

# MEET SOUTH AFRICA

The South Africa National  
Convention Bureau: Empowering  
Business Events through Bid  
Excellence

Bidding Performance Report

2022/23 Financial Year



SANCB

# BIDDING PERFORMANCE REPORT



## Highlights

Welcome: SANCB Acting Chief Convention Bureau Officer

SANCB Service Offering

Why Bidding is Important

South Africa's Bidding Performance  
2022/23 Financial Year

## Dear Esteemed Stakeholder



I am delighted to present to you the quarterly business events bidding impact report of the South Africa National Convention Bureau (SANCB). As the Acting Chief Convention Bureau Officer, it is with great pride and enthusiasm that I share the remarkable achievements and progress we have made in attracting and securing prestigious business events for our beautiful nation.

Zinhle Nzama  
Acting Chief Convention Bureau Officer

In today's interconnected and innovative world, business events like meetings, incentives, conventions, and exhibitions have become powerful economic growth and knowledge exchange drivers.



# "Empowering Business Events through Bid Excellence"

These events bring together industry leaders, experts, and decision-makers worldwide, encouraging collaboration, innovation, and progress. The SANCB acknowledges the enormous potential of business events in showcasing South Africa's exceptionalism to the world and transforming our economy.

Over the past financial year, our dedicated team and the rest of our industry have tirelessly worked towards promoting South Africa as a world-class destination for business events. Through strategic partnerships with our industry associations, targeted marketing campaigns, and comprehensive support services, we have successfully positioned our nation on the global stage, attracting an array of high-profile events across various sectors. Our efforts have contributed to boosting our economy and showcased the richness of our culture, the diversity of our landscapes, and the warmth of our hospitality.

In this report, you will find an overview of the events we have secured during the 2022/23 Financial Year, highlighting their significance and the opportunities they present for our nation. We will delve into the economic impact generated by these events, shedding light on the direct and indirect benefits they bring to our local communities, small businesses, and the tourism industry. Also, we will provide insights into the collaborative efforts undertaken with our partners and stakeholders, emphasizing the synergies found in our pursuit of positioning South Africa as a premier business events destination.



LOOKING AHEAD, WE REMAIN COMMITTED TO ENHANCING OUR BIDDING STRATEGIES, STRENGTHENING OUR RELATIONSHIPS, AND EMBRACING INNOVATION TO STAY AT THE FOREFRONT OF THE INDUSTRY. WE ARE CONFIDENT THAT OUR COLLECTIVE EFFORTS WILL CONTINUE TO YIELD FRUITFUL RESULTS, PROPELLING SOUTH AFRICA TOWARDS A PROSPEROUS FUTURE.

It is crucial to note that our success in attracting business events would not have been possible without the unwavering support and trust placed in us by our esteemed stakeholders. We extend our heartfelt gratitude to our government partners, industry associations, venue operators, Professional Conference Organisers (PCO) and Destination Management Companies (DMC) for their invaluable contributions towards achieving our shared goal of positioning South Africa as a leading global destination for business events.



I invite you to delve into this report, which stands as a testament to the dedication and passion of our team at the SANCB. Together, let us celebrate our achievements, learn from our experiences, and forge ahead towards even greater success in the vibrant world of business events.

With warm regards,

Zinhle Nzama

Acting Chief Convention Bureau Officer



## Who are we?



### NATIONAL CONVENTION BUREAU

The South Africa National Convention Bureau (SANCB) is a strategic business unit of South African Tourism (SAT), the Destination Marketing Organisation (DMO) for the country. The SANCB is mandated to market South Africa as a premier business events destination and to secure international and regional meetings, incentives, conventions and exhibitions.

We provide a range of support services to our clients, which include:



01

#### Bidding Support

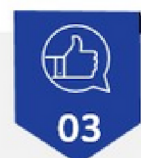
- Bid strategy
- Bid document
- Lobbying
- Bid Promotion
- Bid Presentation



02

#### Site Inspections

- Bidding Site Inspections
- Convention Planning Site Inspections



03

#### Convention Planning Support

- Planning Support
- Venue and Supplier Support



04

#### Delegate Boosting Support

- Marketing support to promote SA as the host destination
- Delegate attendance promotions



05

#### On Site Events Services

- Support towards on site elements of the business event

Delegate Focused

## How to get in touch with us

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**Email: [convention@southafrica.net](mailto:convention@southafrica.net)**

**Website: [www.southafrica.net/gl/en/business](http://www.southafrica.net/gl/en/business)**



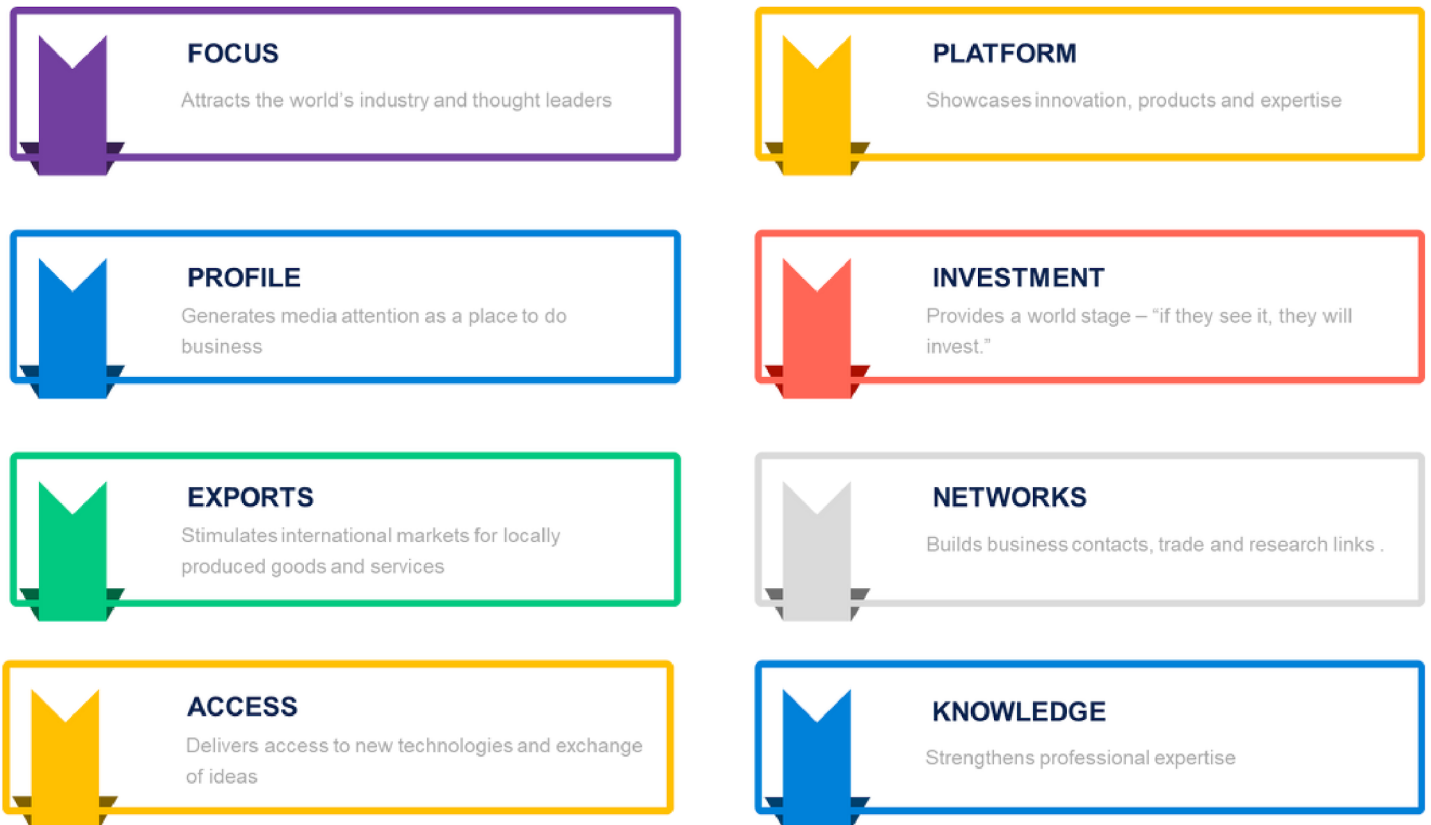
# Why is bidding important?

Bidding is the process by which destinations put forward proposals and compete for the right to host a particular business event.

The process is often highly competitive, with multiple destinations putting forward detailed proposals selling their region as the most suitable for the event.

Bidding enables South Africa to generate both micro and macroeconomic benefits for the country's economy. The microeconomic impact is generated by consuming tourism-related goods and services, including transportation, food & beverages, accommodation and tourism experiences.

Bidding also enables South Africa to secure business events that are aligned with the National Government's priority sectors for growth and development that can drive the following outputs:



## Did you know?

**South Africa is ranked 41st globally as an association meeting and conference destination according to the 2023 International Congress and Convention Association's Ranking Report**

# **South Africa's Bidding Performance 2022/23 Financial Year**



# South Africa's Bidding Performance 2022/23 Financial Year

During the 2022/23 fiscal year, the SANCB continued promoting and selling South Africa as a leading destination for meetings, incentives, conferences, and exhibitions as the global business events industry recovered from the COVID-19 pandemic. These efforts further solidified the destination's status as a preferred location for international and regional business events as the world bounced back from the pandemic.

Since the pandemic brought the world to a standstill, South Africa started hosting regular business events in different economic sectors in 2022. The country's excellent conference venues, accommodation establishments, modern facilities, and reliable event services helped attract a diverse range of meetings, incentives, conferences, and exhibitions. In addition, 2022 also saw South Africa hosting business events postponed due to the pandemic, as the organisers felt more comfortable hosting their events in the environment and mitigating the risks associated with the pandemic. As a result, South Africa regained its position as a top business events destination by ranking 41st globally in the International Congress and Convention Association's 2022 ranking, which was released in 2023.



During the 2022/23 Financial Year, the SANCB worked together with the local business events industry, as well as the Provincial and City Convention Bureaus, to submit 95 bids for hosting international and regional business events in South Africa between 2022-2029. The unit's goal was to submit 93 bids, and they exceeded it by submitting 95, which are estimated to have a combined economic value of R1.2b and potentially draw in 49,232 international and regional delegates to South Africa over the next seven years.



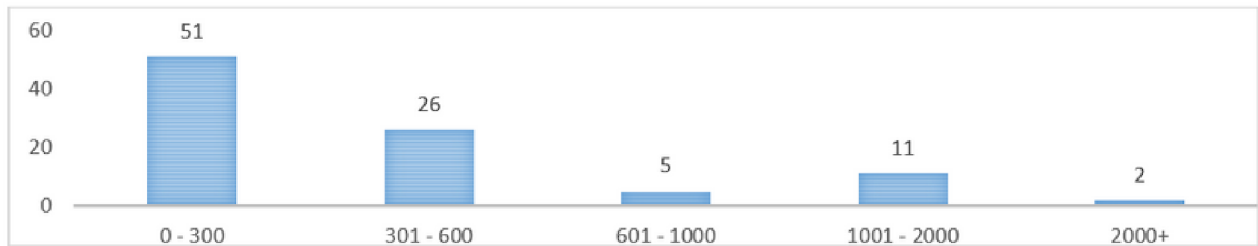
Through these efforts, South Africa has successfully **secured 40 bids** for the 2022/23 financial year. This is excellent news for the economy as it will contribute **R338m between 2022 - 2025** and **attract 16,505 international and regional delegates**. The SANCB **invested R19.2m** in the bid submissions through its bid support programme to attract business events aligned with the National Government's development priorities. The conferences will also help spread business events across the regions and will be held in Johannesburg, Tshwane, Hammanskraal, Cape Town, Bloemfontein, Durban, Mokgopong, Muldersdrift, and Pietermaritzburg.



# South Africa's Bidding Performance 2022/23 Financial Year

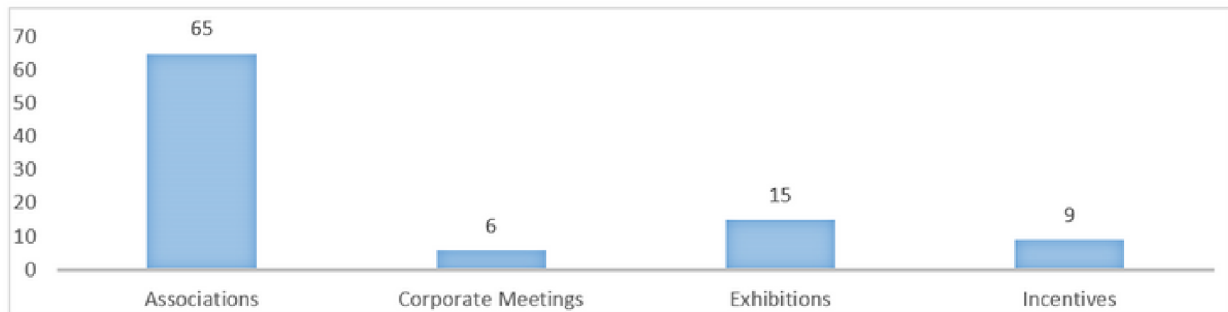
Graphical analysis and insights: 2022/23 Financial's Bid Submissions

## 1. BID SUBMISSIONS – SIZE CATEGORIES



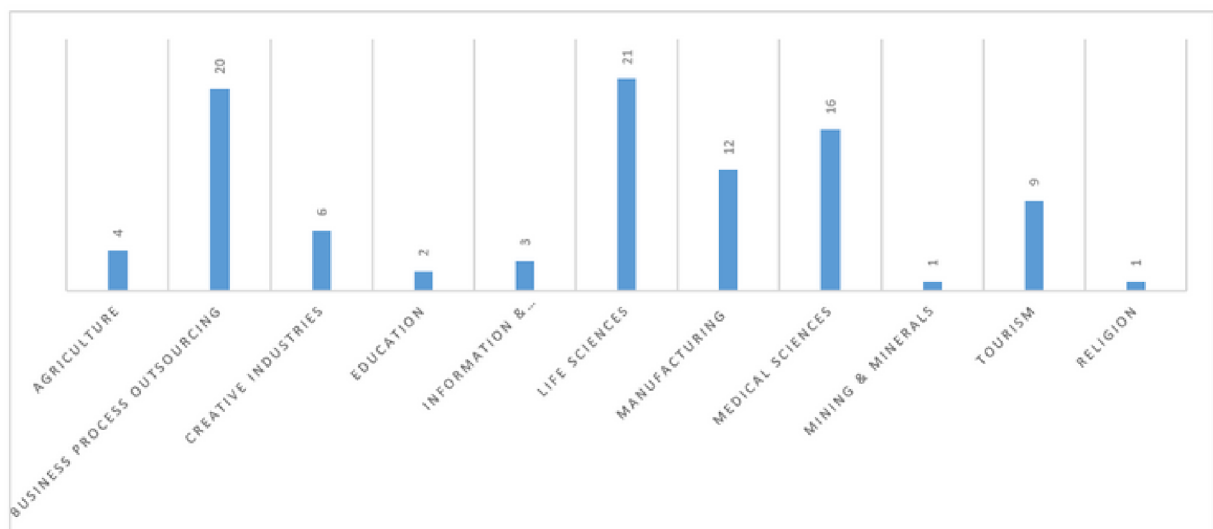
**\*Note:** The majority of RFPs in circulation post the COVID-19 pandemic are for small-scale meetings and conferences.

## 2. BID SUBMISSIONS SEGMENTS



**\*Note:** The majority of the bid submissions are for association conferences and meetings due to the long-term planning cycles.

## 3. BID SUBMISSIONS SEGMENTS

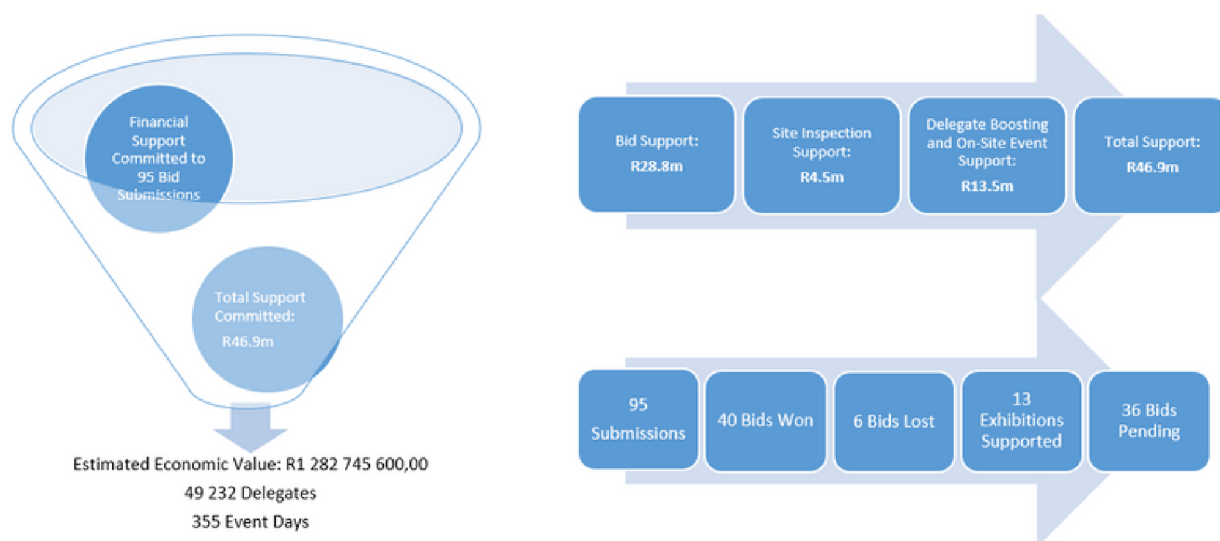




# South Africa's Bidding Performance 2022/23 Financial Year

Graphical analysis and insights: 2022/23 Financial's Bid Submissions

## 4. BID SUPPORT COMPARED TO ROI



## 5. CONVERSION: BIDS SECURED

MEETINGS, INCENTIVES AND CONVENTIONS			
Bids Secured	Delegates Numbers	Conference Days	Estimated Economic Impact
40	16 505	133	R338 112 000,00
EXHIBITIONS			
Number of Exhibitions Supported	Number of Exhibitors	Number of Exhibition Days	Estimated Economic Impact
15	3 397	46	R85 849 600,00

## Quarter 1 2023/24 Financial Year

Estimates are that the SANCB and its partners submitted 33 international and regional bids for meetings, incentives, conferences and exhibitions during the Quarter 1 of the 2023/24 Financial year. A detailed analysis of the impact of these submissions will be published in the next edition of this report.

# Bidding Insights









# IMEX Frankfurt 2023 - Buyer Insights

The SANCB led the destination's participation at IMEX Frankfurt and created a 251-square-meter South African Pavilion featuring 14 stand sharers. Over the course of three days, the stand sharers on the pavilion held 479 meetings with buyers, resulting in 153 leads for potential business events to be hosted in South Africa over the next 2-5 years.



The SANCB gathered the following insights from the engagements with buyers at IMEX Frankfurt 2023:

 <p><b>Brand appeal</b></p>	<ul style="list-style-type: none"> <li>• Buyers generally view South Africa as a top-quality destination for business events.</li> <li>• Nonetheless, they are becoming more cognizant of the challenges the country is facing, such as load-shedding.</li> <li>• This has led to some doubts about whether South Africa can still deliver a high-quality experience amidst these challenges.</li> <li>• As a solution, we need to present buyers with concrete evidence of South Africa's ability to host events effectively despite the current operational environment.</li> </ul>
 <p><b>VISA</b></p>	<ul style="list-style-type: none"> <li>• Some buyers enquired about the ease of getting a South African Visa for their delegates when organising an event in South Africa.</li> <li>• These were not complaints but rather information gathering about the Visa processes for the country.</li> <li>• Buyers from the African market continue to express challenges when attempting to obtain South African Visas for their delegates.</li> </ul>
 <p><b>Air Connectivity</b></p>	<ul style="list-style-type: none"> <li>• Buyers also enquired about the air connectivity to SA.</li> <li>• A few clients specifically asked about South African Airways' operations status, indicating that if the airline resumed flying to their historical markets, it would help ease some of the capacity challenges, mainly from the USA and European destinations.</li> <li>• South American buyers enquired about direct routes between South Africa and their continent.</li> <li>• The buyers from countries such as Brazil were excited to learn about the possibility of the two new routes being operated by Cathay Pacific and Latam Airlines.</li> <li>• Both these airlines will start flying to South Africa in August and September, respectively.</li> </ul>
 <p><b>Safety &amp; Security</b></p>	<ul style="list-style-type: none"> <li>• Safety and security also often came up in the engagements with the buyers the SANCB met at the show.</li> <li>• Buyers asked if their delegates would be safe in South Africa, citing Johannesburg and Durban as the main areas of concern.</li> <li>• The USA's travel advisories were cited as a primary source of information regarding South Africa's safety concerns.</li> </ul>
 <p><b>Type of Buyers</b></p>	<ul style="list-style-type: none"> <li>• At this year's IMEX Frankfurt, the SANCB mostly met with Corporate Event Managers / Planners.</li> <li>• These are 3rd party organisations/agencies that organise meetings on behalf of corporate companies or associations.</li> <li>• The quality of the association hosted buyers met at the show was good, but the volume is still limited.</li> <li>• Similarly, the offering of end-user corporate-hosted buyers at this tradeshow is minimal.</li> </ul>
 <p><b>Key Discussion Points</b></p>	<ul style="list-style-type: none"> <li>• During one-on-one meetings with buyers, important topics included the availability of new business events products in the destination, particularly after the Covid-19 pandemic.</li> <li>• Another crucial discussion was South Africa's support to meeting organisers who want to bring their business to the destination.</li> <li>• This support can take various forms, including Bid Support, assistance with Visa facilitation, and airline discounts.</li> </ul>





MEETINGS AFRICA

## **Meetings Africa 2024**

**Dates: 26 to 28 February 2024**

**26 Feb: BONday  
27 - 28 Feb: Exhibition**

**Sandton Convention Centre  
Johannesburg**

**Website: [www.meetingsafrica.co.za](http://www.meetingsafrica.co.za)**