



30 October 2025



RESPONSIBLE HOTELIERS SUMMIT

ANNUAL INDUSTRY SUMMIT DRIVING
NET ZERO AND RESPONSIBLE HOSPITALITY
ACROSS THE REGION - SECOND EDITION

Anantara Downtown Dubai

OUR PARTNERS

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دبي
للسياحة
المستدامة



Dubai
Sustainable
Tourism



Team lead: Radhika Arapally is the
Senior Strategic Representative of the World
Sustainable Hospitality Alliance for UAE

Letter

FROM THE TEAM

It is with great pleasure that we welcome you to the 2nd Annual Hoteliers Summit.

This Summit brings together 200+ hotel leaders, 20+ solution providers, and 6 case studies — all focused on practical sustainability outcomes. At the event, you will have the opportunity to engage in insightful discussions, attend enlightening workshops, and network with peers who are just as committed to pushing the boundaries of our industry.

Our carefully curated agenda features keynote speakers who are at the forefront of hospitality trends, offering you invaluable perspectives and strategies to implement in your own endeavors. Whether you are here to discover new technologies, explore sustainable practices, or simply to be inspired by the success stories of others, we are confident that this summit will provide you with the tools and connections needed to elevate your business.

Thank you for joining us, and we look forward to a productive and inspiring Summit together.



EVENT MISSION

Our goal is to connect, network, and enhance the skills of hospitality leaders in **Sustainable Hospitality**, empowering the transition towards sustainable practices.



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ROUNDTABLES

RESPONSIBLE HOTELIERS SUMMIT 03

01

MAY 2023

Roundtable for
Responsible Hospitality
Operators

02

MARCH 2024

Roundtable for
Net Positive
Hospitality

03

MAY 2024

Roundtable for
Sustainable
Hospitality

04

SEPTEMBER 2024

Completed 3 Roundtables
with **90% Attendees** from
C-Suite Leaders from Hotel
Brands listed below.

05

APRIL 2025

Waste was
highlighted as a
concern



2023-2025

SVP, Minor Hotels | COO, Millennium Hotels | Global Senior Sustainability Director, Jumeirah | COO, Rove Hotels | SVP, Hilton | Director Marketing, Hilton | Sustainability Director, Accor Hotels | Sustainability Director, Emaar | Mandarin Oriental | InterContinental Hotels Group | Radisson Hotels | Ascott Hotels | The First Group Hospitality | CEO, World Sustainable Hospitality Alliance | Department of Economy & Tourism, Dubai



INAUGURAL SUMMIT

OCT 2024



FROM PAST ATTENDEES

Testimonials



Vaisakh Shankar

Senior Manager
EMAAR Hospitality Group

The Summit is the very first dedicated forum in the region where industry leaders came together to discuss the most relevant topics related to Sustainability. What I particularly loved were the **actionable takeaways** that we could implement in our organisations.



Frauke Aoun

General Manager
Affini, A Tribute Portfolio Residence, Marriott

The event brings senior stakeholders and industry together to share best practices and **implementation on the ground.**

ADVISORY BOARD



MOHAMED ABDELWAHAB
Regional Director of
Engineering
Minor Hotels



FRAUKE AOUN
General Manager at Affini,
A Tribute Portfolio Residence
Marriott International



MARTIN BAEUERLE
Manager Regenerative
Tourism Operations
Red Sea Global



CAROLE GEMAYEL
Corporate Director of
Environment, Health and Safety
Rotana Hotel Management



MILOS VASILJEVIC
Director of Engineering
Four Seasons Hotels and Resorts

WHY ATTEND?

Benefits to Attendees

- Engage, Network and Up-skill in a trusted environment
- Learn from 6 real hotel case studies
- Network with 200+ peers and solution providers
- Invest in the tools for learning and the skills for sustainable hospitality
- Gain tools to cut costs and emissions

Target Audience

- General Managers, Engineering, EHS
- Department or Corporate Heads leading Sustainability
- Expected 200 registrants

Registration Costs

- **USD 150 for Hoteliers;** Early Bird Discount **USD 100** until 30th September 2025
- **USD 250 for Kiosk Supplier Partners**
- **Member rate for Existing Kiosk Listing Supplier** (depending on the tier benefit)

Your ROI is actionable insights you can implement immediately, reducing operational costs and improving your bottom line.

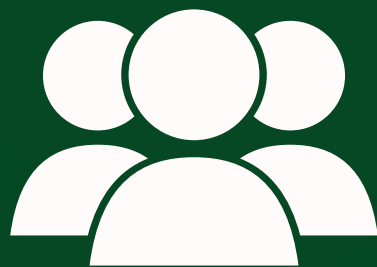
Networking opportunities with leaders in sustainable hospitality.

Sponsorship Costs

Four different tiers available,
speak to the team for the support costs
Support our mission, by supporting our event

COLLABORATIVE FRAMEWORK

Annual Summit



The annual flagship gathering of hotel leaders, solution providers, and policymakers — a platform to set the educate and accelerate pathways to Net Zero and beyond.

Network/ Solutions Matchup



A cross-sectoral community of hoteliers, suppliers, NGO's and consultants building partnerships that translate sustainability commitments into tangible actions across the region.

Knowledge Hub



A growing library of case studies, benchmarks, training resources, and insights, designed to equip hospitality professionals with the tools to deliver measurable ESG progress.

KEY PILLARS

Technical and Leadership

01

CIRCULARITY OF
RESOURCES

02

NET ZERO FRAMEWORK

03

TEAM TRAINING

04

SOCIAL RESPONSIBILITY /
GIVE BACK

05

RESPONSIBLE SOURCING

06

SMARTER FINANCING,
RESILIENT BUILDINGS

LEGACY OF THE SUMMIT

1. Partnerships Formed

Supplier Match-Ups and networking sessions connect solution providers with hotel groups, leading to new pilots, collaborations, and practical sustainability projects.

2. Outcome Report Published

Key insights and recommendations from the six core pillars are captured in a **post-summit Outcome Report**, ensuring knowledge is documented and shared across the industry.

3. Regional Chapter Created

The Summit serves as a launchpad for a regional community of sustainability champions, building a platform for ongoing collaboration, peer learning, and inspiration beyond the event.

The legacy of RHS is measured in partnerships launched, knowledge shared, and a champions community empowered – creating momentum for responsible hospitality across the region.

SUPPORT PARTNERS 2025

PARTNERS



DISABILITY INCLUSION PARTNER



Event Registration Desk Manned by ImInclusive
POD - People of Determination/Disabilities

ORGANISATIONAL SUPPORT PARTNER



RECYCLING PARTNER



All Waste from Event Repurposed with Reloop



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Marketing

AND PROMOTIONS



SUSTAINABILITY KIOSK WEBSITE

Sustainability Kiosk is a platform to showcase solutions to decarbonise operational emissions. With 60+ brands listed, hospitality professionals find their way to us. In 2024, we recorded 55000+ overall views.



EMAIL CAMPAIGN

Our extensive email campaigns are targeted to subscribed list of engaged hospitality leaders. We will be promoting the event to our **Subscribers count of 3000+ stakeholders**



SOCIAL MEDIA

Allocated budget of 10% of total event revenue towards promoting the event to specific audience segment of industry professionals who have shown interest in the event.



PR AND MEDIA COVERAGE

Working with the World Sustainable Hospitality Alliance and Dubai Tourism as our collaborators garner international C-suite speakers and attention from various regional and international media outlets. **Expecting 100,000+ impressions from the event posts.**

Join the conversation on social media using #ResponsibleHoteliers or "Subscribe to our updates to receive event highlights"

Thank
YOU.



Sustainability Kiosk
BALANCING PEOPLE, PLANET AND PROFITS



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