

THE HOTEL SHOW AFRICA

24-26 JUNE 2018
GALLAGHER CONVENTION
CENTRE, JOHANNESBURG

POST SHOW REPORT 2018

KEY SHOW STATS



3,389
attendees



106
exhibiting
companies



13
exhibiting
& visiting
countries

1

Specialised
conference

70

Speakers

12

Sessions

62

Delegates



1st Southern Africa
Housekeepers League of
Champions was hosted
at The Hotel Show in
Southern Africa for the
first time this year

VISITOR SUMMARY

Main reasons for visiting



Source new products and business opportunities

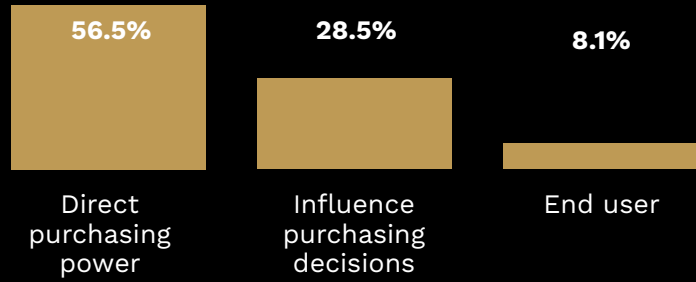


To network with the industry

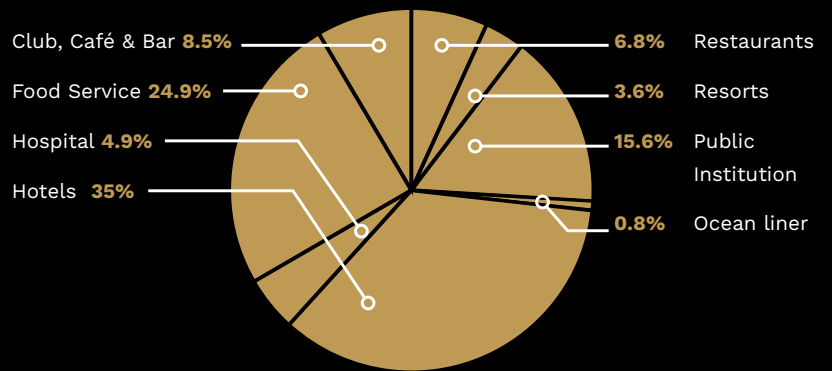


To find out what's happening in the industry

Purchasing authority of attendees



Attendee main business activity as a percentage



Attendee buying power

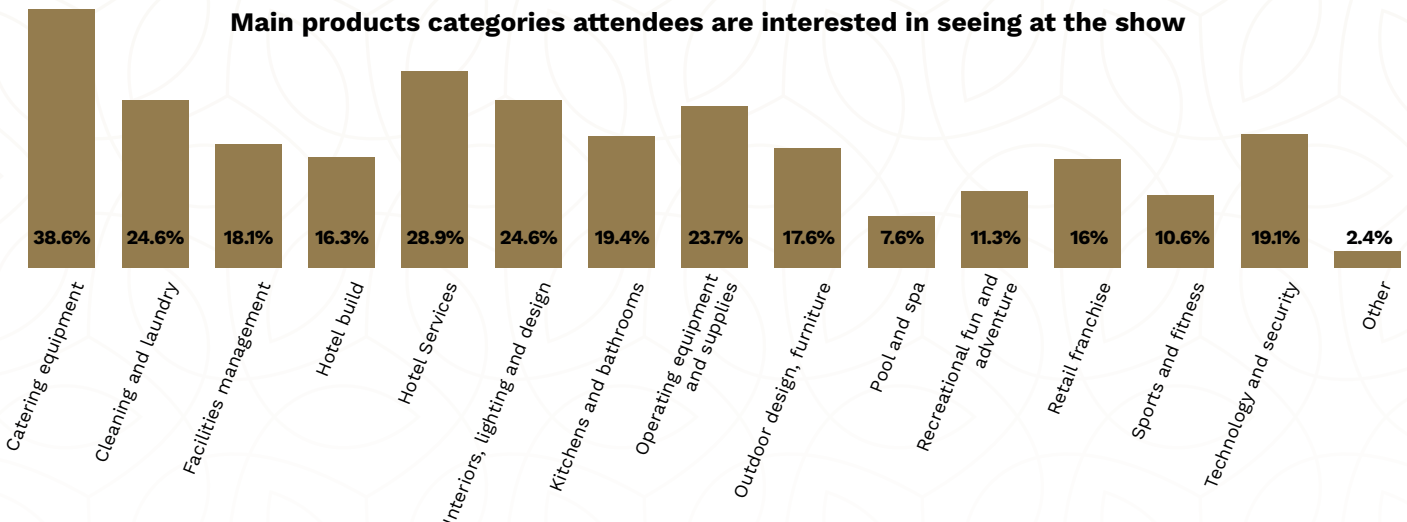


56%	Up to US\$ 250,000 / ZAR 3,750,000
4.8%	Up to US\$ 500,000 / ZAR 7,500,000
8.5%	Up to US\$ 1,000,000 / ZAR 15,000,000
5%	Up to US\$ 5,000,000 / ZAR 75,000,000
6.4%	Up to US\$ 10,000,000 / ZAR 150,000,000

Seniority level of attendees

Manager	30.3%
Executive	19.8%
Director/VP	17.1%
Chairman/Board Member	13.8%
Head/Senior Manager	7.2%
CLevel	3.5%
Diplomat	2.8%
Minister	0.1%

Main products categories attendees are interested in seeing at the show



"We have been doing very well at the Hotel Show so far. We have received a lot of enquiries and hope to get big orders in. So far it is looking very positive and likely that it will come into fruition."

Dannie van der Walt,
Designer, Design11

"The Hotel Show Africa has been really good so far, there have been lots of people and we have had a lot of interactions, spending 20 or 30 minutes with each of the clients."

Roger Strumber,
Co-founder of Scandanavian Water Saving Products

MARKETING AND PR CAMPAIGN



4 864 179

Audience reach through online advertising



77 421

The website page views generated



1 031 624

Emails were sent to a database comprising of industry contacts. (Verified)



12

Leading trade-publications contained print adverts



8 416

SMS's

2018 MEDIA PARTNERS AND SUPPORTERS

Global Partner



Powered by

HOTEL & RESTAURANT

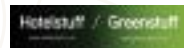
Host Partner



Knowledge Partners



Strategic Partners



Media Partners



MatchDeck



AFRICA



African Business Central



Hospitality.mu



SEE YOU NEXT YEAR

23-25 JUNE 2019
GALLAGHER CONVENTION CENTRE,
JOHANNESBURG

Guarantee your new stand location:

Enquire about exhibiting
Belinda Wewege
T: +27 (011) 783 7250
E: Belindawewege@dmgevents.com



Part of Africa Trade Week