

Future Hospitality Summit (FHS) in Abu Dhabi

2023 Economic Impact Summary

Prepared for The Bench

13 November 2023



FHS's contribution to Abu Dhabi's GDP was \$4.1 million



FHS 2023 generated direct expenditure in Abu Dhabi of \$1.48M



FHS generated 5,900 delegate and visitor days in Abu Dhabi with international delegates spending on average 2.8 nights during the event



25% of delegates stayed an additional 1.5 nights for pre- or post-conference stays and 21% brought accompanying guests with them



The average value of business opportunities gained at FHS was \$9.1 million



The direct expenditure due to FHS sustained / created 17 annualised employment opportunities in Abu Dhabi



Delegates reported a value of \$1.75BN in business opportunities and deal volume gained at FHS

Methodology Notes

- 01** Delegate expenditure was extrapolated from a post-event delegate survey distributed by The Bench. The sample represented 14% of total attendance at the event.
- 02** Organiser expenditure was provided by The Bench and excludes expenditure outside of Abu Dhabi as this is considered economic leakage.
- 03** Economic multipliers were sourced from Tourism Economics and the Abu Dhabi Tourism Satellite Account and applied to the direct event expenditure to project GDP and employment impacts.
- 04** The value of business opportunities and deal volume was extrapolated from the post-event delegate survey (*What is the estimated \$USD value you expect your company to make through business opportunities gained at FHS?*). The percentage of respondents indicating a value in the survey was 38%.
- 05** JLL has not conducted back-checking of the delegate surveys as they were completed anonymously. JLL does not assume responsibility for inaccurate reporting by the survey respondents.
- 06** All monetary values are presented in current US dollars.

Contact

Wayne Godwin
Senior Vice President, Head
of Hotel Advisory Africa
Head of East Africa

wayne.godwin@jll.com

Bernadine Galliver
Vice President: Tourism
Advisory

bernadine.galliver@jll.com