

# Future Hospitality Summit (FHS) World in Dubai

**2024 Economic Impact Summary**

**Prepared for The Bench**

18 October 2024



FHS's contribution to Dubai's  
GDP was \$5.1 million



FHS 2024 generated direct  
expenditure in Dubai of \$1.8M



FHS generated 8,400 delegate and  
visitor days in Dubai with international  
delegates spending on average 3.9  
nights during the event



48% of delegates stayed an  
additional 2.6 nights for pre- or post-  
conference stays and 12% brought  
accompanying guests with them



The average value of business opportunities gained at FHS was \$6.1 million



The direct expenditure due to FHS sustained / created 21 annualised employment opportunities in Dubai



Delegates reported a value of \$1.7BN 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 9% of total attendance at the event.
- 02** Organiser expenditure was provided by The Bench and excludes expenditure outside of Dubai as this is considered economic leakage.
- 03** Economic multipliers were sourced from Tourism Economics 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.

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