

## Hospitality leaders to gather in SA for future summit

- A Monitor Desk Report

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The Future Hospitality Summit (FHS) will return to Saudi Arabia in a brand new format on 24-25 May 2022 on the Riyadh Airport Marriott Resort.

“We’re thrilled to deliver three funding communities underneath one roof at FHS Saudi Arabia this yr; Saudi Hospitality Funding Convention (SHIC), World Restaurant Funding Discussion board (GRIF) and AVIADEV, that are all represented in our action-packed programme in Riyadh later this month,” mentioned Jonathan Worsley, Chairman of The Bench.

“Our focus might be on the way forward for our trade and delegates could have over 40 alternatives to deliberate, study and community over two thrilling days. With a spread of various codecs from most important stage displays, workshops and panel discussions to interviews, break-out classes and networking alternatives, we sit up for facilitating ground-breaking conversations on what’s subsequent for the hospitality trade,” he added.

Hosted by Dur Hospitality, FHS Saudi Arabia will kick off with a Moroccan-themed opening reception showcasing the group’s distinctive hospitality ideas. Forward of the occasion, Dur’s CEO Mr. Sultan bin Badr Al Otaibi acknowledged: “It’s an incredible pleasure to host such a grand occasion debuting the brand new period of hospitality and redefining the way forward for this vibrant trade whereas creating quite a few alternatives to drive collaboration and joint management motion from

throughout the worldwide hospitality sector.”

The GRIF group would be the first to take the stage at FHS with a collection of classes devoted to the Kingdom’s F&B funding scene, together with a give attention to eating developments, new manufacturers and ideas, leveraging restaurant know-how and meals sustainability and safety.

Hilari Voorthuis, F&B Supervisor India, Center East, Africa & Turkey at Accor mentioned forward of her participation within the session on ‘curating and creating nice ideas that survive the check of time’: “I very a lot sit up for my dialogue with Rohit from Soho Hospitality on defining the basics behind creating profitable ideas.

At a time the place social media has an excellent better impression on enterprise and digital manufacturers are driving the best way ahead, I’m excited to debate how we will create significant experiences with out shedding the chance to combine these facets into the enterprise.”

A number of of the FHS dialogues will give attention to the financial outlook, vacation spot growth pipeline and the funding local weather, together with displays from Pat Thaker at The Economist Intelligence Unit and Robin Rossmann from STR. Hala Matar Choufany, President Center East, Africa and South Asia for HVS, might be main the dialog on ‘the way forward for hospitality funding in Saudi Arabia’ with Muhammed Al Amir, CEO from AIMS Hospitality; Saleh Bin Habdan Alhabdan, CEO of Taiba Investments Firm; Man Hutchinson, President & CEO of Rotana Resort Administration Company and Dr. Adel Ezzat, CEO of Elaf Motels.

Commenting on the subject she mentioned: “Journey and resort demand will proceed to develop as new locations emerge and distinctive schemes are developed. It’s clear from the strong planning and Imaginative and prescient 2030 that KSA will emerge as a key participant within the regional leisure section, along with capitalising on the rising home demand and established non secular journey. Success will largely rely on sustaining a wholesome provide and demand equilibrium, a sustainable execution technique, and as importantly, the equilibrium and partnership between the non-public and public sector.”

Nick van Marken, Managing Director at van Marken Restricted, will look extra broadly on the ‘way forward for hospitality in a dynamic market’ with panellists from a few of the main resort teams working within the Kingdom together with CEOs from Dur Hospitality, IHG Motels & Resorts, Hilton and Accor.

“The topic about the way forward for hospitality in a dynamic market is one that’s near my coronary heart. Given the fixed enterprise adjustments and necessities we’ve seen prior to now 24 months, now greater than ever we have to stay dynamic and versatile in our hospitality choices for companions and company alike,” mentioned Mark Willis, CEO India, Center East, Africa & Turkey at Accor, forward of the panel.

Hassan Ahdab, President of Motels Operation at Dur Hospitality commented: “The previous few years have introduced radical transformation that, regardless of being powerful, has impressed us to navigate our methods towards a hospitality market that’s extra resilient to main shifts and open to vary.”

“Saudi Imaginative and prescient 2030 units the stage for an unimaginable future

for sustainable tourism within the Kingdom. Throughout 9 manufacturers, Hilton is rising its portfolio to greater than 75 lodges within the coming years – creating alternatives for our company to expertise Hilton’s Saudi hospitality in lots of new locations. Whether or not it’s a domestically flavoured welcome, outstanding culinary experiences, range of our groups or sustainable improvements in our resort operations – we’re excited in regards to the Saudi alternative and see a vibrant future forward,” added Jochem-Jan Sleiffer, President, Center East, Africa and Turkey at Hilton.

With staffing shortages being a urgent challenge for the trade globally – accelerated by the worldwide pandemic – FHS will function a session on “How leaders are addressing the problem of innovation and human capital in a quickly altering surroundings.”

Federico J. González, Chief Govt Officer at Radisson Resort Group, could have a most important stage dialog on this matter with Sarah Hedley Hymers, Editorial Director at Connecting Journey. As a prelude to the session, he mentioned: “I’m very a lot wanting ahead to my dialogue with Sarah Hedley Hymers on the Future Hospitality Summit in Riyadh. We imagine within the robust restoration and progress of our trade and our firm within the Kingdom of Saudi Arabia and on this planet. The way forward for hospitality is an ongoing journey that must be related to our homeowners, company, shareholders and staff. In our ever-changing world, we’re persevering with to seek out methods to adapt, change, and produce forth innovation and sustainability in every little thing we do, as we set up ourselves as the corporate of alternative for our companions, company, and crew members alike.”

FHS will even function a collection of breakouts masking a spread of matters, together with the ‘Way forward for resort asset administration’ led by the Hospitality Asset Managers Affiliation (HAMA); the ‘Way forward for loyalty schemes, transparency and model loyalty’ with Scott Antel from Scotts FZ LLE in dialog with Aleph Hospitality’s Founder & Managing Director, Bani Haddad; ‘Why sustainability is vital for the way forward for the hospitality trade’ led by ENVI Lodges Co-Founder Noelle Homsy and Richard Williamson from the Thoughtful Group; and a breakout on ‘Hybrid lives and the imaginative and prescient of future areas’ that includes Hamza Khan Co-Founder at Letswork and QUO’s Chief Branding Officer Catherine Monthienvichienchai.

For extra info and to view the total programme of FHS Saudi Arabia, go to [www.futurehospitalitysummit.com](http://www.futurehospitalitysummit.com)

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