



MEETINGS AFRICA INSIGHTS 2022

MEETINGS AFRICA

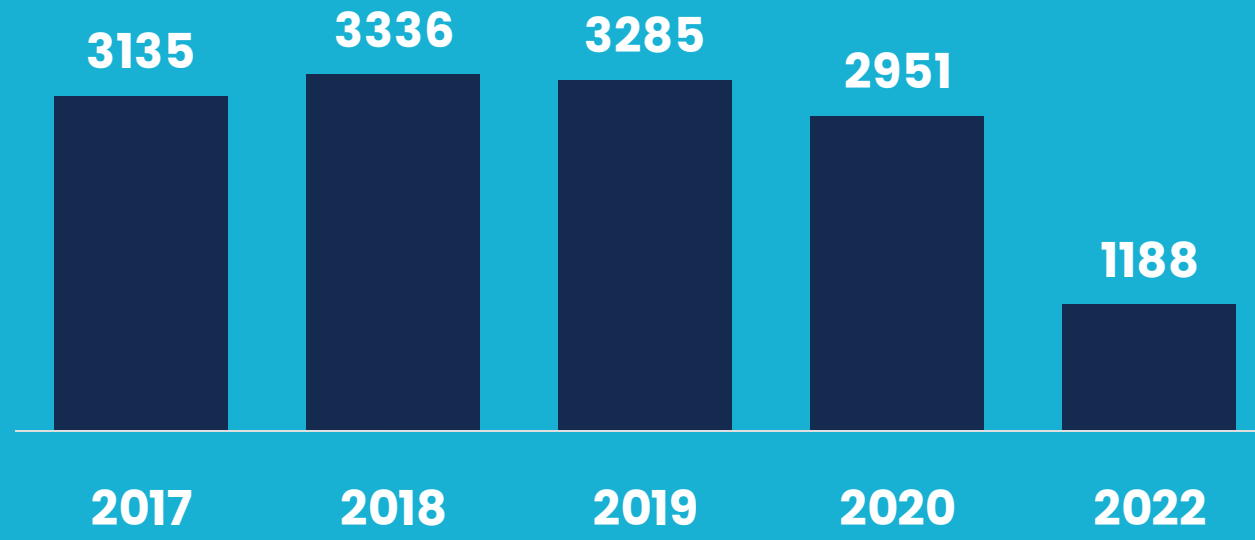
Advancing Africa Together



NATIONAL CONVENTION BUREAU

MEETINGS AFRICA 2022

TOTAL NUMBER OF ATTENDEES

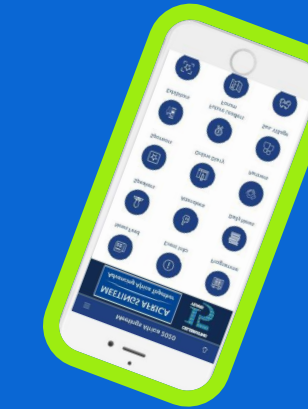


NUMBER OF CONFIRMED MEETINGS



1102

APP USAGE



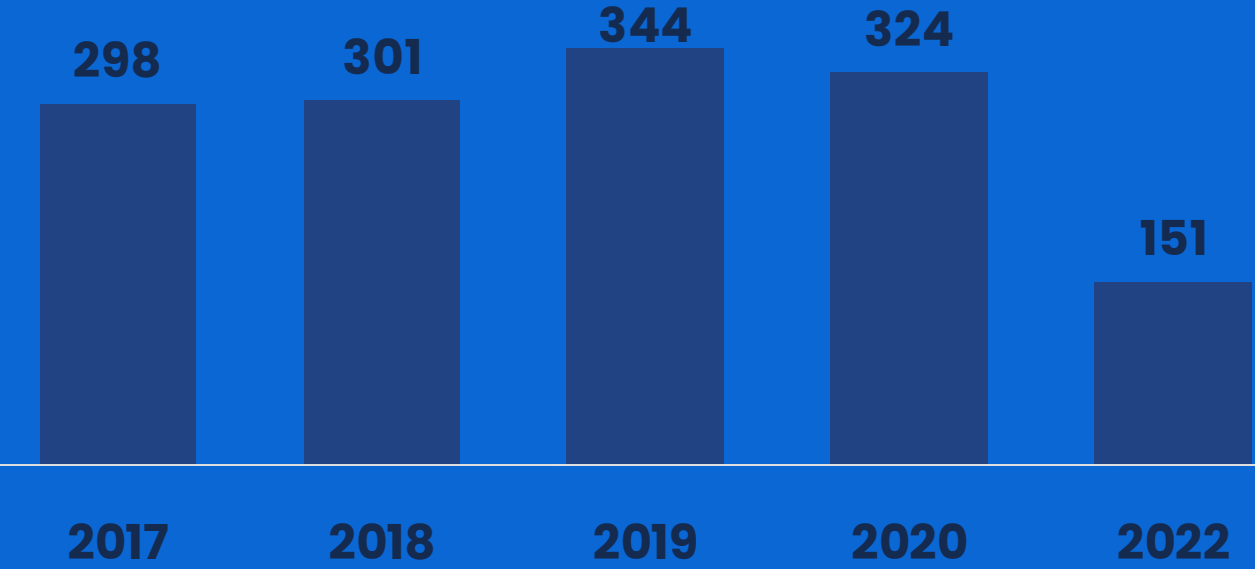
909 APP
DOWNLOADS

EXHIBITING COMPANIES

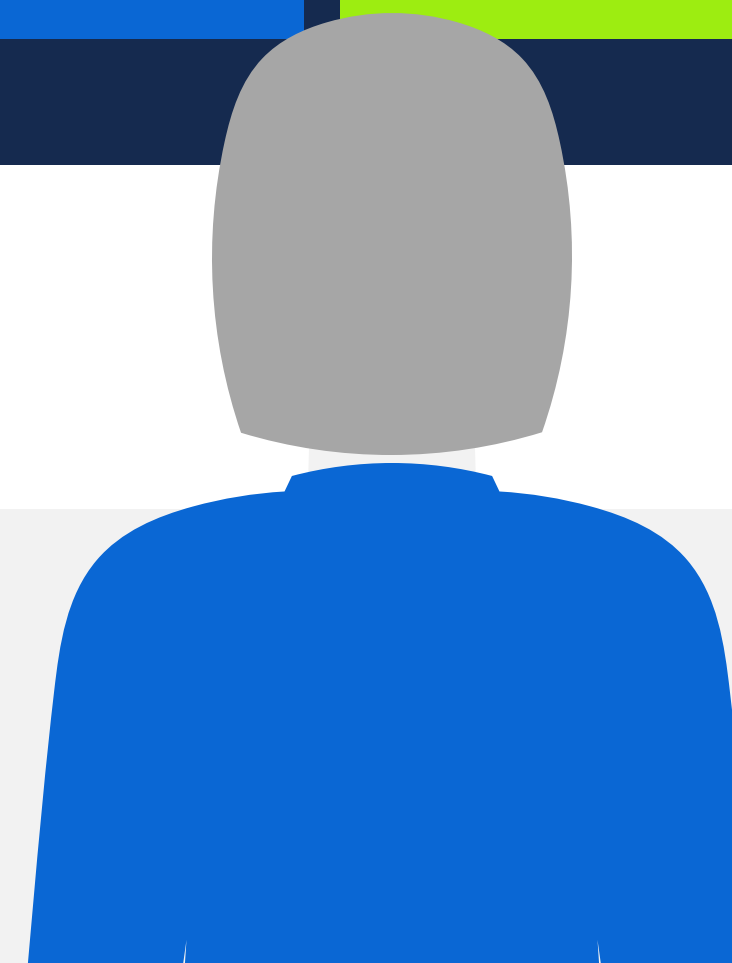
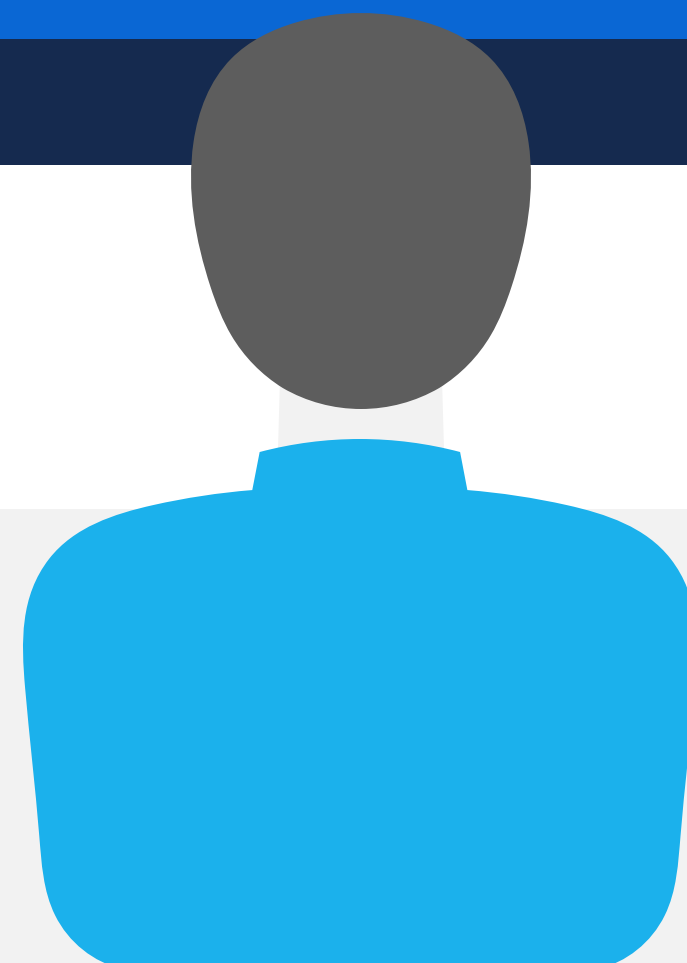
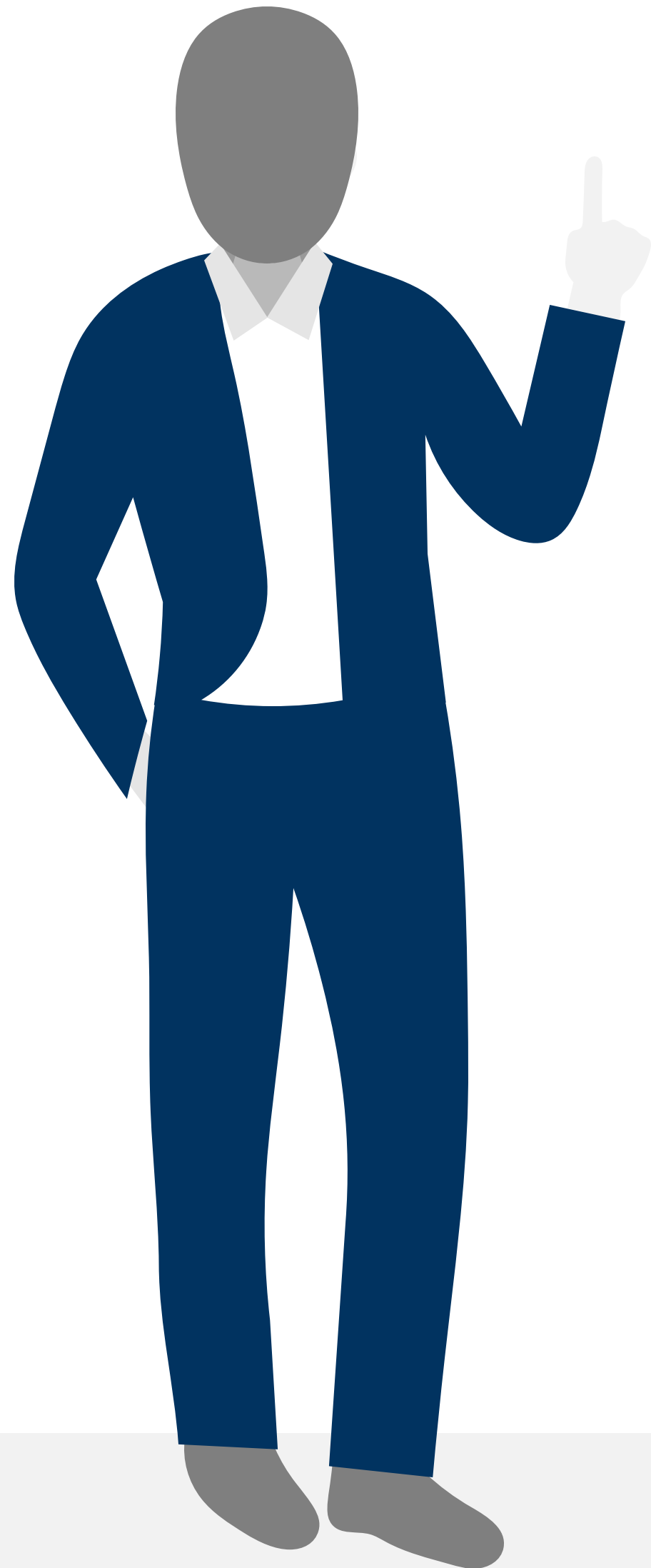


216

BUYERS



AVERAGE # MEETINGS AND DEALS





BUYER

MEETINGS AFRICA

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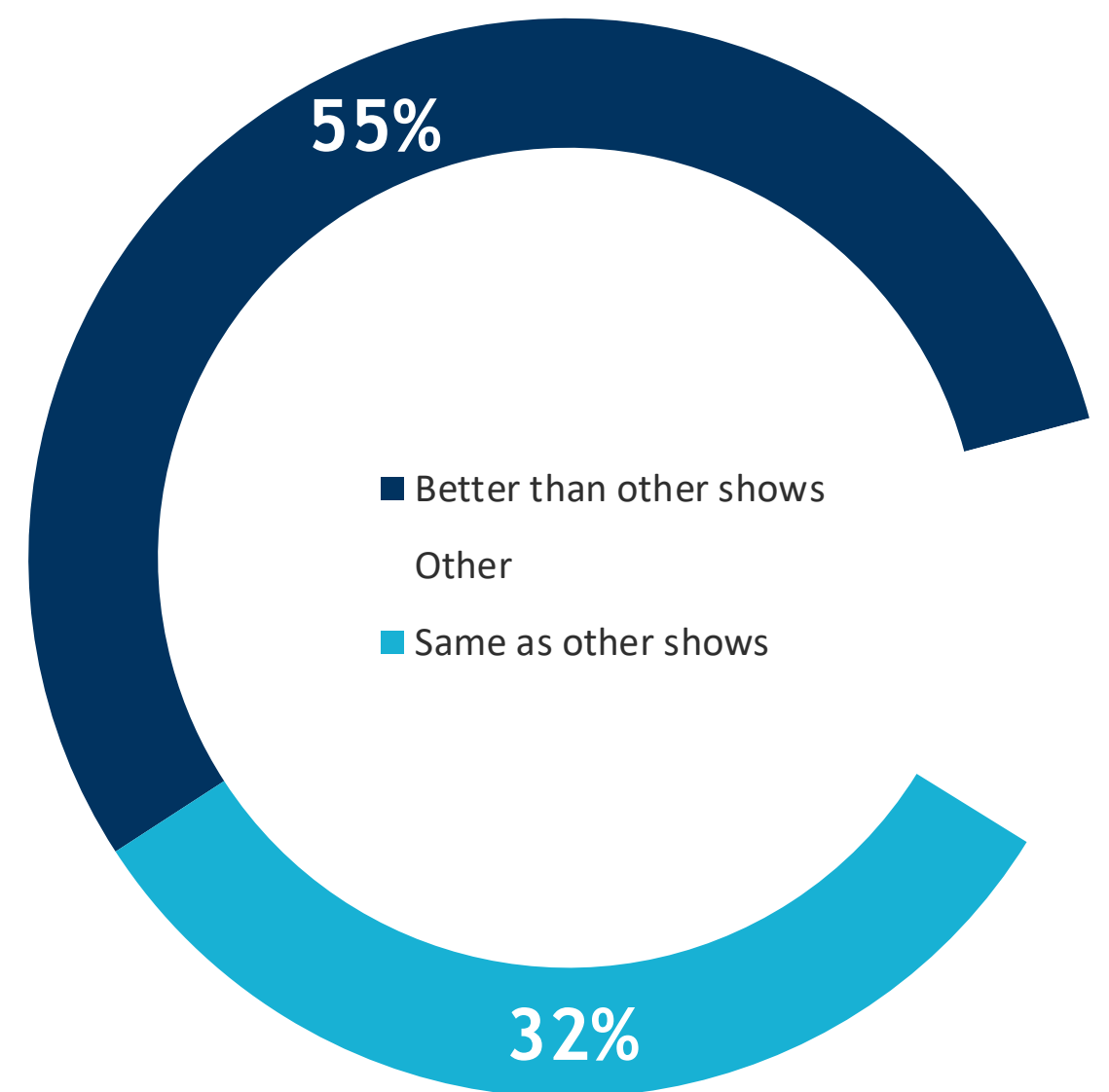
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MEETINGS AFRICA COMPARED TO OTHER EVENTS

Meetings Africa 2022 seen as better than other events or on par with other shows that buyers have attended in the past year, this number has gone down slightly compared to previous year

BUYER 2020

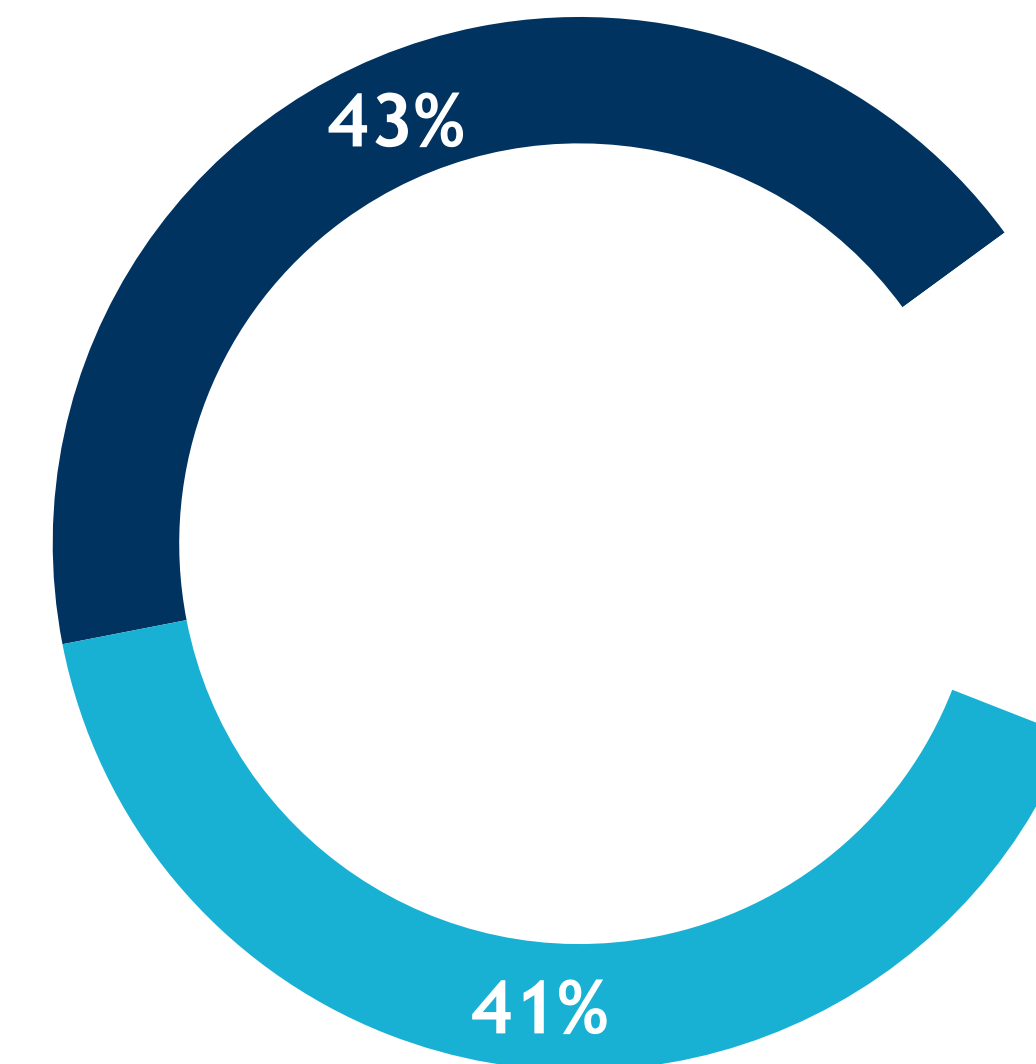


55%

55% rated Meetings Africa as having been better than other shows

VS

BUYER 2022

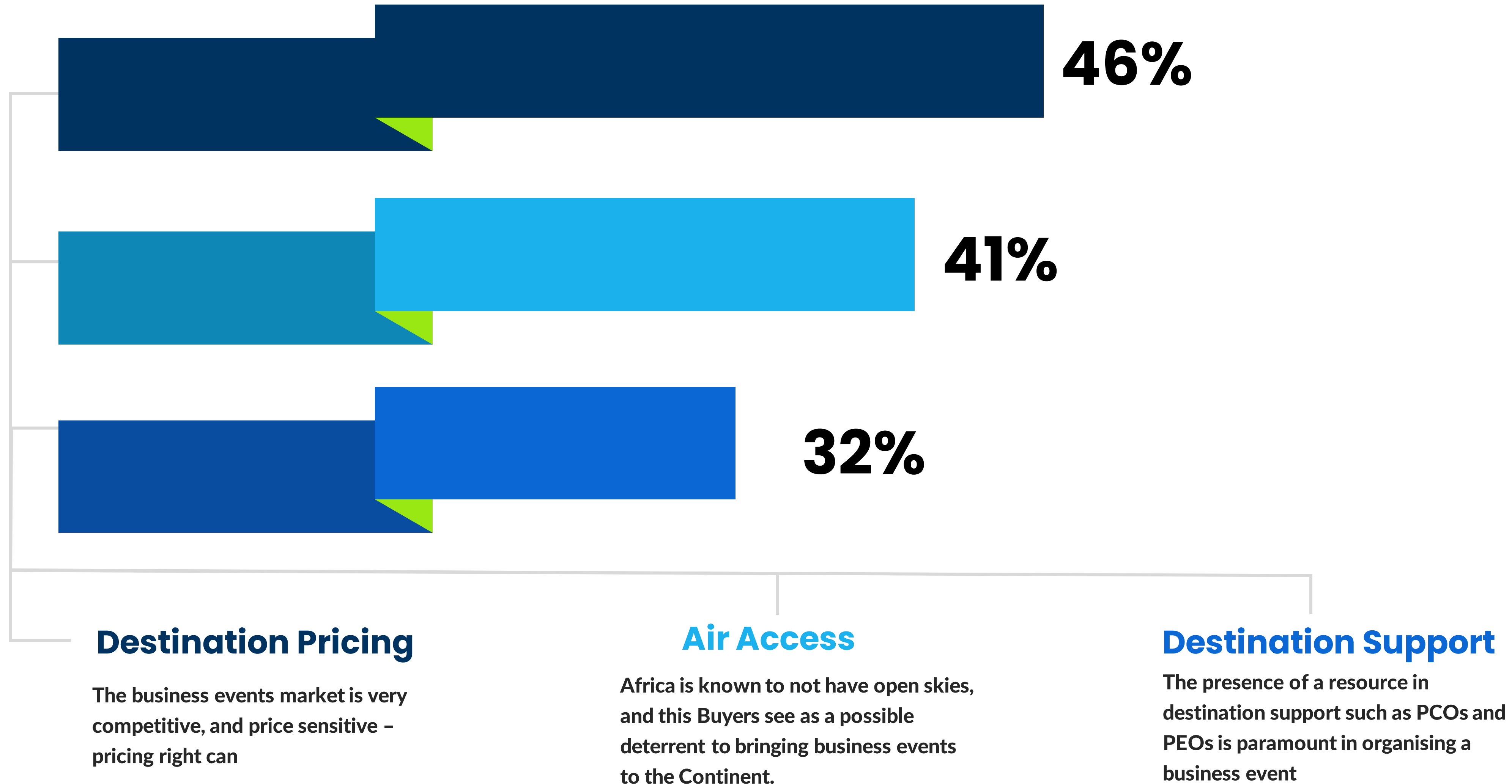


43%

43% rated Meetings Africa as having been better than other shows

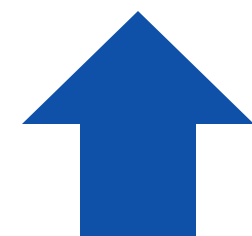
BRINGING BUSINESS IN NEXT 18 MONTHS

2/3 buyers are likely to bring business to the continent in the near future is however, key enablers would be destination pricing, air access and destination support



LIKELIHOOD TO RECOMMEND SA

4 in 4 buyers said that they would recommend South Africa to their clients, peers and colleagues. South Africa boosts with variety, uniqueness, diversity, good infrastructure, which makes it an ideal destination for business events and leisure South African people's hospitality and is also said to be a bucket list destination



**Likelihood to recommend up 2%
from 98% in 2020 to 100%**

Variety

“South Africa is unique and blessed with the beauty of Nature, has captivating Tourist sites, very top standard hotels, restaurants and event venues. they have fantastic meals, wines, you can never get tired of wanting to come back.”

Beautiful destination

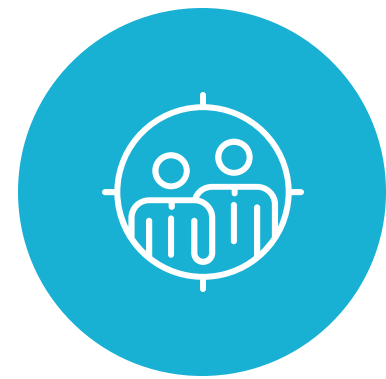
“Great destinations, great people, great flavours, - bucket list experiences.”

Infrastructure, Climate

South Africa has a great structure to host events and incentive trips. It is a destination where we can combine business issues with great landscape, tour, great food and climate.

“South Africa has appropriate expertise, capabilities, facilities and infrastructure to support any international event”

TAKE OUTS FROM ATTENDING MEETINGS AFRICA



NETWORKING & LEARNING ABOUT INDUSTRY BEST PRACTICES

- Buyers got the opportunity to reconnect with the service providers that they had initially made contact with pre-Covid as well as new ones.
- Buyers acquired insights on best practices for future events moving into a post-Covid era



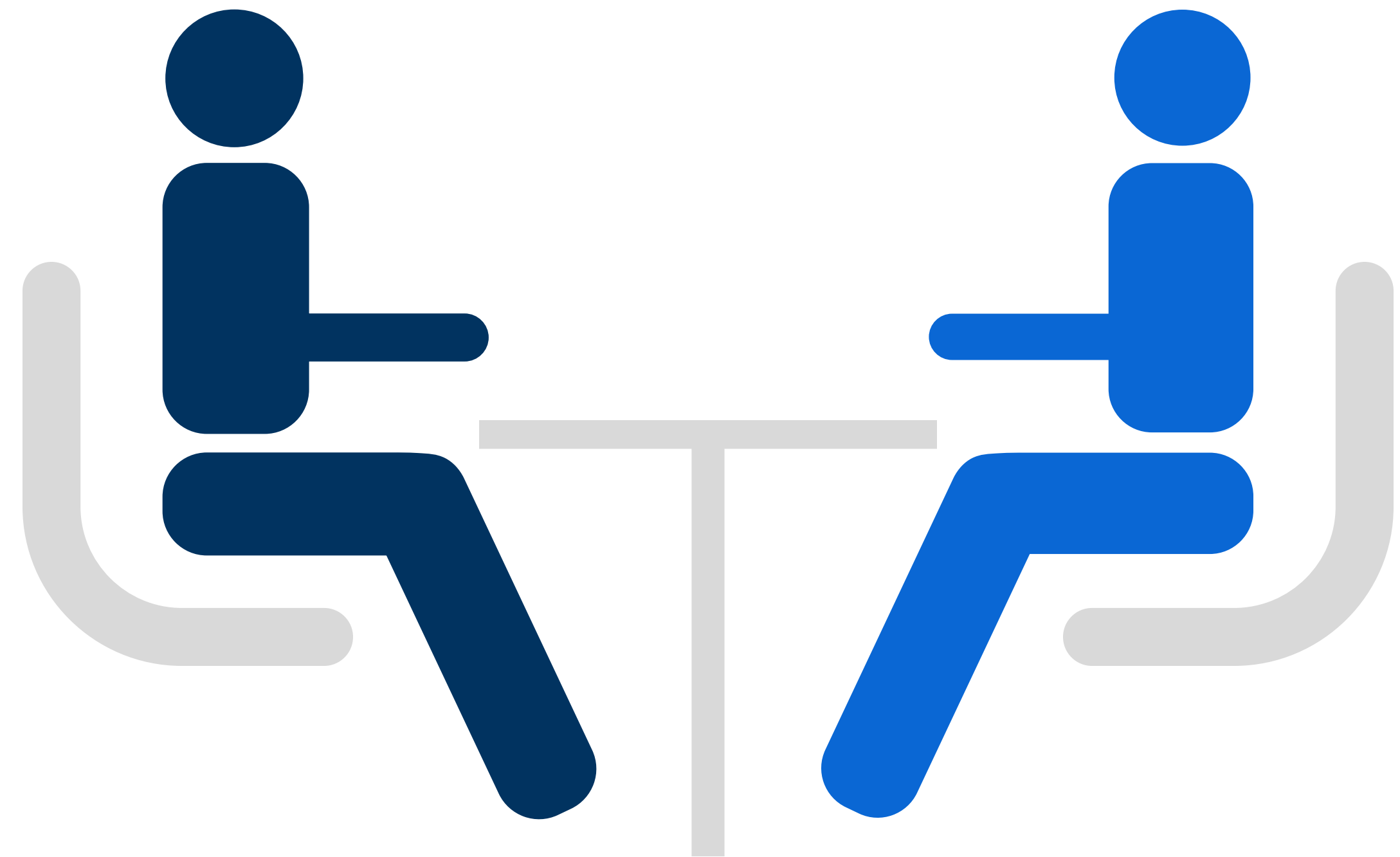
NEW INSIGHTS

Hotel groups progress including (accessible rooms on each floor for persons living with disabilities)

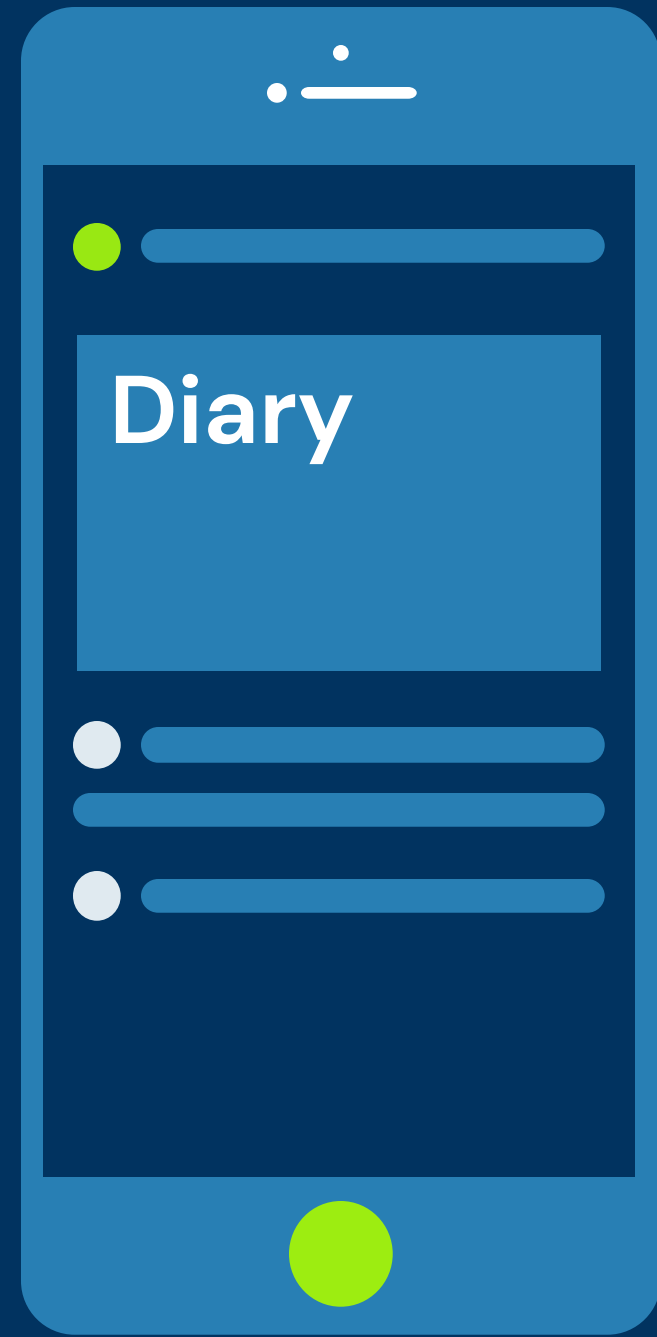


COLLABORATION

Meetings Africa facilitated collaborations between associations; It has sparked the need to campaign for knowledge to sister professional associations to use associations as tools that facilitate meetings tourism in the country.



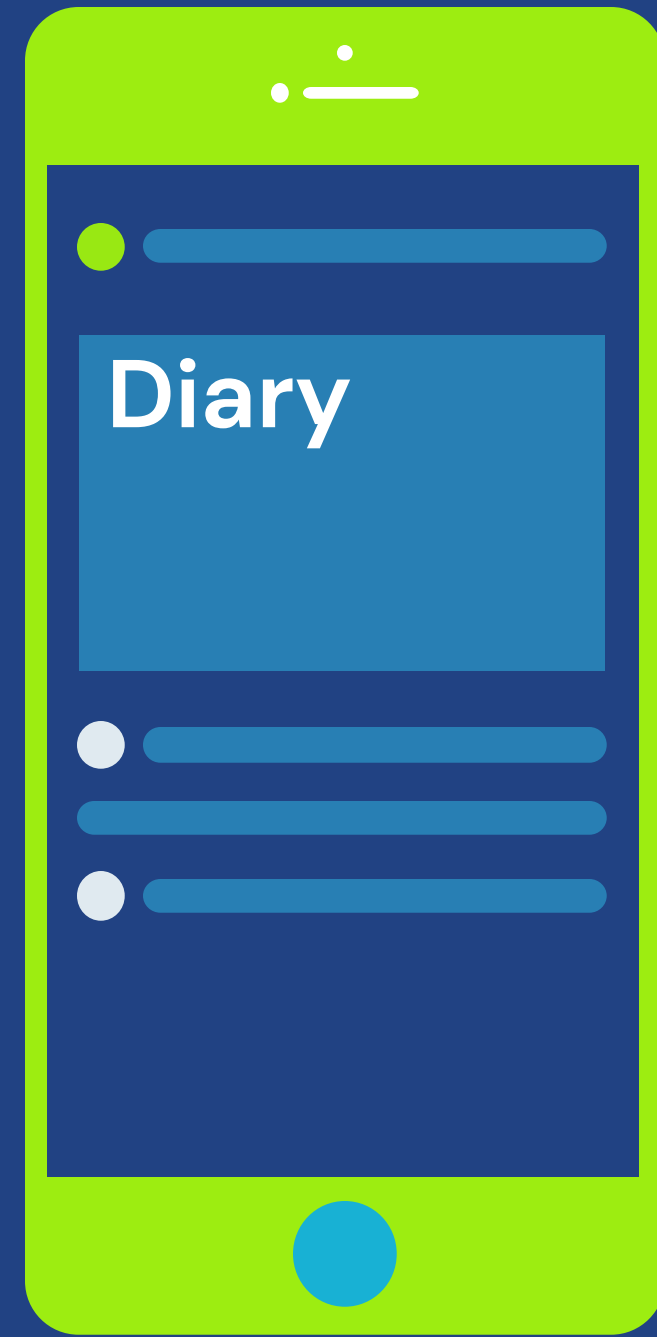
ONLINE DIARY SYSTEM



90%



2020



↑ 92%



2022

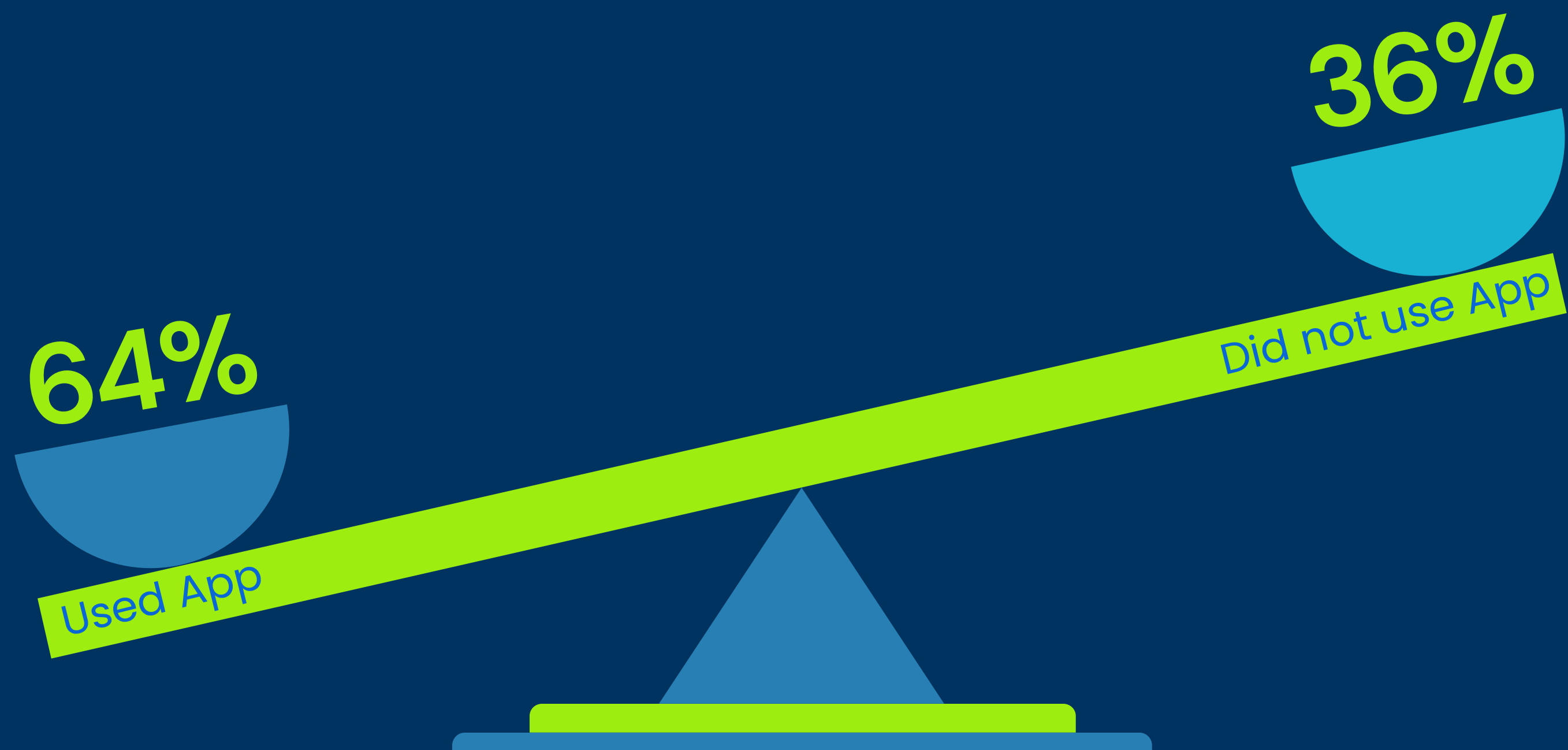
9 in 10 buyers are scheduled their meetings online at Meetings Africa, showing a rather high adoption

Areas of improvement

- 01** Improve App features to ensure seamlessness
- 02** Synchronise the App with the online diary system, and to have one online profile
- 03** Go paperless, do away with printing meetings schedules – introduce electronic signature option

MOBILE APP USAGE: BUYERS

Meetings Africa introduced the App as a tool that would enhance attendee experience, to stay abreast with scheduling, to diarise meeting and events.



↓ App usage down from 82% in 2020 to 64% in 2022

OVERALL BUYER FEEDBACK

“ To sum up my opinion, I can say that this was **one of the best organised and highest quality MICE events I was able to attend in many, many years and I would like to thank the organisers for their very, very hard and dedicated work**, which allowed us to meet again in person **after such difficult two years**, when the whole industry had to be rebuilt almost from scratch, and to establish new contacts that will allow us to work together in the years to come. ”

“ I think the Meetings Africa organizers **did well under the current circumstances** and I hope next Meeting Africa will be opened to more people, especially exhibitors otherwise well done to all who were involved in putting together Meetings Africa. ”

“ Difficult to do better ”



EXHIBITOR

MEETINGS AFRICA

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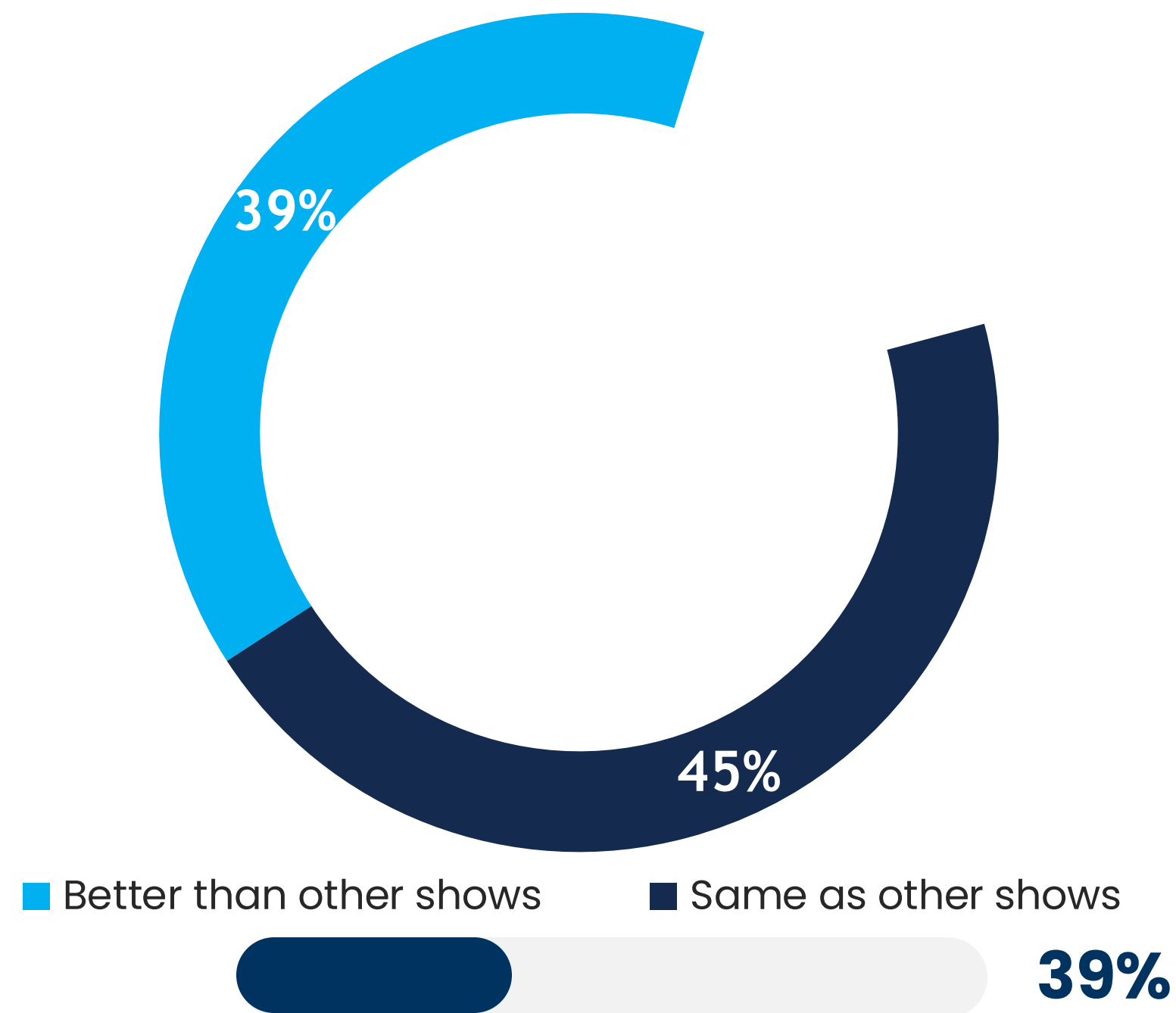
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MEETINGS AFRICA COMPARED TO OTHER EVENTS

Meetings Africa 2022 rated as better than other events 25%, down from 39% in 2020.

EXHIBITOR 2020

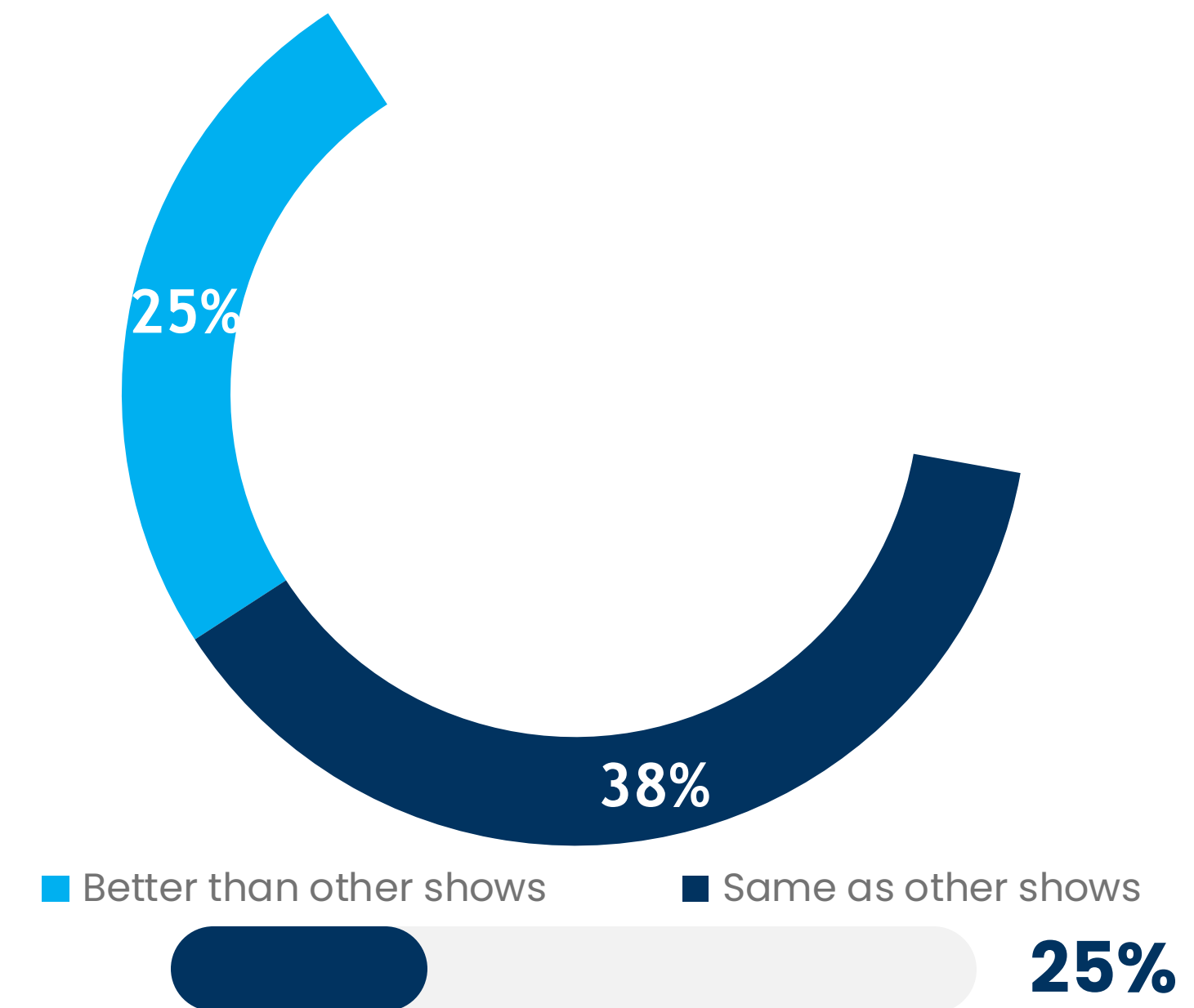


39% rated Meetings Africa as having been better than other shows

VS

- Better than other shows
- Other
- Same as other shows

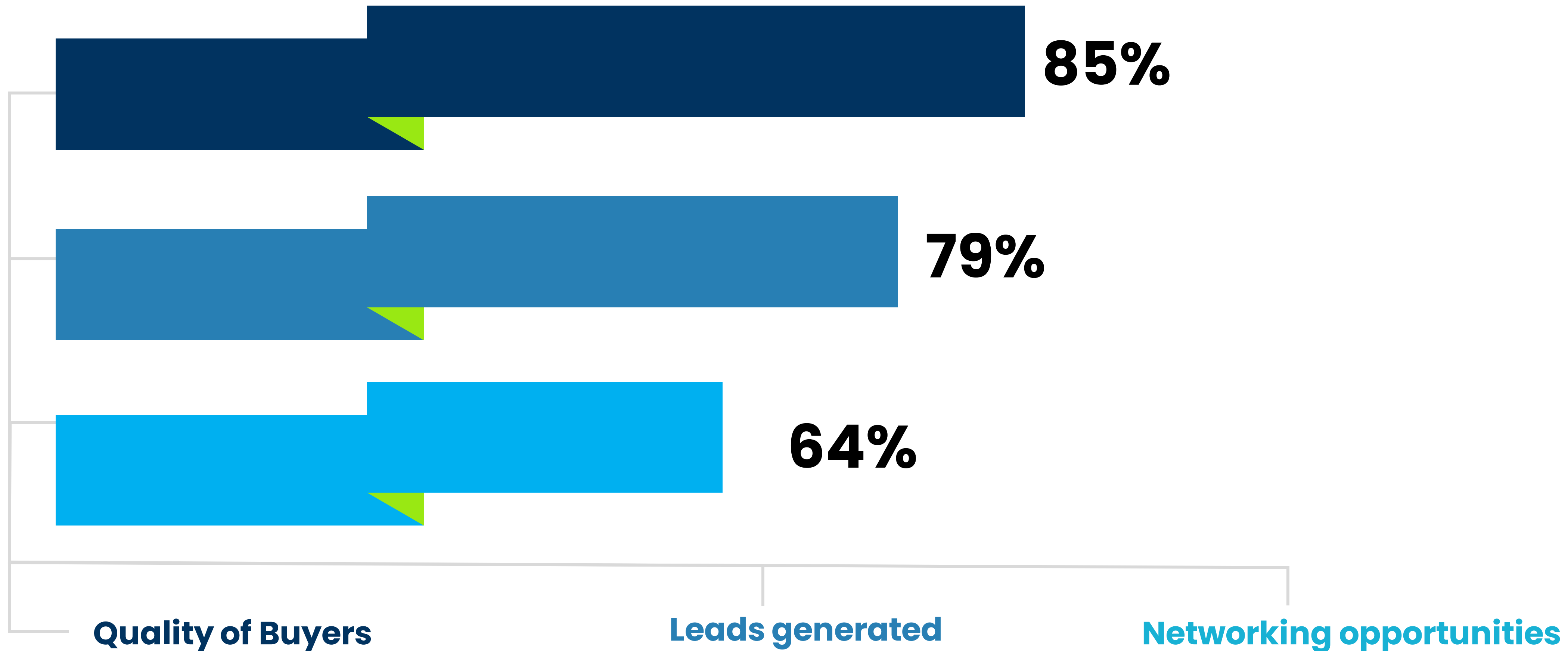
EXHIBITOR 2022



25% rated Meetings Africa as having been better than other shows

SUCCESS FACTORS FOR EXHIBITORS

Meetings Africa is both a marketing and an investment tool for businesses. Therefore, quality of buyers, leads and networking are key determinants on how Exhibitors measure success

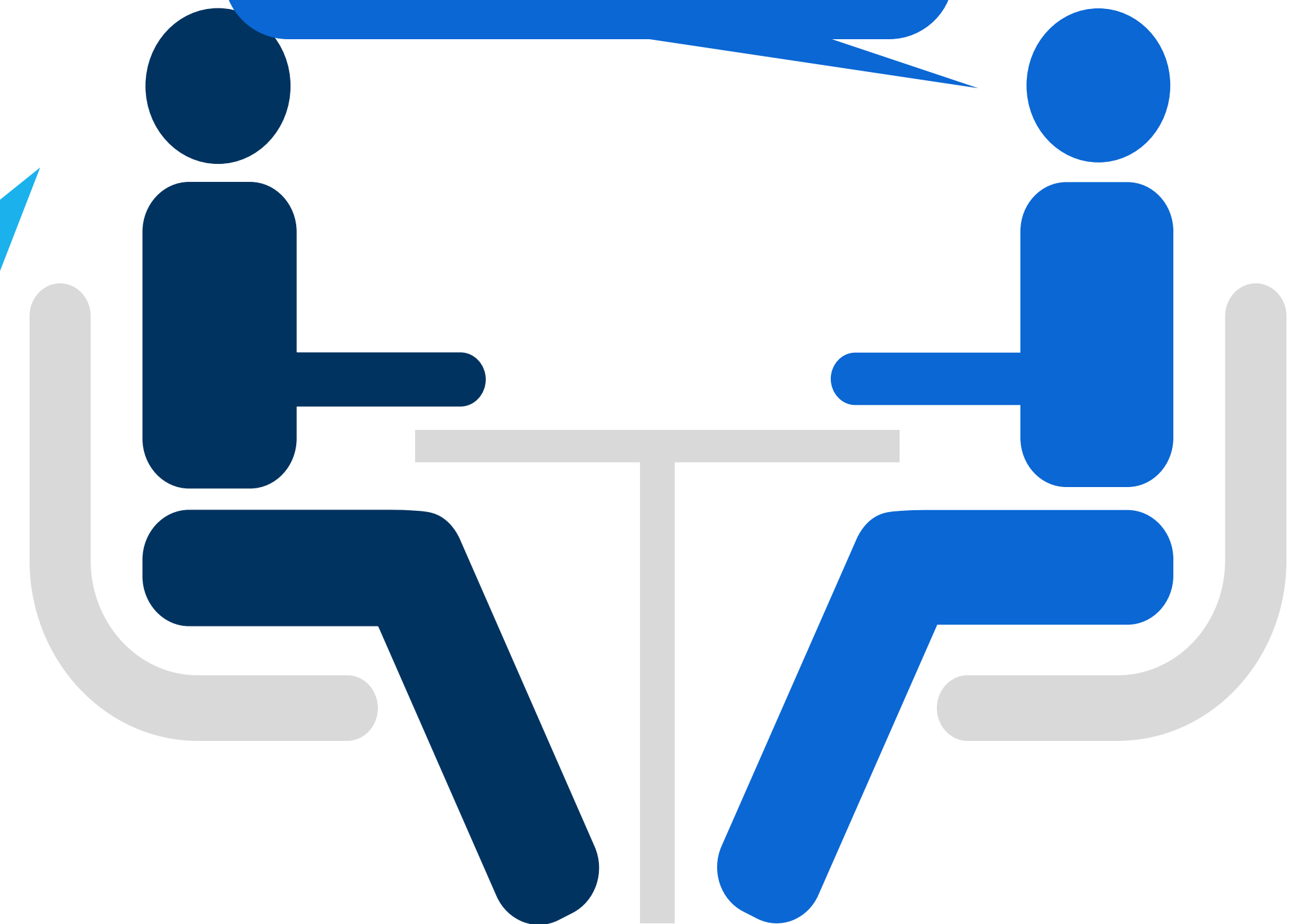


Exhibitors Testimonials

- Meetings Africa gives Exhibitors the opportunity to generate lead,
- Meet new contacts / partners
- Build and grow networks;
- Solicit lucrative business opportunities
- Brand Exposure

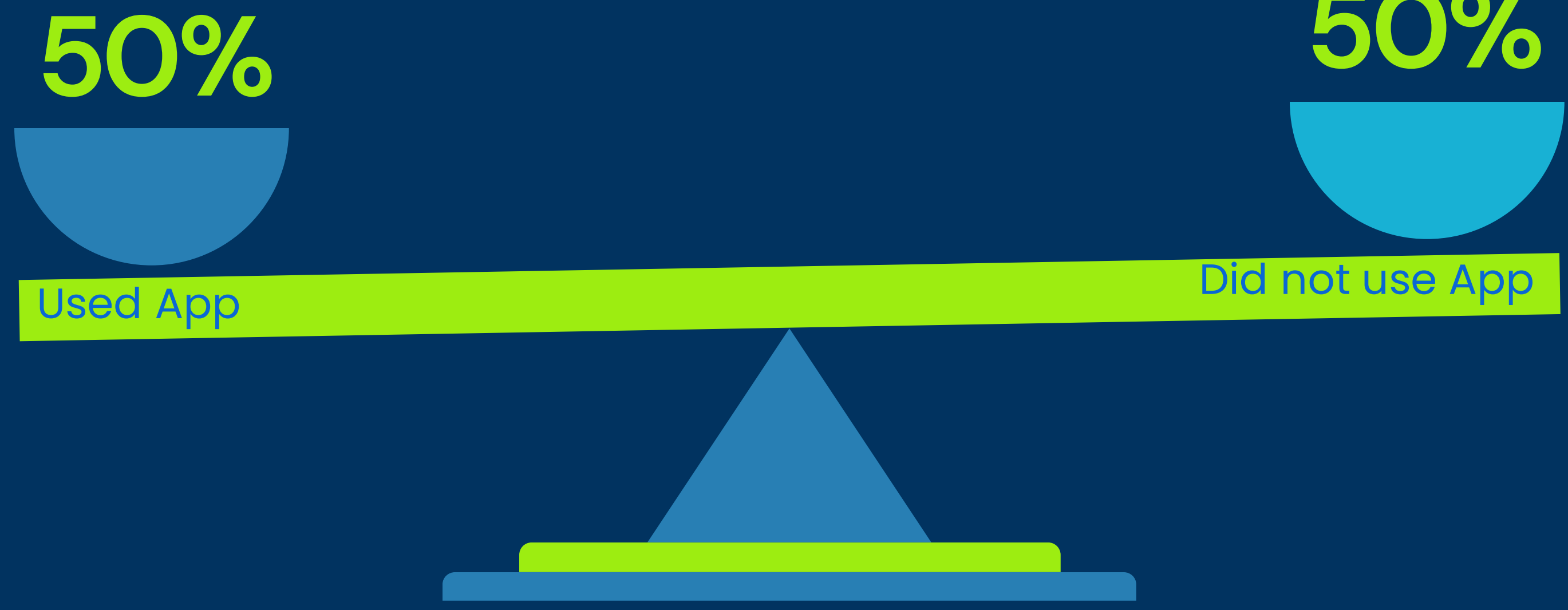
"As an SMME, being part of the Developmental Zone gave me access to potential leads that I would not have met had I not been exhibiting."

"Meetings Africa provides the industry with the opportunity to meet buyers and ultimately showcase your product to those who are unfamiliar."



MOBILE APP USAGE: EXHIBITORS

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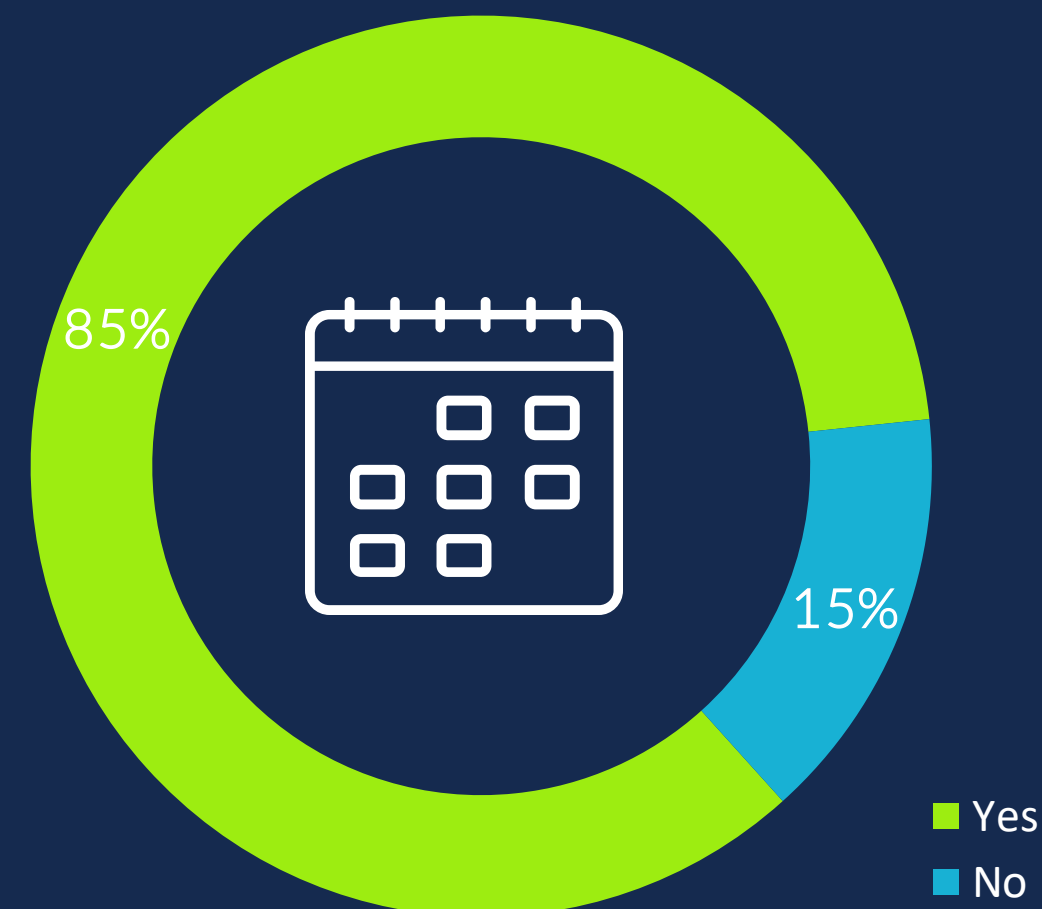
↓ App usage down from 72% in 2020 to 50% in 2022

Meetings Africa 2023

Meetings Africa is a renowned business events platform of its kind, which in the past has attracted over 300 exhibitors and over 350 buyers. A market place for African exhibitors and rallies buyers from across the world to do business with African products

85% of Exhibitors are likely to return to Meetings Africa 2023

Meetings Africa 2023



Reasons for attending Meetings Africa 2023

Key reasons for attending are that Meetings Africa gives products , access to buyers, salience a platform that Exhibitors would otherwise not have access to

Barriers to attending Meetings Africa 2023

A likely barriers to attending Meetings Africa in 2023 is limited marketing budget

THANK YOU

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