

# the Leisure Show

17-19 SEPTEMBER 2016  
DUBAI WORLD TRADE CENTRE



THE REGION'S NUMBER ONE EVENT FOR THE LEISURE INDUSTRY



# WELCOME TO THE LEISURE SHOW 2016

With experts predicting Dubai to rival Orlando, Florida, there is good reason for excitement in the Middle East. As the US\$2.7 billion Dubai Parks and Resorts gets set to open in October 2016, and the US\$6.8 billion Mall of the World project well underway, UAE theme park revenues are expected to increase by 78% to US\$837 million in 2019. Further, with countries in the Middle East set to host international sporting mega events, the leisure industry continues to be highly lucrative for suppliers, investors and developers.

At The Leisure Show, local, regional and international suppliers can network and do business in a world-leading destination that continues to invest in and upgrade its leisure facilities. In 2015, the event saw significant growth as it attracted thousands of serious buyers from commercial and residential facilities. Visitors to the show are looking to source products and equipment to build, operate and maintain pools, spas, aqua leisure venues, theme parks, recreational facilities, sports centres, and outdoor spaces.

For 2016, we have a larger exhibition floor, more visitors, exciting new features, and more knowledge programmes. Co-located with The Hotel Show Dubai, The Leisure Show will continue to draw key visitors and leading exhibitors from around the globe.

I look forward to welcoming you to the show.



**Christine Davidson**  
Group event director  
dmg events hospitality portfolio

**dmg** events

# the Leisure Show





# INDUSTRY OVERVIEW

## LEISURE IN THE MIDDLE EAST & AFRICA

With mega projects well underway and future growth in tourism a certainty, get set to see the changing face of leisure across the region.

**US\$103bn**

CONTRACTS AWARDED IN 2015 ACROSS THE GCC

**78%**

INCREASE IN UAE THEME PARK REVENUES TO

**US\$837m**

BY 2019

**US\$40bn**

FORECASTED REVENUE OF UAE HOTEL & LEISURE SECTOR BY 2019

**US\$2.1bn**

FORECASTED VALUE OF VISITOR ATTRACTIONS BY 2019

**8m**

PROJECTED VISITORS TO DUBAI'S THEME PARKS BY 2021

**US\$495m**

FORECASTED REVENUE OF UAE'S SPA INDUSTRY BY 2019

# INDUSTRY SUPPORT

As strategic partners to the event, DCTCM and Dubai Sports Council are heavily involved in the show and support its position as a must-attend event for the industry. The team works closely with both authorities to drive its show features and educational content and ensures it reflects the region's growing leisure need.



**Issam Abdulrahim Kazim**  
Chief executive officer  
Dubai Corporation for Tourism and Commerce Marketing (DCTCM)



“With ambitious targets for 2020, an increasingly competitive marketplace targeting the global traveller and challenges to the international travel industry posed by currency devaluations in Asia and Europe, now more than ever we need to ensure we are focused on providing a compelling and always evolving destination offer. The leisure industry has a sizeable role to play and as we look towards next year when our offering will be significantly enhanced by the opening of a number of theme parks, it's crucial that these big projects are complimented by continuous additions in other areas, always ensuring that there are more and more reasons to visit Dubai.”



With a vision to set up a distinguished sporting community, Dubai Sports Council is a strategic partner of The Leisure Show.

Association partners



Knowledge partners



Media partners





# EXHIBITORS 2015



“ 2015 was our first time participating in The Leisure Show. The show was successful for us as it met our objectives which included market presence and lead generation. We were able to cover our investment during the first day of the show, and reached 300% of RoI on the second day!  
**Nasser Obeid**, Managing director, **Johnson Health Tech** ”

“ The Leisure Show was really helpful for us to find potential customers and distributors in the industry. It provided us with lots of opportunities to interact with recognised market leaders, potential investors, and find new markets.  
**Shahalam Adam**, General manager - sales & marketing, **Belhasa Projects LLC** ”

“ The Leisure Show is a well-organised event and really brings together the right mix of trade brands and more importantly for Hanovia, the right customer base. This exhibition is now a marked event on our calendar as it has been hugely successful for us.  
**Gunvinder Bhogal**, Marketing manager, **Hanovia Ltd.** ”

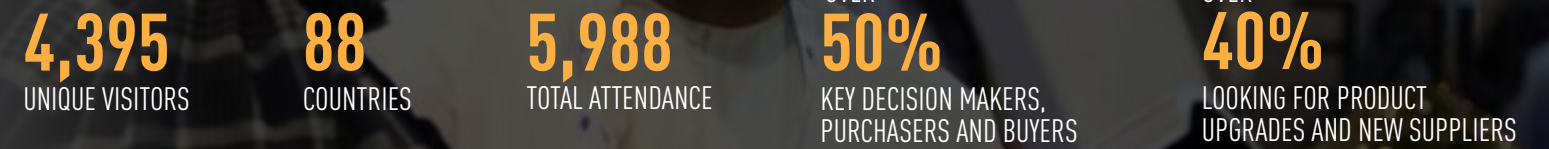
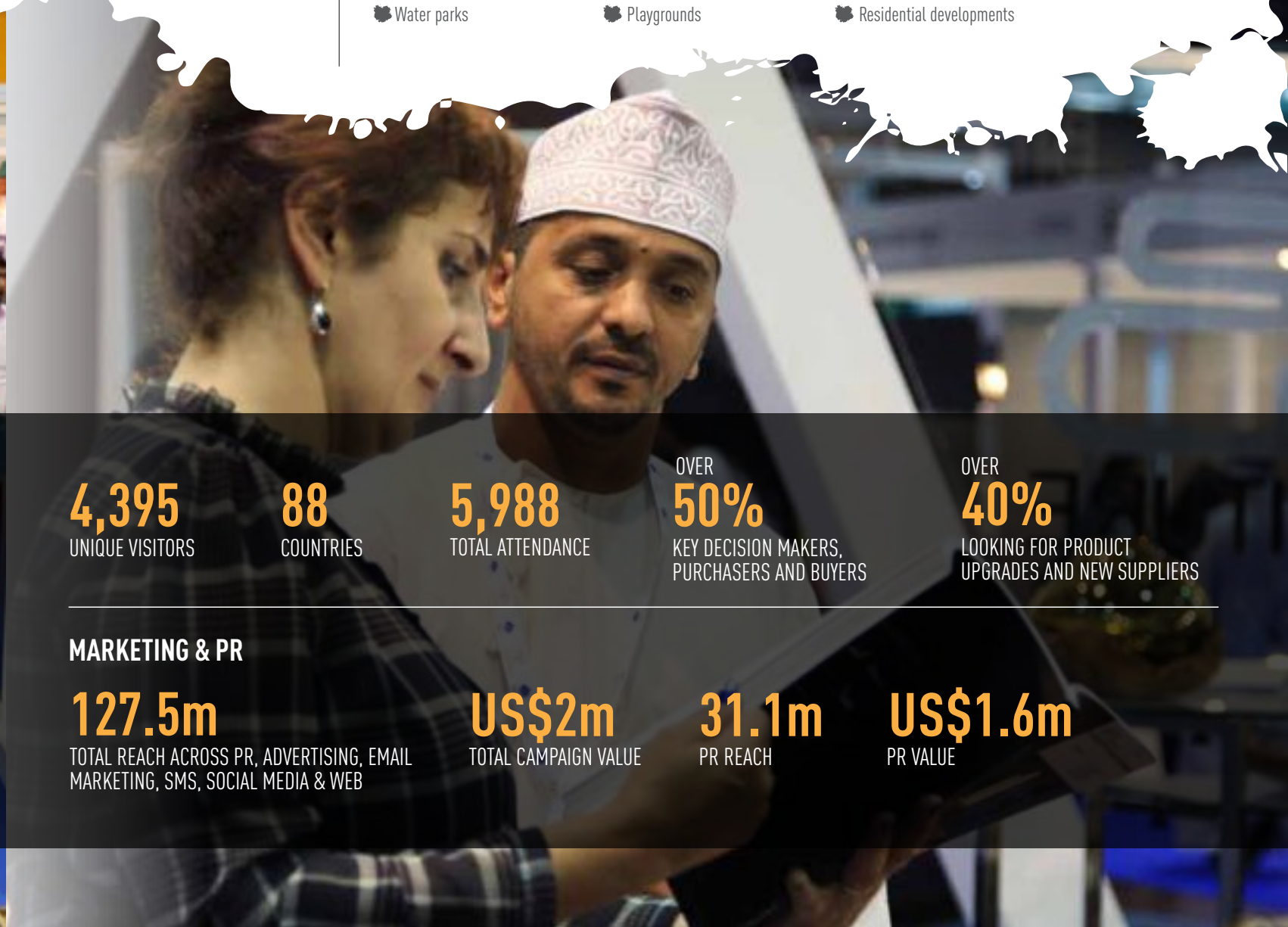
# VISITORS 2015

## Who visited

- Designers
- Architects
- Engineers
- Developers
- Consultants

## Owners, directors and managers of:

- Hotels
- Leisure resorts
- Swimming pools
- Spas
- Theme/adventure parks
- Water parks
- Yacht clubs
- Bowling alleys
- Cinemas
- Golf resorts
- Gaming areas/arcades
- Playgrounds
- Sports complex/stadium
- Gym and fitness centres
- Aquariums
- Entertainment centres
- Shopping malls
- Residential developments



## MARKETING & PR





# 2015 EXHIBITORS & BRANDS



**MATRIX**  
Strong • Smart • Beautiful



ستاند سبورتس  
SUN & SAND SPORTS



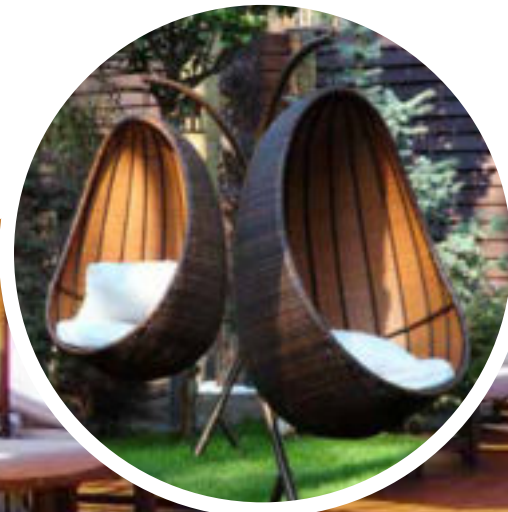


# EXHIBITOR SECTORS AT THE SHOW

## OUTDOOR DESIGN, FURNITURE & LIGHTING

With an expectation of clean, well-designed concepts, modern furnishing and features for outdoor spaces of leisure facilities, terraces for pools and hotels, the Outdoor Design, Furniture & Lighting area of the show caters to visitors looking for major brands with vibrant displays of decking, furnishings and more.

New for 2016 within this sector is the Outdoor Furniture Showcase, where you will meet visitors seeking suppliers of luxury and outdoor specific furnishings, lighting, and decor for lounge areas, outdoor terraces, cafes and pool areas.



Piscine  
Middle East

The Leading MENA  
Swimming Pool & Spa Event

## POOL & SPA

**dmg events and GL events join forces to bring Piscine Middle East, the leading dedicated pool and spa event to Dubai.**

Revenues from the UAE's pool and spa industry are forecast to reach US\$495m by 2019, with the hotel and resort spa market alone accumulating a retail value of US\$353.8m.

With a showcase of products & services for pool & spa design, build and renovation from regional and international suppliers, Piscine Middle East will attract key buyers and influencers from this growing industry. This is the ideal platform for you to display your products, equipment and services if you are looking to meet decision makers and win new business.





## SPORTS & FITNESS

The sports & fitness sector is seeing sustained growth in the Middle East with international sporting mega events coming to the region. Qatar will award US\$135bn worth of contracts in the run-up to the FIFA World Cup in 2022. Saudi Arabia too contributes to this growth, with the Kingdom's sports and fitness market estimated at US\$20bn.

With a dedicated sector for sports and fitness, the event is the perfect platform to network with owners and managers from new and existing gyms, health clubs, wellness centres and other fitness facilities.

Association partner

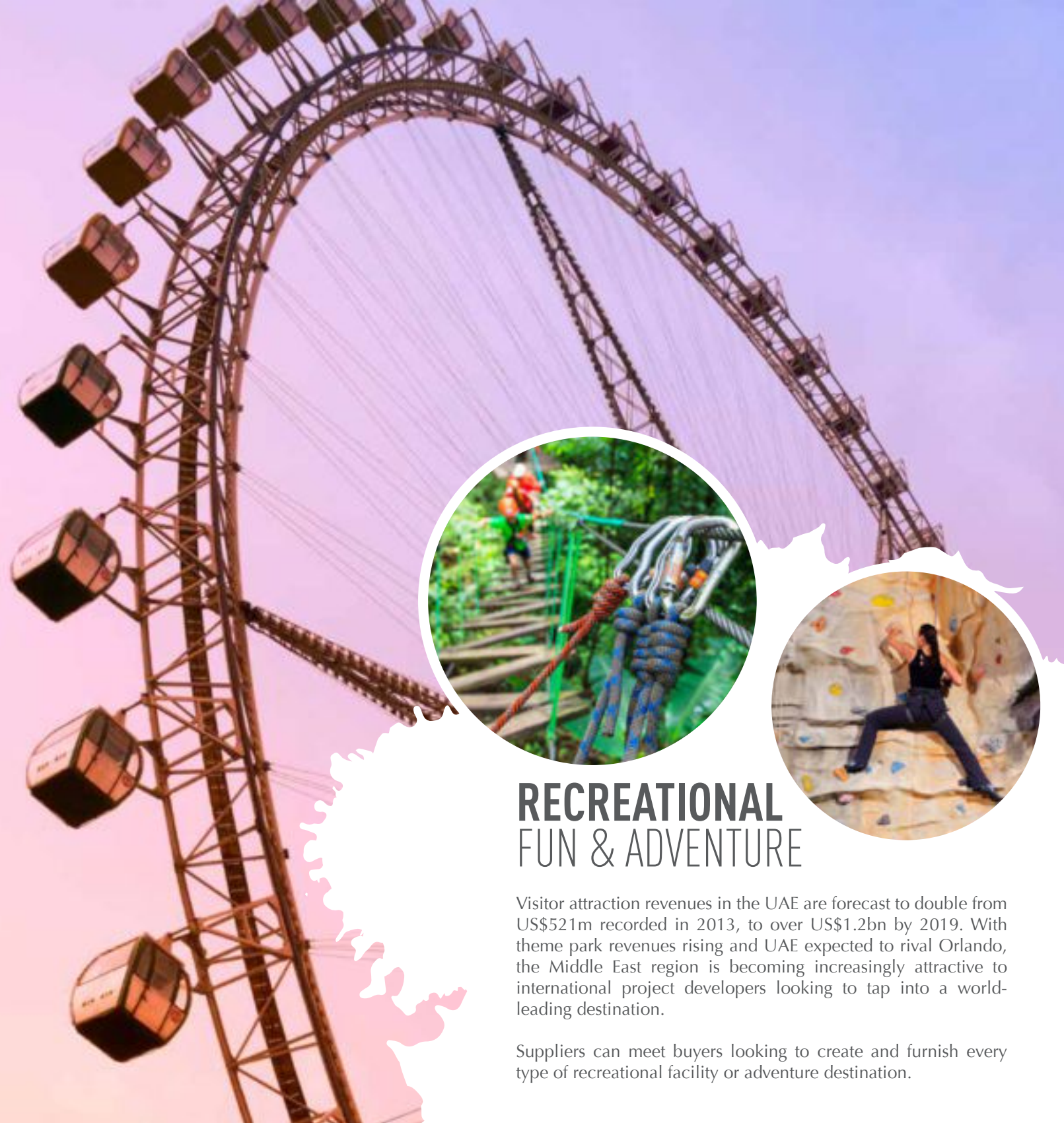


## INTRODUCING HEALTH AND WELLBEING



The latest technology and a number of innovative solutions are changing how people approach diet and exercise. A new addition to this year's event, Health and Wellbeing highlights the consumer demand for products that enhance quality of life and happiness.

Health and Wellbeing at The Leisure Show provides the ideal platform for suppliers to showcase solutions and the latest technology to important decision makers in the health and fitness industry.



## RECREATIONAL FUN & ADVENTURE

Visitor attraction revenues in the UAE are forecast to double from US\$521m recorded in 2013, to over US\$1.2bn by 2019. With theme park revenues rising and UAE expected to rival Orlando, the Middle East region is becoming increasingly attractive to international project developers looking to tap into a world-leading destination.

Suppliers can meet buyers looking to create and furnish every type of recreational facility or adventure destination.



# FEATURES & EVENTS



## MIDDLE EAST POOL AND SPA AWARDS 2016

The Middle East Pool & Spa Awards recognises outstanding achievements and excellence, and is the ideal platform to increase visibility for your brand and promote to leading decision makers from the pool and spa industry.

With over 200 top industry professionals in attendance at the 2015 presentation ceremony at The Oberoi in Dubai, the 2016 edition promises to once again highlight the very best in design, experience and operations of commercial and residential pools and spas across the region.

### 2015 PARTICIPANTS



# LIVE DEMONSTRATIONS

REPs UAE, the Register of Exercise Professionals for the United Arab Emirates provides a program of events across the three days of the show. REPs is the public register that ensures fitness trainers in the UAE are qualified and working to agreed fitness industry standards.



Association partner



# OUTDOOR FURNITURE SHOWCASE

The Outdoor Furniture Showcase is a new addition to the 2016 event that will shine a light and give added exposure to companies displaying their outdoor furniture brands. Attendees looking for the latest designs in furniture and furnishing for outdoor areas in their commercial and residential properties will visit to source from leading suppliers.

In addition to a branded area on the floor located on the border of The Leisure Show and The Hotel Show, there will be a number of added benefits such as marketing activities before, during, and after the event to bring the desired audience to your stand.





# VISION

CONFERENCE 2016

The Vision Conference hosts more than 135 international speakers and offers thousands of delegates insight and market intelligence on the latest topics and upcoming trends in the leisure, hospitality and tourism market. Industry experts share knowledge over three days with informative presentations and panel discussions.

1,387  
DELEGATES

135  
INTERNATIONAL  
SPEAKERS



the  hub

The inaugural edition of The Hub hosted 17 key industry experts from government bodies and private sector establishments including Dubai Sports Council, Technogym, Fluidra, Aqua ME, and Yas Waterworld.

The Hub is the essential knowledge programme for managers, operators, developers and professionals from leisure facilities to benefit from discussions and debates with industry leaders. Promoting your brand through The Hub gives you direct access to important decision makers from across the region.

## 2015 SPEAKERS INCLUDED



**Kai Schukowski**  
Hotel manager  
Kempinski Hotel



**Lakshmi Durai**  
Chief executive officer  
Travel Matrix (Middle East  
representative for Celebrity Cruises)



**Mohamed H Saeed**  
General manager – Middle East  
Royal Caribbean International  
& Azamara Club Cruises



**Martin Cooper**  
Director real estate services,  
head of real estate consulting  
Deloitte



**Philip Shepherd**  
Partner  
PwC Middle East  
Hospitality & Leisure



**Phil Taylor**  
Managing director  
Team Leisure LLC



# CO-LOCATED WITH



17-19 SEPTEMBER 2016  
DUBAI WORLD TRADE CENTRE

The Leisure Show takes place alongside The Hotel Show Dubai. With over 22,000 visitors across both shows, the hotel industry demonstrates its interest in continuous improvement of its facilities to attract tourists.

The Hotel Show Dubai is the region's largest hospitality event in the region for the hotel, restaurant, café and foodservice industry. The event attracts owners, managers and heads of departments from across all sectors of the hospitality industry including those with an interest in leisure, outdoor and resorts.

“The Hotel Show is a fabulous exhibition and we recommend it for any supplier looking for a high-quality platform in the GCC. It truly is the best way to get yourself out there. We have been participating for over 10 years now and it is the perfect format for meeting with solid buyers and creating long-term relationships.”

Ingrid & Isabelle, Ingrid Lesage Belgium

For all exhibiting enquiries, please contact:

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# BOOK YOUR STAND

STANDARD RATE	BLUE LINE RATE	PACKAGE
\$450	\$470	Space only
\$500	\$520	Shell scheme only
\$545	\$565	Upgraded shell scheme
\$630	\$650	Double decker
\$150		Administration fee
\$250		Enhanced listing

# SPONSORSHIP

## DRIVE SALES THROUGH SPONSORSHIP

- Take advantage of a marketing & PR campaign with a global reach of 127.5m
- Benefit from a marketing & PR campaign valued at US\$2m
- Increase exposure to thousands of important buyers
- Attract visitors and key industry leaders to your stand

Over US\$3m in business deals signed at the 2015 show - claim your share of the market through bespoke sponsorship opportunities at The Leisure Show 2016.



# FREE MARKETING SUPPORT

The marketing team offer all of our exhibitors FREE marketing tools to help promote their presence at the event, increase visitors to their stand and generate business leads. Make the most of the free marketing tools and get maximum results from your participation. Free marketing opportunities include:

- WEB BANNERS** - request any size banner to promote your participation at the show on your website
- EMAIL SIGNATURE BANNER** - includes your stand number to promote your participation at the show on all your company emails
- EMAIL** - we will design an email template including your logo and stand number so you can send to your important clients, inviting them to the show
- CLIENT LIST** - send us your client list and we will send a targeted email for you, free of charge
- SOCIAL MEDIA** - we will post your product pictures on Facebook and promote your participation at the show through Twitter

## HELP ACHIEVE YOUR BUSINESS OBJECTIVES & ENQUIRE ABOUT STAND & SPONSORSHIP OPPORTUNITIES TODAY

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Strategic partners



Organised by



HOSPITALITY PORTFOLIO:

