Future Hospitality Summit (FHS) World in Dubai

2024 Economic Impact Summary

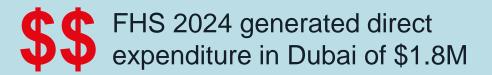
Prepared for The Bench

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





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

- Delegate expenditure was extrapolated from a post-event delegate survey distributed by The Bench. The sample represented 9% of total attendance at the event.
- Organiser expenditure was provided by The Bench and excludes expenditure outside of Dubai as this is considered economic leakage.
- Economic multipliers were sourced from Tourism Economics and applied to the direct event expenditure to project GDP and employment impacts.
- 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%.
- 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.
- All monetary values are presented in current US dollars.



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