure Show combined with The Hotel Show gives me an opportunity to catch up with some of the companies and suppliers at the forefront of the latest trends and meet old friends. The creativity, quality and range of products on display at the show is impressive. It is also an opportunity for me to look for trends in the leisure and hotel industry as a whole.

**Phil Taylor,** Director, Team Leisure LLC



# BRINGING THE RIGHT AUDIENCE TO YOU

**26%**  
increased attendance year-over-year

**72%**  
of visitors are key decision makers or buyers

**32**  
visiting countries

### Key buyer profiles at The Leisure Show

- ◆ Architects
- ◆ Engineers
- ◆ Developers
- ◆ Designers

### Owners, Directors and Managers of:

- ◆ Hotels / leisure resorts
- ◆ Gym & fitness centres
- ◆ Spa & swimming pools
- ◆ Golf resorts
- ◆ Residential developments

Where global brands come to do business



## LIVE FEATURES FOR 2018



### The Outdoor Furniture Showcase

The Outdoor Furniture Showcase is back for 2018 to shine a light on the ever changing world of outdoor designer furniture. The showcase area will attract a targeted audience of buyers looking for the latest designs in outdoor furniture and furnishings for their hotel, resort, and residential properties.

If you supply products, services and solutions related to the outdoor design and build industry, then The Outdoor Furniture Showcase area is the place for an enhanced exposure to a targeted audience, looking to source the latest products to furnish or upgrade their outdoor facilities.



### Outdoor Design Day

The Outdoor Design Day will provide a unique platform to engage with designers, landscape architects, urban planners, through a series of conferences, workshops, and presentations providing valuable insight into the region's design industry. In addition to an extensive educational programme, shortlisted projects for the Best Outdoor Design Competition will also be on display at the Outdoor Design Day and the winner will be announced at the Middle East Hospitality Awards 2018.

Exhibitors at The Leisure Show can look forward to this one day programme to do business with the design community at one place, as they come together to highlight the latest innovations and challenges in the design space.



### Everything Golf

New feature for the 2018 show, Everything Golf provides you a unique platform to drive your brand to the forefront and showcase your products to a focused marketplace.

Everything Golf is designed for the owners and operators of golf facilities to experience the latest technological advances and most innovative products, equipment and services required for the design, development, and day to day running of golf courses.



### The Fithub

The Fithub returns for 2018 bringing together a series of seminars, professional development workshops and live fitness programmes critical to the ongoing success of the sports and fitness industry.

Hosted by experts from government bodies and private sector establishments, promoting your brand through The Fithub gives you direct access to managers, operators, developers and important decision makers from across the region.



### Pool & Spa Conference

The conference hosts a series of workshops and keynotes on the latest technology that is shaping the pool & spa industry at a time of unprecedented growth and development in the region.

If you specialise in swimming pool construction, water treatments, accessories, equipment and supplies, then the Pool & Spa Conference is the ideal platform to increase visibility and promote your brand to leading decision makers in the pool & spa industry.

# MIDDLE EAST HOSPITALITY AWARDS

The Middle East Hospitality Awards celebrates excellence across the GCC's diverse hospitality and leisure sector. Hotels, resorts, sporting facilities, wellness centres that have demonstrated leading performance, innovation and excellence over the last year will be showcased during the ceremony, which will attract around 500 industry professionals and be held in a leading five star venue in Dubai, in a glittering evening of fine food, entertainment and celebrity.

Winners in each of the 17 categories, which range from Luxury Hotel of the Year to Best Gym / Sporting Facility, to the MEHA Lifetime Achievement Award will then be crowned by a distinguished judging panel of industry leaders and rightfully stand as benchmarks for further innovation and excellence over the coming year.

### The categories:

- ◆ Luxury Hotel of the Year
- ◆ Boutique Hotel of the Year
- ◆ Mid-Market Hotel of the Year
- ◆ Hotel Launch of the Year
- ◆ Most Impressive Hotel Feature
- ◆ Rising Star Award
- ◆ Best Hotel Developer
- ◆ Resort of the Year
- ◆ Best Bar / Nightlife Venue
- ◆ Best Gym / Sporting Facility
- ◆ Best Spa / Wellness Centre
- ◆ Best Use of Technology
- ◆ Best New Restaurant of the Year
- ◆ Best Team of the Year
- ◆ Best Event Venue
- ◆ Head Chef of the Year
- ◆ Hospitality Leader of the Year
- ◆ The MEHA Lifetime Achievement Award

# THE HOTEL SHOW DUBAI

## CO-LOCATED WITH THE HOTEL SHOW

The Leisure Show is co-located with The Hotel Show Dubai, the region's largest, most prestigious hospitality event in Middle East, Africa and Asia. Meet GM's and owner/operators, through to procurement managers, designers and the all-important frontline hospitality personnel at the show, offering the ultimate showcase of everything you need to build, develop and maintain a hotel or restaurant in the region.

606

exhibitors

27,108

gross sqm

63

visiting  
countries

25,000+

attendees across  
both shows

96%

of visitors are key decision  
makers, purchasers or buyers

## EXPOSURE TO AN AUDIENCE OF MILLIONS - THE MARKETING & PR CAMPAIGN

Your participation in The Leisure Show is an excellent way to generate sales leads and connect with the local market, but we want to help take your campaign to the next level, making sure that you get the most from your investment.

The Leisure Show Dubai 2017 PR campaign was valued at US \$35 million, reaching more than 518 million people. Stories by our award-winning in-house PR team covered the latest news and trends arising from the show and the industry, featuring in the likes of Sports 360, Gulf News, ShortList, The National, Khaleej Times, Dubai Eye 1038 and many other leading media sources from across the region and international markets.

You can really make your investment in The Leisure Show count by taking advantage of the Marketing & PR support introduced as part of your exhibitor package. By supplying us with company listing information, images, press releases and more - your business will feature across our multiple communications channels reaching tens of thousands of people: the show website, social media, email campaigns, show catalogue, and at the Editor's discretion, the blog ([www.talkabouthospitality.com](http://www.talkabouthospitality.com)).

For more information, please contact:

**Heather Macpherson**  
Senior PR Manager  
E: [HeatherMacpherson@dmgeventsme.com](mailto:HeatherMacpherson@dmgeventsme.com)

**Priyadarshini Rampuria**  
Marketing Executive  
E: [PriyadarshiniRampuria@dmgeventsme.com](mailto:PriyadarshiniRampuria@dmgeventsme.com)

## MAXIMISE YOUR REACH THROUGH SPONSORSHIP

Commercial partnerships with government, leading brands and distinguished knowledge partners support the growth and success of the dmgevents' hospitality and leisure portfolio and provide our partners with the opportunity to increase brand awareness in the region.

We work closely with all of our partners to devise sponsorship and branding packages to fit their business needs. With investments starting as low as US\$550, options include digital and online branding from web banners to dedicated emails; on-site branding - hitting areas with premium footfall at the Dubai World Trade Centre; and PR support from dedicated feature articles to on-site press calls.

The options are extensive. If you're looking for new ways to reach buyers from the region's leading hospitality and leisure facilities, then explore opportunities at The Leisure Show.

For more information, please contact:

**Sarkis Kahwajian**  
Event Manager  
E: [SarkisKahwajian@dmgeventsme.com](mailto:SarkisKahwajian@dmgeventsme.com)  
T: +971 50 282 7774



## STAND PRICING

Package		Standard price (US\$) per SQM	Blue line price (US\$) per SQM
Space only (0-41 sqm)	<input type="checkbox"/>	460	480
Space only (42-83 sqm)	<input type="checkbox"/>	445	465
Space only (84sqm+)	<input type="checkbox"/>	420	440
Premium shell scheme	<input checked="" type="checkbox"/>	550	570
Marketing & PR package (mandatory)		750	750

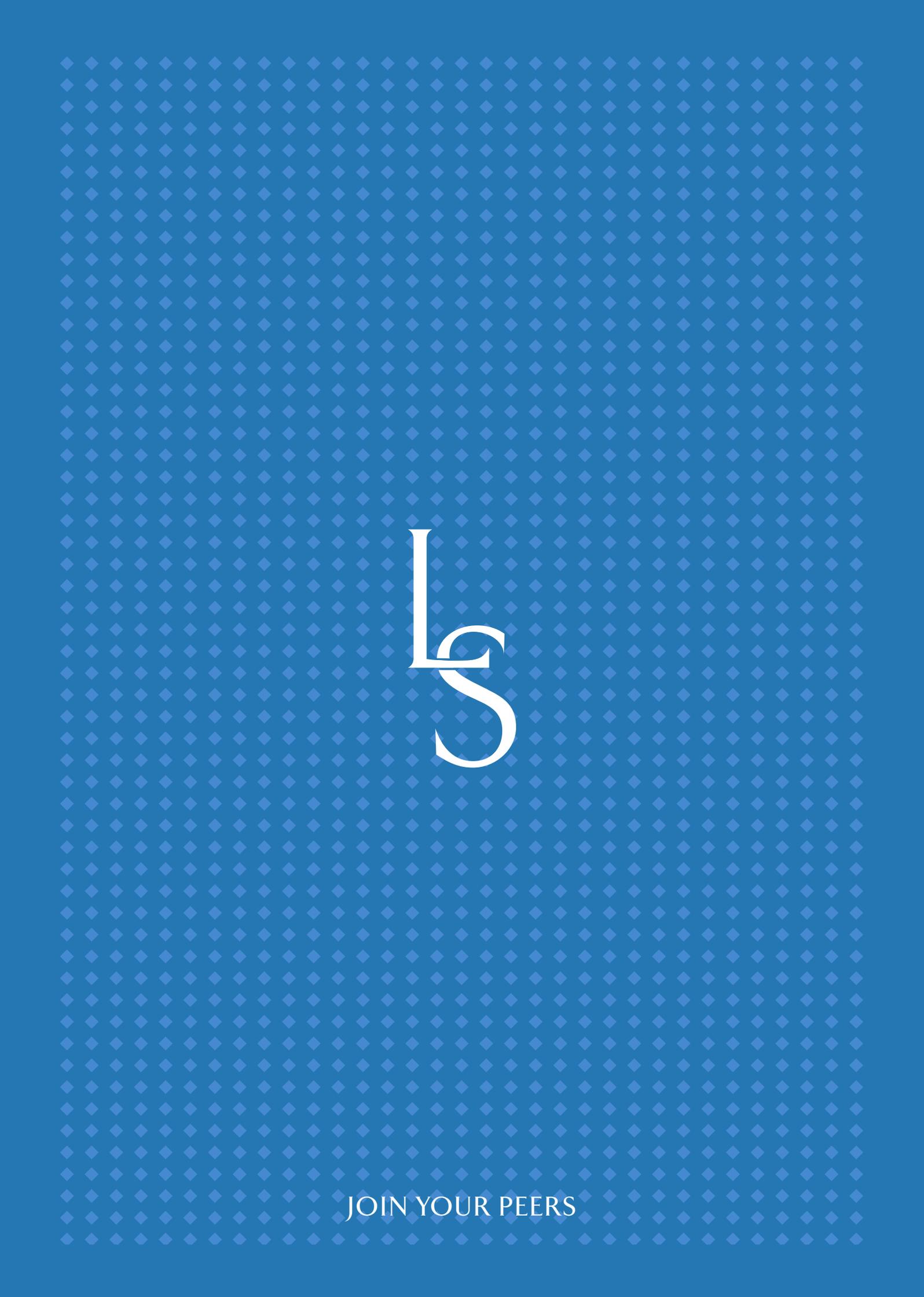
## CONTACT US TO PARTICIPATE

**Sarkis Kahwajian**  
Event Manager  
E: [SarkisKahwajian@dmgeventsme.com](mailto:SarkisKahwajian@dmgeventsme.com)  
T: +971 4 445 3671  
M: +971 50 282 7774

**Mohammed Faisal**  
Senior Sales Executive  
E: [MohammedFaisal@dmgeventsme.com](mailto:MohammedFaisal@dmgeventsme.com)  
T: +971 4 445 3606

**Nikita Menezes**  
Exhibition Administrator  
E: [NikitaMenezes@dmgeventsme.com](mailto:NikitaMenezes@dmgeventsme.com)  
T: +971 4 445 3734

The Leisure Show has extensive global coverage; contact us today to find a sales representative in your region.



LS

JOIN YOUR PEERS