

Future Hospitality Summit (FHS) in Riyadh

2024 Economic Impact Summary

Prepared for The Bench

Updated 5 June 2024



FHS's contribution to KSA's GDP was \$2.9 million



FHS 2024 generated direct expenditure in KSA of \$1.9M



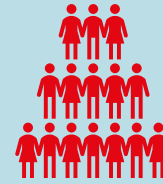
FHS generated 6,300 delegate and visitor days in KSA with international delegates spending on average 3.1 nights during the event



65% of delegates stayed an additional 1.3 nights for pre- or post-conference stays and 11% brought accompanying guests with them



The average value of business opportunities gained at FHS was \$5.3 million



The direct expenditure due to FHS sustained / created 54 annualised employment opportunities in KSA



Delegates reported a value of \$1.1BN 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 17% 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 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.

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