TGP INTERNATIONAL

Mega Events Trends Report

The Strategic Role of F&B for Success, Activation & Legacy

Launched in Partnership with Experiential Planner Expo (EPEX)

EPEX EXPERIENTIAL PLANNER EXPO

Introduction

When we think of mega events, iconic examples such as the Olympic Games, FIFA World Cup or World Expos often come to mind. Each of these, though uniquely executed, are large-scale events that have profound social, economic and cultural impacts on host cities, drawing global attention through significant investment and widespread media coverage.

Yet, the event landscape is more complex now than ever, with a growing variety of formats emerging in recent years, creating a dynamic mix of major international gatherings that have the power to activate and engage audiences worldwide.

This evolution spans sports, entertainment and cultural events, where new and innovative concepts are being brought to market, while long-standing, traditional mega events continuously evolve to meet shifting guest expectations and align with macro trends.

As the nature of these events changes, so too does the role of food and beverage (F&B) within them. What was once a basic necessity for "fuelling" large groups of attendees has now become a key element in shaping event identity, engaging guests and contributing to long-lasting cultural and economic impacts.

With our extensive experience delivering F&B at events of all sizes, we've seen firsthand how F&B has evolved into a strategic component of mega event success. Whether through high-profile events like Expo 2020 Dubai and the United Nations Climate Change Conference (COP28) or major music concerts and sporting events, we've witnessed how food plays an integral role in fostering guest and team engagement and contributing to long-term legacies.

This report captures many of our collective past learnings at TGP International as well as recent thoughts on this topic, highlighting the growing significance of F&B in mega events and demonstrating how strategic planning in this area can elevate the overall event experience while supporting broader urban development and revenue goals.

By exploring key trends such as sustainability, experiential dining and authenticity, we also aim to provide actionable insights for event organisers, rights holders and other stakeholders in the event industry looking to leverage F&B to maximise commercial success and long-term impact.

Key Report Insights

⋆ The growing role of F&B as a major driver of footfall and revenue at mega events

⋆ The increasing importance of F&B in shaping event identity, with sophisticated and sustainable offerings that cater to diverse, global audiences

⋆ How major events can use F&B to create lasting economic benefits for host cities, ranging from tourism to creating life-changing opportunities for individuals in hospitality, ultimately strengthening the legacy of the event

⋆ The commercial benefits of strategic leasing and tenant planning

⋆ The shifting dynamics of urban activation, where mega events serve as platforms for urban renewal and development

⋆ Trends and inspiration for mega event F&B that can guide future organisers in shaping successful and impactful food experiences

The Role of Mega Event F&B in Urban Activation and Economic Impact

One of the biggest draws of mega events for host cities is the significant opportunity they provide to revitalise and reshape urban landscapes. These events attract immense global attention, bringing with them a surge of investment that can transform host cities into hubs of innovation, culture and commerce while amplifying the host nation's cultural identity on the world stage.

Immediate benefits include increased tourism and job creation, which drive growth in sectors like hospitality, transportation, retail and services. These short-term gains are often the most visible and widely discussed. However, the true economic value lies in the long-term impact during the "legacy" phase, a period which is crucial for justifying the significant upfront investment required to prepare a city for hosting the event.

"By integrating F&B into a city's urban fabric, whether through permanent installations or adaptive reuse of event venues, these outlets and brands can continue to live on, contributing to the long-term vitality of a city."

Hosting large-scale events typically requires the development of critical infrastructure—from transportation networks to public spaces—that becomes integral to the city's long-term growth.

This infrastructure, if properly planned and executed with long term vision, has the potential to catalyse sustained urban development, positioning cities as global business and tourism hubs for years to come.

"F&B is the second largest source of revenue after ticket sales for event organisers"

Whether it's the Rio de Janeiro 2016 Summer Olympics, which spurred major investments in Brazil and the region, or the extensive infrastructure improvements leading up to the Qatar 2022 FIFA World Cup, such as the development of Doha's new metro system, we've seen how quickly cities can change in the run-up to their hosting duties. Expo 2020 Dubai also serves as a prime example, with its transformative impact on the United Arab Emirates, which resulted in the establishment of an entirely new smart city—Expo City Dubai.

Integral to this broader economic impact is the role of food and beverage (F&B), which has evolved from a supporting function to a central pillar of the event experience. While F&B has historically been associated with fulfilling the basic needs of attendees, its strategic integration can be a game-changer in enhancing the overall event identity, driving engagement and contributing to long-term economic and cultural legacies.

At events like COP28, we saw just how crucial food could be as a dynamic medium through which the event's values were communicated to audiences, whether it was sustainability, cultural exchange or innovation. This shift underscores the growing recognition of F&B not only as an essential service but as a key driver of the event's success and ability to establish reputation and brand.

During events, F&B has become second largest revenue source for event organisers after ticket sales[8] however, the lasting economic value of F&B can extend far beyond the duration of the event itself. When managed strategically, food offerings can create lasting venues, such as food halls, local markets and homegrown F&B brands, which continue to drive economic activity and attract visitors long after the event concludes.

These spaces and entities can then become focal points for community engagement, supporting local economies by creating employment opportunities and fostering business growth. For instance, new restaurants established to support the event can continue to grow, serve local communities, and provide long-term employment opportunities, creating a positive ripple effect that lasts beyond the event's timeframe.

By integrating F&B into a city's urban fabric, whether through permanent installations or adaptive reuse of event venues, these outlets and brands can continue to live on, contributing to the long-term vitality of a city. This is also a key strategy for preventing major development assets becoming underutilised post-event, which many nations have been criticised for. When cities view F&B as a central element of their long-term urban strategy, they can more effectively leverage it to sustain both economic and cultural activity, helping to avoid the creation of "ghost cities".

On our own projects at TGP International, we've seen Gross Leasable Area (GLA) for F&B rise from 15–20% to 40–50%. This sharp increase illustrates how sectors such as real estate, urban planning, placemaking and retail now recognise the importance of aligning F&B with broader urban development plans to secure long-term asset value.

Key Report Insights

⋆ ***Expo 2020 Dubai –*** Contributed AED 154.9 billion (USD 42.2 billion) to the UAE economy and supported over 1 million job-years (2013 to 2042)[6]

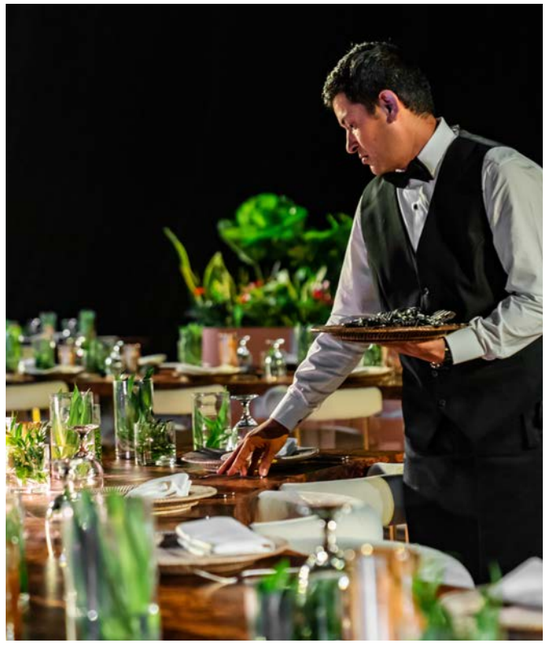
⋆ **Super Bowl LVI (Los Angeles, USA) 2022 –** Generated between $234 million and $477 million in economic activity, including significant contributions from hospitality, retail and transportation sectors (Source: LA Super Bowl Host Committee)[10]

⋆ ***Birmingham 2022 Commonwealth Games –*** Contributed £1.2 billion to the UK economy, creating over 22,000 job-years and generating £79.5 million in social value (Source: UK Government)[18]

⋆ ***Taylor Swift's Era's Tour 2023 –*** Generated approximately $10 billion in total economic impact, including direct and indirect spending.[23]

⋆ ***FIFA World Cup 2026 (New York/New Jersey, USA) –*** Projected to generate $3.3 billion, including $1.3 billion in labour income and $1.7 billion in visitor spending, supporting over 26,000 jobs[1]

The Evolution of F&B at Mega Events



Over time, the role of F&B at mega events has undergone a profound transformation. This evolution reflects broader changes in how mega events are perceived and organised, moving beyond their original cultural or sporting focus to become powerful platforms for cities to showcase their innovation, cultural heritage and global positioning—each iteration informed by feedback on the last.

F&B has become a crucial tool for event branding. At World Expos, for example, culinary offerings are increasingly crafted to align with broader themes such as sustainability, cultural exchange and innovation. Expo 2020 Dubai, widely regarded for offering the most diverse F&B experience of any event of its kind, showcased the culinary traditions of over 190 nations, seamlessly integrating food into the event's core narrative to enrich the visitor experience.

We would argue that F&B offerings at any kind of major event are not only about providing sustenance but about telling a story—of cultures, traditions and values. As more people align with this view, it reflects the growing recognition of F&B as a central medium in the operation of major international events. The role of F&B in shaping guest experience is no longer simply about catering to attendees' basic needs but also about creating a memorable experience that resonates with them long after the event has ended.

While there have been several instances where mega event food offerings have received praise, such as at the Beijing 2008 Olympics, other events as recent as the Paris 2024 Olympics, have faced criticism for their food offerings, failing to meet expectations in terms of quality and variety from attendees, athletes and media.

"Food is so often a central talking point post-event, both in media coverage and in guest reflections on their personal event experiences"

The important point here is that food is so often a central talking point both before and after an event—building anticipation in media coverage and shaping guests' reflections long after the experience. The quality of food offerings not only influences how an event is remembered but also contributes to gastro-tourism, drawing visitors who travel to experience a country's food heritage and culture.

It's also important to note that when events are hosted by affluent nations or those with a renowned culinary heritage, guest expectations are typically set at an exceptionally high standard. In these cases, organisers must deliver outstanding F&B options, not just as an enhancement, but as a fundamental requirement.

F&B's role in mega events has also become increasingly intertwined with sustainability goals for rights holders and host cities. Mirroring similar pressure felt in other sectors, today's major global events are held to much higher standards of social and environmental responsibility and F&B strategy plays a critical role in meeting these expectations.

Reducing food waste, sourcing ingredients sustainably and minimising the environmental footprint of food service operations are now essential components of event planning. And equally important is monitoring these efforts, especially given the growing scrutiny on the resources required to execute such large-scale events in the first place.

"The F&B Segment is the fastest growing revenue stream in the event tourism market with a CAGR of 8.5%"

Food for Thought

Is it possible to achieve sustainability at mega events without understanding the crucial role F&B plays or without integrating strategies for delivering high-quality, sustainable food at such large scales?

Case Study
Expo 2020 Dubai

Expo 2020 Dubai marked a landmark moment in global collaboration, culture and innovation. With over 190 nations represented and millions of visitors, it was one of the largest and most diverse events in modern history. At the heart of this monumental occasion, TGP International played a key role in curating and delivering a world-class food and beverage (F&B) programme.

Appointed to lead the F&B strategy, TGP implemented a 360-degree approach that combined F&B master planning, brand curation, and operational oversight across a wide range of venues. Over 6 months, TGP delivered more than 16 million meals, exceeding expectations for scale, diversity and quality. The introduction of groundbreaking concepts, such as the 'Born at Expo' initiative, has left a lasting legacy, with many brands continuing to thrive beyond the event.

This ambitious project required precision, creativity and a deep understanding of cultural aesthetics to design F&B spaces within Expo's expansive ecosystem of pavilions, activity zones and micro-districts. TGP's in-house design team, in collaboration with international partners, brought 14 restaurants, 2 food halls and a 3,000-capacity festival arena to life in record time.

Working alongside over 60 chefs from around the world, TGP curated more than 30 brands and delivered over 40 cuisines, including the world's first food hall celebrating pan-African cuisine. As the major project in the mega event space, the project showcased the immense value of integrating vibrant, strategic F&B offerings at events of this scale.

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Expo 2020 in Numbers

- 16 million meals served
- 100,000 covers per day approximately
- 100+ chefs brought together from across the globe
- 10 new brands launched in the market
- 30 brands
- 14 restaurants
- 2 food halls

TGP Services

- F&B Advisory
- F&B Master Planning
- Pre-Event Strategy
- Commercial Model Planning
- Workforce Planning
- Brand Representation
- Concept Development
- Operational Project Management
- Interior Design
- F&B Marketing
- VIP & Protocol Catering
- Legacy Planning

This ambitious project required precision, creativity and a deep understanding of cultural aesthetics to design F&B spaces within Expo's expansive ecosystem of pavilions, activity zones and micro-districts.

- Simon Wright - Founder & Chairman at TGP International

Macro Trends in F&B and Their Cross-Sector Implications

"Mega events, with their ability to attract diverse international audiences, have become influential platforms where emerging trends in food are not only showcased but also amplified."

In recent years, we have witnessed a convergence of several macro trends that are reshaping the way food is perceived, consumed and integrated into urban environments. These trends, which have found their expression in mega events, are not isolated phenomena but reflect broader societal changes in how people approach things like food, sustainability and community.

Mega events, with their ability to attract diverse international audiences, have become influential platforms where emerging trends in food are not only showcased but also amplified. The F&B strategies implemented at these events, as well as trends and themes being showcased to millions of attendees, often serve as indicators of broader shifts in the global food landscape.

Community

There is a growing emphasis on communal dining and social interaction within food spaces. Modern food halls and shared dining venues are designed to encourage socialisation, offering flexible seating arrangements and communal tables. This trend reflects a broader societal move towards community-oriented spaces that facilitate connections among individuals

Experiential

Consumers are increasingly seeking immersive dining experiences that go beyond traditional meals. This shift is evident in the rise of interactive dining concepts, such as chef-led workshops and live cooking demonstrations, which engage guests in the culinary process. These experiences not only enhance guest satisfaction but also foster a deeper connection between diners and the food they consume

Authenticity

Consumers are increasingly interested in locally sourced ingredients and traditional cooking methods that reflect the cultural heritage of a region. This trend is driving the popularity of regional specialties and artisanal products, as diners seek genuine culinary experiences that tell a story

Lifestyle & Personalisation

The integration of food with lifestyle choices is more pronounced than ever. Health-conscious eating, plant-based diets, and dietary inclusivity are influencing menu designs across various establishments. F&B offerings are being tailored to align with the diverse preferences and values of consumers, reflecting a shift towards personalised dining experiences that cater to individual lifestyles.

Health & Wellness

As our understanding of health expands to include emotional balance, social connection, and environmental responsibility, hospitality is evolving in response. As well as the continued rise of plant-forward cuisine, menus are also getting smarter and more functional, tapping into a growing appetite for foods that support gut health, cognitive clarity, energy, and stress relief.

Sustainability

Social and environmental sustainability are increasingly intertwined in the F&B industry, with a focus on ethical labour practices, community engagement, and responsible sourcing. Operators are adopting fair wages, inclusive hiring practices, and reducing food waste, while also minimising carbon footprints. These efforts not only support local communities and the planet but also create life-changing opportunities for individuals, while aligning with consumer demand for sustainable dining options.

As the global population is projected to reach 9.7 billion by 2050, with 68% expected to live in urban areas[14], cities will face growing pressure to create spaces that foster connection and inclusivity. Mega events provide a valuable opportunity to use food as a tool for uniting people.

Shared dining experiences, such as food halls and pop-up culinary events, are becoming more prevalent, allowing attendees to connect through food and celebrating cultural diversity. As many as 76% of global consumers believe that cities must offer new experiences to remain relevant, with 84% of Gen Z and Millennials echoing this sentiment[9]. As cities and major event stakeholders plan for the future, food will continue to play a key role in shaping urban spaces that encourage social cohesion.

The experiential nature of dining has become one of the most prominent trends at mega events, with consumers seeking food experiences that resonate on a deeper, emotional level. 72% of diners now desire interactive dining options such as chef's tables, themed events, and culinary experiences[15]. This shift towards engaging, immersive food offerings reflects a growing desire for experiences that go beyond just a meal. It also allows events to expand their impact, turning immersive dining into shareable moments that amplify visibility across social media.

76% of global consumers believe that cities must offer new experiences to remain relevant

Also important is the fact that growing prioritisation in real world experiences, valued highly by 78% of consumers[5]. Additionally, with 1 in 4 adults experiencing social isolation and 5-15% of adolescents feeling lonely[22], events and food-centric spaces within these event spaces are increasingly essential platforms for social interaction and community engagement. These spaces cater to attendees who crave personal connections and prioritise unique experiences when choosing how to spend their time and money.

- ⋆ 72% of diners now desire interactive dining options such as chef's tables, themed events, and culinary experiences[15]
- ⋆ 76% of global consumers believe that cities must offer new experiences to remain relevant[9]
- ⋆ 78% of consumers feeling more connected to brands that authentically communicate their mission and values[20]

Alongside these social trends, authenticity has emerged as a key consumer expectation. With 90% of Gen Z prioritising being true to oneself[7], visitors to mega events are increasingly seeking food that is not only local but also authentic to its origins, reflecting regional culture and values. This drive for authenticity is influencing the F&B and Hospitality sector, with 78% of consumers feeling more connected to brands that authentically communicate their mission and values[7]. If executed properly. mega events can be powerful platforms for cities to showcase their culinary heritage, promoting the local food movement and raising awareness of food provenance.

Additionally, lifestyle trends are shaping the food preferences of mega event attendees. Health-conscious eating, plant-based diets, and dietary inclusivity are driving a shift in food offerings. For example, 41% of consumers choose plant-based menu items when dining out weekly[13], underscoring the growing demand for sustainable, health-conscious options. Meanwhile, 43% of consumers are making more considered purchases to reduce overall consumption[14]. Meanwhile, the global market for immune support products is expected to grow by USD 2.6 billion by 2028[4], indicating that health and wellness will continue to shape food preferences at mega events.

Finally, sustainability, both environmental and people focused, is increasingly driving change in the F&B sector and at mega events. Concerns about climate change, resource depletion, and food waste are prompting event organisers to adopt more sustainable practices across all stages of food service. This shift aligns with broader consumer trends, with 57% of consumers in Europe actively seeking to make a positive environmental impact through their everyday actions[5]. As sustainability becomes a core expectation, mega events are seen as an opportunity to set new standards for sustainable food practices, ensuring long-term environmental and social benefits.

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Case Study
COP28

Managing the strategy and implementation of food and beverage operations at an event as vast—and important—as COP28 was a rare opportunity for TGP International to showcase what is truly possible when sustainability is high on the agenda.

In our role, we catered to over 600,000 attendees at the UN Climate Change Conference, delivering menus that were two-thirds vegan and vegetarian across 136 F&B locations and curating an incredible collection of local and socially responsible food and beverage providers.

Serving over 1 million meals throughout a diverse mix of outlets, including restaurants, food halls, carts, kiosks and the world's first vegan food truck park, we were privileged to offer both support and guidance to all our partners in adherence with Expo City Dubai's (ECD) high sustainability standards and a low 1.5°C degrees carbon footprint threshold across all menus.

Underpinning our strategy was our commitment to world class F&B, with the event's momentum and calibre providing the perfect opportunity to bring together distinguished industry leaders and create a platform for discussing the role and relevance of F&B to many of the UN's Sustainable Development Goals (SDGs).

COP28 in Numbers

- 1 million meals served
- Two-thirds plant-based food offerings
- 1,783 kgs of organic waste collected.
- 3,218 kgs of food rescued
- 136 F&B outlets operational
- 27 restaurants & cafes
- 33 food trucks
- 2 food halls
- 6 food parks
- 39 carts
- 29 kiosks
- 2,500+ catering orders
- 5,000+ VIPs hosted at events

TGP Services

- F&B Advisory
- F&B Master Planning
- Pre-Event Strategy
- Commercial Model Planning
- Workforce Planning
- Brand Representation
- Concept Development
- Operational Project Management
- Events & Catering Operations

Leveraging F&B for Event Success

As mega events continue to grow in scale and complexity, food and beverage (F&B) has evolved into a strategic driver of success. For event planners, rights holders and host cities, leveraging F&B effectively can elevate the event experience, build lasting connections with audiences and leave a positive legacy for the city.

"Food should be a key component of the storytelling process, enhancing the thematic and cultural cohesion of the event."

Building the F&B Experience

To create a truly impactful event, it is essential to elevate food beyond its basic functional role, transforming it into an immersive experience that enhances the overall atmosphere. Crafting unique and engaging food experiences that resonate with a diverse audience is central to creating a memorable event.

Incorporating interactive dining elements—such as chef-led workshops, live cooking demonstrations, or curated food tastings—can also deepen guests' connection to the food and the event itself. By engaging attendees in the culinary process, events can foster greater participation, transforming food into a defining feature of the experience.

When curating food offerings and designing F&B experiences, it is important to balance global brands and chefs who are new to the market with best-in-class local and homegrown talent, while establishing a strategic mix of venue types that cater to the diverse needs of attendees, from grab and go and fast casual to full service. Both Pricing and seamless execution are non-negotiable.

"Incorporating interactive dining elements—such as chef-led workshops, live cooking demonstrations, or curated food tastings—can also deepen guests' connection to the food and the event itself."

It is also vital to ensure alignment with the event's broader objectives and brand identity. Whether this is through incorporating local cuisine, reflecting regional culinary traditions, or highlighting sustainability, each food choice should reinforce the event's narrative. Food should not only be a reflection of taste but a component of the storytelling process, enhancing the thematic and cultural cohesion of the event.

Aligning Sustainability in F&B Offerings with Modern Expectations

Sustainability has become a central consideration for both consumers and event organisers, with audiences increasingly expecting events to align with their values. In this context, sustainability in food and beverage strategies should be seen as essential, not only as a response to demand but as a key driver of long-term event success and legacy. Sustainable practices such as local sourcing, minimising food waste and reducing plastic consumption are now integral to the modern event experience and expected by the general public.

"Implementing waste-reduction strategies such as composting or donating surplus food, are essential steps in delivering a sustainable food experience at mega events."

Event organisers should integrate sustainability across all aspects of the F&B process, if possible, from procurement to waste management. Sourcing ingredients locally, prioritising seasonal products, collaborating with ethical suppliers, and implementing waste-reduction strategies such as composting or donating surplus food, are essential steps in delivering a sustainable food experience.

The technology and tools are now at our disposal to track and quantify impact. And aligning these practices with the event's values will not only meet the growing demand for responsible practices but will also contribute to the event's long-term impact, positioning it as forward-thinking and culturally relevant.

Sustainable Event F&B Check List

- Source seasonally and prioritise local produce
- Reduce waste with portion planning, composting and surplus donation
- Replace single-use plastics with reusable, recyclable or biodegradable options
- Partner with ethical, sustainable suppliers and hire locally where possible
- Track and report impact using available tools and technology
- Align F&B with local culture, community and values

Using F&B to Foster Connection Among Attendees and Local Communities

The design of communal dining spaces, food halls and shared dining experiences is essential in fostering social engagement. These spaces enable guests to interact with one another in a more inclusive and meaningful way, enhancing the sense of connection that is vital for an event's success.

Additionally, incorporating local food vendors and showcasing regional culinary traditions not only enriches the event experience but also strengthens ties between the event and the host community. Engaging local producers, artisans and businesses ensures that the commercial benefits of the event are felt within the local economy, supporting the long-term vitality of food systems. Furthermore, offering a taste of the region's culinary identity helps to forge a deeper connection between the attendees and the host city, enhancing the event's cultural significance.

Attendees who feel a personal connection to the food—its origins, cultural relevance, and alignment with the event's values—are more likely to carry these memories forward, forming a lasting attachment to the event and the host community.

Food for Thought

What is the right mix of global and local F&B offerings when delivering a mega event that needs to cater to the needs of diverse tastes and preferences from across the globe?

Strategies for Maximising Post-Event Legacy through F&B

A thoughtful F&B strategy can leave a lasting legacy by transforming the local culinary scene, contributing to urban regeneration and fostering sustainable economic growth for the host city. Below are key insights from across our teams and projects for leveraging F&B to ensure long-term impact:

1. ***Create Permanent and Flexible F&B Spaces***
   Develop permanent food venues such as food halls, markets and pop-up dining districts that can offer a good degree of flexibility and can increase and sustain visitor dwell time both during the event and after. These spaces, especially modular formats that offer the ability to rotate vendors and concepts, can also support the local economy, encourage social interaction and can serve as incubators for local food entrepreneurs. Event organisers should look to collaborate closely with urban developers to integrate sustainable and adaptable food spaces into the city's infrastructure.

2. ***Support Local Chefs, Producers and Artisans***
   Incorporating local food producers and artisans into the F&B offerings not only provides an economic boost during the event but also strengthens community ties and fosters a sense of pride. This can include new-to-market chefs and brands that are "born" or elevated at the event and given the tools to carry forward this momentum afterwards. Building long-term relationships with local businesses ensures that the economic benefits have long term impact, contributing to job creation and supporting the local food economy.

3. ***Establish Culinary Festivals or Annual Events***
   Creating annual culinary festivals or food-centric events helps extend the legacy of the event and becomes a significant tourism draw. Aligning these festivals with local traditions and seasonal foods strengthens their connection to the community.

4. ***Build a Culinary Brand for the City and Event Site***
   Mega events offer cities the chance to establish themselves as global culinary destinations. By focusing on authentic, diverse, and culturally significant food offerings, cities can develop a strong culinary brand that reflects their history and values. Collaborating with local stakeholders and international chefs can amplify the city's message and promote food-related tourism. Additionally, such events can build a reputation for the event site as a destination for culinary exploration, positioning the area as a lasting F&B hub that attracts visitors long after the event, contributing to the city's identity and driving sustained tourism.

5. ***Start Legacy Planning Early***
   Long-term sustainability must be integrated into the event's legacy from the start, with strategies embedded in infrastructure and processes for lasting impact. Similarly, the best time to secure tenants for venues or activities is during the event, when engagement is highest, rather than after it concludes.

6. ***Create Ongoing Community Engagement Through Education and Work Opportunities***
   Mega events offer a unique opportunity to promote culinary education and training, as well as provide life-changing career prospects in hospitality for those able to secure entry-level positions during the event. Offering workshops and certifications that extend beyond the event can also engage local communities, especially youth and underserved populations, by equipping them with valuable career-building skills.

TGP International's 360° Degree Approach to Mega Events F&B

We find that the most effective approach to integrating F&B in mega events involves a combination of strategic planning, masterful execution, and a focus on long-term impact, ensuring the event leaves a lasting legacy for both host cities and global audiences.

"The best time to secure tenants for venues or activities is during the event, when engagement is highest, rather than after it concludes."

1. F&B Strategy & Master Planning

2. Concept Development

3. Legacy Planning

4. Strategic Implementation & Pre-Opening Set Up

5. Event Operation & Execution

6. Legacy Re-Building Strategy & Plan

7. Legacy Launch Activation

Key Projects

Expo 2020 Dubai

UN Climate Change Conference (COP28)

Coldplay Abu Dhabi 2024

Dhai Dubai Lights Art Festival

Grand Prix Abu Dhabi 2024

Expo 2027 Serbia

Dubai World Cup

Winter City

Elrow Rowlimpics Festival

Festival Garden

Expo 2025 Osaka KSA Pavilion

GQ Men of the Year Awards

Red Sea Film Festival

Festival of Cake Dubai

Hai Ramadan

AlUlA Forces of Nature

Key People

Simon Wright
Founder & Chairman

Ryan Waddell
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James Dawkins
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Michel Saab
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Gabriel Murray
Creative Director

Claire Richmond
Design Director

Madeline McLeary
Brand Development Director

Ivan Sabol
Culinary Director

Loui Blake
Restaurateur / Marketer

Jim Kersey
Marketing & Communications Director

What's Next?

These macro trends extend beyond mega events, reflecting broader shifts within the global F&B landscape. The integration of F&B into entertainment, urban development, and hospitality is becoming increasingly seamless, with food evolving from a standalone offering to a central element of a broader ecosystem that blends culture, social interaction, and sustainability.

As a global hospitality agency, we collaborate with event organisers, rights holders, brands, chefs, and entrepreneurs to bring long-term visions to life. From strategic planning to storytelling, we focus on creating impactful F&B experiences that elevate events, uniting world-class food offerings, exceptional hospitality, and community engagement on a global scale.

If you are looking to integrate a memorable and meaningful F&B experience into your next event, we invite you to reach out and explore how we can assist you.

Get In Touch

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TGP International

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