

THEMES

Q 1

THE ART OF WELCOMING

- First impressions that define the guest journey.
- Food, service etiquette, and ambience creating comfort and belonging.
- Emirati hospitality traditions blended with modern personalization.
- Culinary storytelling shaping emotional guest connections.
- Elevated arrivals across hotels, restaurants, lounges, and inflight experiences.

Q 2

HOSPITALITY WITH HEART

- People-first experiences rooted in purpose and well-being.
- Design-led spaces that influence emotion and comfort.
- Wellness beyond spas, embedded into daily hospitality touchpoints.
- Sustainability integrated seamlessly into operations.
- Human-centric service cultures that care for guests and teams.
- Community-driven initiatives and local partnerships

Q 3

FEAST FOR THE SENSES: BEYOND ORDINARY DINING

- Dining as an immersive, multi-sensory experience.
- Fusion of Emirati flavours with global cuisines.
- Luxury and experiential culinary concepts.
- Sustainable sourcing and conscious kitchens.
- Technology enhancing personalization and dining innovation.
- Visual dining, presentation, plating, and Instagram-led food culture.

Q 4

RAISING A GLASS TO WHAT'S NEXT

- Celebrating leadership, innovation, and industry success stories.
- Insights from FHS World and GulfHost.
- Future-ready hospitality models and guest expectations.
- Tech-driven experiences shaping the next era.
- Celebrating vision, resilience, and growth for what lies ahead.
- AI, automation, and data-driven guest insights.