

# Future Hospitality Summit (FHS) in Riyadh

**2025 Economic Impact Summary**

**Prepared for The Bench**

5 June 2025



FHS's contribution to KSA's GDP  
was \$2.0 million



FHS 2025 generated direct  
expenditure in KSA of \$1.7M



FHS generated 5,400 delegate and  
visitor days in KSA with international  
delegates spending on average 3.0  
nights during the event



67% of delegates stayed an  
additional 1.6 nights for pre- or post-  
conference stays and 18% brought  
accompanying guests with them



The average value of business opportunities gained at FHS was \$8.0 million



The direct expenditure due to FHS sustained / created 39 annualised employment opportunities in KSA



Delegates reported a value of \$1.6BN 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 16% of total attendance at the event.
- 02** Organiser expenditure was provided by The Bench and excludes expenditure outside of KSA as this is considered economic leakage.
- 03** Economic multipliers were sourced from WTTC and applied to the direct event expenditure to project GDP and employment impacts. Multipliers are not available at City level, therefore the impacts are at country level.
- 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 41%.
- 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.

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