

TRAVEL EXPO RED SEA 2026



Don't Just Predict the Future. Let's Shape It **Together**

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Shaping the future of tourism — together.

WELCOME

Welcome to Travel Expo **Red** **Sea 2026.**

We say it from our heart.



BUILT TOGETHER

The people in this room **helped build it.**



A QUESTION

Are we shaping the
future — or is the
future **shaping us?**

THE CORE IDEA

The best way to reduce
uncertainty about the
future is **to help shape it.**

SECTION B · THE VISION

THE MODEL

Three circles. One direction.

- **Our Company**
Building from the inside out.
- **The Industry**
Signals beyond our walls.
- **Egypt**
The biggest circle. The biggest ambition.

Every circle connects to the next.



REGIONAL EDITIONS



02

Hurghada

Sun, diving, relaxation

This September.

PODCAST · SEASON 1 & 2



Views > 0.6 M | Subscribers 9,851

A CHANNEL FOR THE INDUSTRY

Knowledge deserves a channel. **We built one.**

- ① **A channel to share what we know**
Openly, generously, and without agenda.
- ② **A space to know each other**
Where people in this industry genuinely connect.
- ③ **A bridge between generations**
Decades of experience meet the people just beginning to build theirs.

✦ COMING SOON

A new podcast — dedicated entirely to the hotel sector.



فيـ الورشة

معتز هديقي



A RECOGNITION PLATFORM

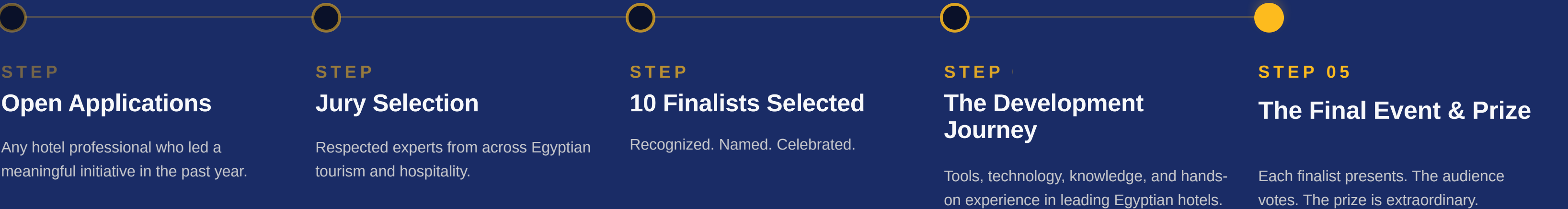
Travel Expo Hero Awards.



A RECOGNITION PLATFORM

Travel Expo Hero Awards.

Celebrating the people who
created real change in Egyptian
hospitality.



The prize is remarkable. But the real reward is the journey — the knowledge, the recognition, and the doors that open along the way.

That journey will be unmatched.

MAIN STAGE

This afternoon — **four sessions** on the main stage.

01	Alberto Bisetto & Ahmed Fasad Blastness	Why Red Sea Hotels Need to Move from Distribution to Commercial Intelligence 1:15 PM
02	Ali Haydar & Abdo Aziz SAN	Technology That Moves Travel Forward 1:45 PM
03	Sherif Wafaie GIATA	Fragmentation and the Absence of a Single Source of Truth 2:15 PM
04	Khaled Taha Profitel.io	How to Set Up Your Reporting Framework 2:45 PM

ROUND TABLES

Round Tables.

This is where you stop listening and **start talking.**

WHAT THEY ARE

Smaller groups.
Direct conversations.
Hosted by our Platinum & Gold
sponsors.

HOW TO USE THEM

Choose the table that addresses
your biggest challenge.
Ask real questions.
Have real conversations.

The value of today compounds at the round tables.



يٰٓكَا نَبِدا
Let's begin.