

A photograph of a plush, tufted leather sofa in a room with a white brick wall. The sofa is light-colored and has a classic tufted design. The wall is made of white-painted bricks with a rough, textured surface. The lighting is warm and focused on the sofa.

INDEPENDENT

HOTEL

The business
event for luxury
& boutique hotels

SHOW

L O N D O N

4-5 Oct 2022
Olympia London

PROSPECTIVE EXHIBITOR
& PARTNER INFORMATION

[INDEPENDENTHOTELSHOW.CO.UK](https://independenthotelshow.co.uk)



Welcome to the Independent Hotel Show 2022



IH.

It is always our aim to provide an inspiring experience and environment in which the hotel community can learn, connect and thrive together. It was fantastic to see so many people engaging with our programme, meeting exhibitors and networking with industry friends at the last edition and we're thrilled to have welcomed so many guests through the doors.

According to data from TOPHOTELPROJECTS, 17,116 additional rooms are to be added to the UK hotel market in 2022. If your product or service is relevant and could support this hotel demand, the business opportunities are significant. How do you intend to get your share?

The Independent Hotel Show is the most comprehensive and best loved business event for the luxury, boutique and independent hotel sector. Comprised of a curated exhibition of over 200 suppliers,

a complimentary programme of educational seminars, expertly choreographed networking opportunities and the Independent Hotel Show Awards; the show is proven to bring thousands of hoteliers together as the most relevant annual gathering for their community.

We invite you to join us on 4-5 October 2022 for our tenth edition to engage with this audience of high-quality hoteliers, dedicated to the discovery and application of new opportunities that ensure the continuous profitability and efficiency of their hotel businesses.

We look forward to welcoming you to the line-up.

**INDEPENDENT HOTEL
SHOW TEAM**

GUEST DEMOGRAPHICS

GUEST ACTIVITY

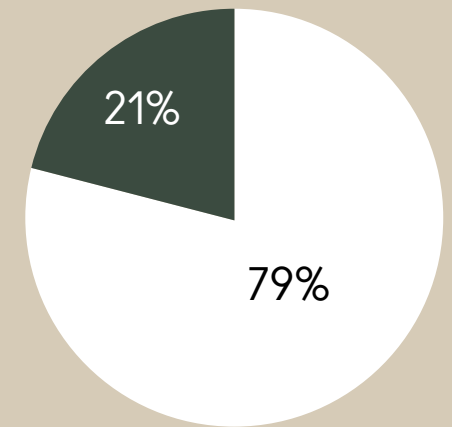
67%	HOTEL
7%	OTHER ACCOMMODATION
6%	GUESTHOUSE/B&B
6%	PUB/RESTAURANT WITH ROOM
6%	OPENING A NEW HOTEL
5%	SERVICED APARTMENT
3%	INDUSTRY SUPPORTER/PRESS

83% INTEND TO DO BUSINESS
WITH ONE OR MORE OF THE
EXHIBITORS THEY MET AT
THE SHOW WITHIN THE NEXT
12 MONTHS

83% HAVE DIRECT
PURCHASING AUTHORITY

86% OF VISITORS WILL BE
RETURNING IN 2022

60% OF VISITORS ARE DIRECTOR/
GENERAL MANAGER LEVEL
AND ABOVE



INDEPENDENT HOTELS
GROUP-OWNED HOTELS

THE SUPPLIER EXPERIENCE

"We're delighted to be exhibiting at IHS for the first time, having been visitors in prior years. It was a great opportunity to meet a number of our existing hotel partners and many potential new partners and share with them the breadth of exciting sustainability solutions we can now offer alongside our traditional amenities, accessories and corporate gifting solutions."

Simon James
GENERAL MANAGER EMEA
MOLTON BROWN

"Fantastic! Far exceeded our expectations. As it was our first show, we have been amazed at how many great quality leads we have received. Everyone is extremely friendly, and the show staff are excellent."

Chris Perkin
CO-FOUNDER
INVOTEX ARCHITECTURAL
FINISHES

"We thoroughly enjoyed the Independent Hotel Show, the organisers went to great lengths to ensure we had a suitable stand, and we were really impressed with the quality of visitors to our stand. We made some great connections and met some lovely brands too; we've already rebooked for next year. Thanks!"

Zain Peer
CO-FOUNDER
LONDON NOOTROPICS





"I have been exhibiting with the Independent Hotel Show since it started and each year I am always amazed at the quality of the exhibitors and visitors."

Annette Taylor-Anderson
FOUNDER
ATA DESIGNS

"These last two days we have collectively put our best feet forward exhibiting at the first in-person trade event since early 2020. We networked, we demo'd, we worked hard, and we HAD FUN. The buzz and energy in the exhibition hall was palpable. The positivity was wonderful to see. The future looks bright!"

Ciara Crossan
CEO
WEDDINGDATES

"The Independent Hotel Show was incredibly successful for us. The organisers were fantastic and helpful and the companies and contacts made have been brilliant too. We look forward to future shows!"

Tash Rebuck
SALES MANAGER
YELLOWPOP

"As with previous years, we found the show well attended with interested hoteliers and interesting exhibitors. The Independent Hotel Show is the mainstay of our sales calendar as well as giving us a great chance to catch up with clients and partners!"

Tom Morgan
MARKETING MANAGER
UMI DIGITAL

THE GUEST EXPERIENCE

"Great to be back at it, reconnecting with suppliers and industry peers, seeing new innovations and products, lots to hear and see with interesting speaker lineups on relevant subject topics! Fun & informative! Thank you."

Matthew Mackaness
DIRECTOR
RUDDING PARK

"I found the Independent Hotel Show to be a great source of inspiration. It is well organised with great suppliers exhibiting at the show. The talks and workshop were extremely informative with very knowledgeable and relatable speakers. It should be in the diary of all hospitality business owners."

Jill Barker
OWNER
MIDDLEWICK HOLIDAY COTTAGES





"Independent Hotel Show run a slick and seamless event for our industry. It is hugely well supported and has become the go-to event in our annual calendar. I personally value meeting all our industry friends and suppliers who attend and it's reassuring to see the same faces each year working behind the scenes to make it all happen. There is a certain warmth that is created at this event, through getting so many leaders dedicated to hospitality in one place. Independent Hotel Show understand that dynamic and have become part of our extended family too."

Neil Kedward

FOUNDER & MANAGING DIRECTOR
THE SEREN COLLECTION

"It's always great to catch up with current suppliers face-to-face and find new suppliers who are specifically aimed at our market. This year's show was a good opportunity to network, and we definitely feel it was worthwhile attending."

Andy Banner-Price
CO-OWNER
THE 25 BOUTIQUE B&B

"This was my first time at the Independent Hotel Show, and it's great to see people and the hospitality community coming back to normal after a difficult time. The show has offered a great platform for us to meet suppliers and talk to them face-to-face in a lovely, relaxed environment."

Jason Parry
SENIOR GENERAL MANAGER
HARBOUR HOTELS

WHO CHECKED IN

A selection of visitors to the Independent Hotel Show 2021.

ABERLEY HOUSE
 ACCOR HOTEL
 ACHILL GUEST HOUSE & SPA
 AG HOTELS
 ANCHOR HOTEL
 ANGEL AND ROYAL HOTEL
 APEX HOTELS
 APN HOTEL GROUP
 ASHBURN HOTEL
 ATHENAEUM HOTEL & RESIDENCES
 B+B COLLECTION
 BAILEYS FARM
 BAINLAND LODGE RETREATS
 BALBIRNIE HOUSE HOTEL
 BALMER LAWN HOTEL
 BARNSDALE HALL HOTEL
 BARONS EDEN
 BEACONSIDE HOUSE
 BEAUFORT HOUSE, KNIGHTSBRIDGE
 BECK HALL HOTEL
 BELFONTELS
 BESPOKE HOTELS
 BEST WESTERN HOTEL
 BITTESCOMBE LODGE
 BLAKENEY HOTEL
 BLOC HOTELS
 BRAEMORE ESTATES
 BREND HOTELS
 BRIGHTON BOUTIQUE GUESTHOUSE
 BROADWICK SOHO
 BURLEIGH COURT HOTEL
 CADOGAN GARDENS HOTEL
 CARDEN PARK HOTEL
 CASTLE HOUSE HOTEL
 CAVE HOTEL AND RESORT
 CHASTON MANOR HOTEL
 CHILTERN FIREHOUSE
 CLAREMONT HOTEL

CLIFTON HOTEL
 COACH HOUSE SUFFOLK
 COMIS HOTEL & GOLF RESORT
 COSSINGTON PARK
 COTSWOLD INNS AND HOTELS
 COURT COLMAN MANOR
 CRAVEN HOUSE APARTMENTS
 CRAZY BEAR GROUP
 DOLPHIN HOTEL
 DONNINGTON VALLEY HOTEL
 DORMY HOUSE HOTEL
 DORSETT HOTELS
 DOWN HALL HOTEL ESTATE SPA
 EAGLE MILL
 ECCLESTON SQUARE HOTEL
 ECTON HOUSE
 ELITE HOTELS
 ELLENBOROUGH PARK HOTEL
 FARNCOMBE ESTATE
 FLEMINGS MAYFAIR HOTEL
 FOX & HOUNDS COUNTRY HOTEL
 FOXHILLS CLUB AND RESORT
 GOLF VIEW HOTEL
 GOSWELL HOUSE HOTEL
 GRANGE HOTELS
 GREAT NATIONAL HOTELS & RESORTS
 GROSVENOR HOUSE SUITES
 KYNANCE HOUSE HOTEL
 LA PERLA HOTELS
 LAKESIDE HOTEL & SPA
 LAMINGTON GROUP
 LANELAY HALL HOTEL & SPA
 LEONARDO HOTELS
 LIFEHOUSE SPA & HOTEL
 LOSEHILL HOUSE HOTEL & SPA
 LUXURY LODGES
 LYRATH ESTATE
 MANOR HILL HOUSE

MANOR HOUSE COUNTRY HOTEL
 MANSLEY SERVICED APARTMENTS
 MARYGREEN MANOR HOTEL
 MG HOTELS
 MONDO HOTELS
 MONTCALM AND INHABIT HOTELS
 MOORE HOUSE
 MOORWOOD GROUP
 MULLINGAR PARK HOTEL
 NELSON HOTELS
 NEW ROAD HOTEL
 OLD HALL COUNTRY BREAKS
 ORIGINAL COLLECTION HOTELS
 OVERTON VILLA HOTEL
 PARK REGIS HOTEL
 PEN MILL HOTEL
 PENALLY ABBEY HOTEL
 PENDLEY MANOR HOTEL
 PLUM COTTAGES
 POTTERS RESORT
 PRESTONFIELD HOUSE HOTEL
 PRINCES SQUARE HOTEL
 QUEENS HOTEL
 RAYANNE HOUSE
 RED CARNATION HOTELS
 REGENCY COURT HOTEL
 RICHMOND HARBOUR HOTEL
 RICHMOND HILL HOTEL
 ROCKLIFFE HALL HOTEL
 ROGUE CITY HOTEL GROUP
 ROSEMARY HOTELS
 ROSEWOOD HOTEL GROUP
 ROYAL LANCASTER HOTEL
 ROYAL PARK HOTEL
 RUTLAND HALL HOTEL
 SALCOMBE HARBOUR HOTEL
 SEAHAM HALL
 SEREN COLLECTION

SLOANE SQUARE HOTEL
 SOHO HOUSE
 ST ERMIN'S HOTEL
 ST JAMES'S HOTEL AND CLUB
 STRAND PALACE HOTEL
 STRATTON HOUSE HOTEL
 SUPERCITY APARTHOTELS
 THE 25 BOUTIQUE B&B
 THE BERMONDSEY SQUARE HOTEL
 THE CALCOT COLLECTION
 THE CAMBERLEY & LODGE HARROGATE
 THE CHATSWORTH HOTEL
 THE CONISTON HOTEL & SPA
 THE COTTAGE IN THE WOOD HOTEL
 THE DORCHESTER
 THE ETON MESS
 THE FALCON HOTEL
 THE FARMHOUSE INN
 THE FELLOWS HOUSE
 THE GROVE CROMER
 THE HARI HOTEL
 THE HARRINGTON COLLECTION
 THE LANDMARK LONDON
 THE LANSDOWNE HOTEL
 THE MAYFAIR TOWNHOUSE
 THE NEWT IN SOMERSET
 THE OAKSMERE
 THE OTHER HOUSE
 THE OXFORD COLLECTION
 THE PENINSULA LONDON
 THE PHEASANT HOTEL
 THE PORTOBELLO HOTEL
 THE QUEENSBERRY HOTEL
 THE RITZ LONDON
 THE ROYAL CRESCENT HOTEL & SPA
 THE WENSLEYDALE HOTEL
 THE YARROW HOTEL
 THE TWENTY TWO

TITCHWELL MANOR HOTEL
 TLK APARTMENTS & HOTEL
 TOWN & COUNTRY COLLECTIVE
 TROUTBECK GUEST HOUSE
 VILLAGE HOTELS
 WARWICKSHIRE INNS
 WATERGATE BAY HOTEL
 WATERTON PARK HOTEL
 WEBB HOTEL GROUP
 WEST PARK HOTEL
 WHATLEY MANOR
 WILDHIVE COLLECTION
 WOODCROFT HOUSE
 WYNDHAM HOTELS & RESORTS
 YOREBRIDGE HOUSE HOTEL
 ZETTER GROUP

OUR SERVICE

A comprehensive business event to service the full hotel lifecycle. From investment and purchasing through to branding, design, operations, portfolio growth and selling; the show's content supports hoteliers in every stage of their hotel development.

OVER 200 QUALITY SUPPLIERS

We welcome representation from across the hotel supply chain. Exhibitor categories include but are not limited to:

DESIGN & DECOR

TECHNOLOGY

SPA & WELLNESS

HOTEL SUPPORT SERVICES

FOOD & DRINK

HOUSEKEEPING &
HOTEL PRODUCTS

BEDS & BEDDING

MARKETING & BRANDING

AUDIO & ENTERTAINING

EDUCATION PROGRAMME

A huge draw in attracting our hotelier guests to the show, our education programme addresses hot topics for hoteliers today.

HOTEL VISION STAGE

INNOVATION STAGE

SOCIAL BUSINESS SPACE

IH CONNECTS

Showcase your products and services to an engaged audience of key senior decision makers 365 days of the year. Speak to the team to find out more.



JOIN US IN SHARING YOUR
SOLUTIONS FOR THE MODERN
HOTELIER. WHAT PRODUCT OR
SERVICE CAN YOU OFFER?



BECOME AN OFFICIAL PARTNER

Be seen as market leaders by affiliating your brand as a partner to the show. Work with us to build and deliver a comprehensive partnership package that places your company at the forefront of our guests' minds.

PACKAGES TO INCLUDE

- ◆ Elevated branding and increased exposure above and beyond the traditional exhibition stand
- ◆ Comprehensive pre-event marketing and advertising
- ◆ Data capture opportunities to enable you to build personal relationships with our hotelier community
- ◆ Hosted face-to-face opportunities to inspire and educate about you and your services

OPPORTUNITIES

THE SUITE
INNOVATION STAGE
SOCIAL BUSINESS SPACE
TITLE PARTNER
HOTEL VISION STAGE
THE LOBBY
OFFICIAL CATEGORY PARTNER
AWARDS
POWER BREAKFAST

EXHIBIT

Join our premium exhibitor line-up.

With stands selling fast and a finite amount of space available, contact us now to request a floorplan.

STAND TYPE	INCLUSIO	RATE PER M ²
Space Only	Floor Space Only	£505 + VAT
Shell Scheme	Carpet & Shell Scheme	£527 + VAT

PARTNERS

The Independent Hotel Show is proud to have worked with leading partners in 2021 to help support the industry.

TITLE PARTNER



RECOMMENDED BUSINESS PARTNERS

eviivo FREE/MOTION

MEDIA PARTNERS



COMMUNITY PARTNERS



DESIGN PARTNERS



EXPERIENCE PARTNERS



THE INDEPENDENT HOTEL SHOW PORTFOLIO



A M S T E R D A M

16-17 Mar 2022
RAI Amsterdam



L O N D O N

4-5 Oct 2022
Olympia London



M I A M I

2-3 Nov 2022
Miami Beach
Convention Centre



C O N N E C T S

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