



# HOTEL & HOSPITALITY EXPO A F R I C A

Africa's premier **Hotel & Hospitality** confex: Connecting people, powering business.

11-12 June 2025

Convention Centre 1, Cape Town Convention Centre,  
Cape Town, South Africa

Join the conversation: #hheafrika

Co-located with *Africafood*  
Show

[www.thehotelshowafrica.com](http://www.thehotelshowafrica.com)

Organised by **dmg & KAOÜN**



# What to expect at the Hotel & Hospitality Expo?

The future of African hospitality unfolds in Cape Town! Join us for the landmark 8<sup>th</sup> Annual **Hotel & Hospitality Expo Africa**, taking place for the very first time in the vibrant city. This vital platform plays a crucial role in the revitalisation of the continent's hotel and hospitality sectors. Whether you're a supplier or a buyer, the expo offers a unique opportunity to connect and drive growth.

Showcase your company to thousands of local and international buyers from hotels, restaurants, and resorts across sub-Saharan Africa. Our carefully curated show sectors ensure you connect with the most relevant buyers, maximising your reach and potential for deals. Be at the forefront of innovation as the expo unveils the latest trends and solutions shaping the future of African hospitality. Leverage the expo's established reputation and vibrant history to elevate your brand within the industry.

**4000+** TRADE VISITORS

**100+** EXHIBITORS

**20+** COUNTRIES REPRESENTED

## ABOUT CAPE TOWN

Cape Town, South Africa's second-largest city, offers a rare convergence of thriving commerce and stunning natural splendor. This dynamic economic hub boasts excellent connectivity and a world-class harbour, making it a strategic gateway for businesses seeking access to Africa and beyond.

Cape Town's iconic landmarks, like Table Mountain and the Cape Floristic Region, are all within easy reach, offering opportunities for adventure and rejuvenation. Explore the vibrant tapestry of cultures within the historic City Bowl, a testament to Dutch colonial influence.

Cape Town consistently ranks among the world's best cities to visit and live in. Invest in a future fueled by innovation and unlock its full potential.



# Why exhibit at the Hotel & Hospitality Expo?

## PRODUCTS KEY BUYERS ARE LOOKING FOR

From hospitality interiors and hotel services to operating equipment and supplies, Hotel & Hospitality Expo Africa comprehensively covers all key product sectors.



Kitchens & Bathrooms



Interior Design, Fit-out & Lighting



FM, Cleaning & Laundry



Operating Equipment & Supplies



Tableware, Horeca & Food Service



Hospitality Technology & Security



Furnishings & Décor



Outdoor Furniture & Pool



Wellness & Spa



Sports & Fitness

At the event, your business will be introduced to 4,000 regional and international buyers from hotels, restaurants, and resorts. Partnering with us ensures you'll meet your target clients in a perfect setting.

### GENERATE QUALITY LEADS

Attract new clients and meet with existing clients, ultimately allowing you to generate sales and meet your targets.

### EXPOSE YOUR BRAND TO A TARGETED AUDIENCE

Increase or maintain awareness of your brand, products and services.

### ESTABLISH INVALUABLE RELATIONSHIPS

A rare opportunity for you to engage face-to-face with leading buyers, investors, regulators, distributors and Government officials.

### EXPLORE NEW BUSINESS OPPORTUNITIES

Use your time at the exhibition to launch or test new products, survey the market, find distributors and capture data with a purpose built app.

# Hotel & Hospitality Expo Africa: Hosted Buyer Programme

The Hosted Buyer Program connects key decision-makers with relevant exhibitors at the **Hotel & Hospitality Expo Africa**. It's a time-saving and cost-effective way to meet new and existing suppliers, maximising your return on investment.

If you are responsible for purchasing hotel and hospitality products or services, you may be eligible. We consider your decision-making authority, budget, and how well your needs match our exhibitors.

Benefits of participating in the Hotel & Hospitality Expo Africa hosted buyer programme.

- **Find the right suppliers:** We'll connect you with exhibitors who can meet your specific needs.
- **Save time:** Our concierge service helps you schedule meetings throughout the event, maximising your time.
- **Reduce costs:** Qualifying buyers may be eligible for complimentary flights and accommodation.



## Buyers Profile

### MEET INFLUENTIAL AND SERIOUS BUYERS



Director



Managing Director



Chief Executive Officer



Owner



General Manager



Manager



Marketing Manager



Founder



Operations Manager



Consultant



Chef



Sales



Entrepreneur



Buyer

# The Hotel & Hospitality Leadership Forum

Africa's hospitality landscape is changing, and the brightest minds are coming together for an unforgettable conference. This isn't just a networking event; it's a chance to elevate your leadership and leave with actionable ideas.

Imagine yourself surrounded by influential figures in African hospitality. Engage in thought-provoking discussions on leadership and strategic innovation, drawing inspiration from the industry's best. This exclusive forum fosters valuable connections with your peers, igniting collaborations and partnerships that will propel your business forward.

More than just networking, this conference delves into critical topics through curated workshops. Gain the knowledge and insights needed to become a leader in Africa's dynamic hospitality scene. Join us and be part of a celebration of excellence, a championing of innovation, and a forum shaping the future of African hospitality.



# Benefit from our reach



## EMAILS

**30+** email campaigns sent reaching over **180 000** recipients in the hospitality industry.



## VIP CAMPAIGN

**Over 100 key** African public and private sectors' VIPs attended the event.



## ASSOCIATION PARTNERS

**9** hospitality association partners participated in the event.



## EVENT WEBSITE

Our event website is mobile friendly and viewed by over **213 000** people across the event cycle.



## MEDIA PARTNERSHIPS

**50+** online banners and **30+** adverts were featured by **18** media partners.



## TELEMARKETING

**3 000+** professionals were invited by our telemarketers and assisted with their registrations.



## PUBLIC RELATIONS

The dedicated PR team ran a **6 month campaign**.



## EXHIBITOR MARKETING SUPPORT

We provided exhibitors with **free tailored marketing packages** which they used to invite their clients and amplify the campaign.



## SOCIAL MEDIA

**38 751** organic LinkedIn impressions  
**111 782** sponsored LinkedIn impressions



## SMS AND WHATSAPP

**4 000+** SMS invitations were sent to key hospitality professionals.



## ONSITE MEDIA PARTICIPATION

**Key media stakeholders** were onsite to cover the event..



# Choose your stand package

## EXHIBITION OPPORTUNITIES



### FABRIC BOOTH

\$ 575 per m<sup>2</sup>

Every stand will receive the following items as part of their contract. All items are hired and not purchased.

Floor space, carpets, white fabric walling, company name on the fascia, lighting, plug point / socket, table and 2 chairs.

### RAW SPACE

\$ 495 per m<sup>2</sup>

#### Floor space only:

Only the allocated floor space is provided. Exhibitors are required to build/supply their own separating walls, lighting, floor covering. A Distribution Board needs to be ordered on the exhibitor services portal in order to receive electricity/power to the stand.

All packages p/m<sup>2</sup> rate exclude a mandatory exhibitor fee of \$ 495 per exhibitor.

## UPGRADED FABRIC PACKAGES

### PACKAGE A :

\$ 740 per m<sup>2</sup>

Stands will receive the following items as part of their package for every gm<sup>2</sup>.

- 1 x full colour fabric print
- 1 x company name on the fascia
- carpeting
- 1 x plug point/socket, lighting
- 1 x table
- 2 x chairs
- 1 x 42" Screen
- 1 x counter with branding
- 1 x free standing brochure holder
- 1 x plant
- 1 x waste bin



### PACKAGE B:

\$ 850 per m<sup>2</sup>

Stands will receive the following items as part of their package for every gm<sup>2</sup>.

- 1 x full colour fabric print
- carpeting
- 1 x plug point/socket, lighting
- 1 x table
- 2 x chairs
- 1 x 42" Screen
- 1 x counter with branding
- 1 x free standing executive brochure holder
- 1 x plant
- 1 x waste bin



Front corner perspective



Front perspective

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Cape Town International Convention Centre  
Cape Town, South Africa

11-12 June 2025

## Secure your place for 2025



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Organised by

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