



HOTEL & HOSPITALITY EXPO A F R I C A

POST EVENT REPORT
2024 EDITION

Africa's dedicated
exhibition for the
Hotel & Hospitality
sector

11-13 JUNE 2024

Sandton Convention Centre, Johannesburg, South Africa

Join the conversation: #HHEAfrica

www.thehotelshowafrica.com

Host City
Joburg
Convention Bureau

Organised by
dmg & KAOÙN

Show Highlights



4001

Total visitors



36

Participating countries



85

Exhibiting companies



555

Confirmed B2B matchmaking meetings held across **3** days



87

Buyers attended from **8** countries



Countries Represented



Angola



Australia



Belgium



Botswana



China



Congo, DRC



Eswatini



Germany



Ghana



India



Kenya



Lesotho



Mauritius



Mozambique



Namibia



Netherlands



Nigeria



North Korea



Pakistan



Poland



Qatar



Saudi Arabia



Seychelles



Singapore



Solomon Islands



South Africa



Sweden



Tanzania



Uganda



United Arab Emirates



United Kingdom



United States



Vietnam



Zambia



Zimbabwe



Hotel & Hospitality Expo Africa: Hosted Buyer Programme

We were also proud to unveil our groundbreaking Hosted Buyers Programme, which featured targeted representation from over 11 countries. With 87 meticulously vetted buyers across the Food & Beverage, Hotel & Hospitality, and Textile sectors, we anticipated a combined buyer spend exceeding \$5 million. Our rigorous selection process ensured the program's quality and influence, connecting participants with the most qualified buyers. This initiative reflected our commitment to fostering meaningful connections and driving economic growth in these vital industries.

A total of 555 confirmed meetings took place over the three days of the show. Regarding the buyers, we had 87 buyers on the platform.



BUYERS CAME FROM THE FOLLOWING COUNTRIES



Ethiopia



Kenya



Mozambique



Nigeria



South Africa



Tanzania



Uganda



United States

Buyers Profile



Director



Managing Director



Chief Executive Officer



Owner



General Manager



Manager



Marketing Manager



Founder



Operations Manager



Consultant



Chef



Sales



Entrepreneur



Buyer

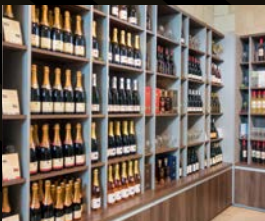


Some of the attending brands



Products on show

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



Retail franchise



Kitchens & bathrooms



Interior design, fit-out & lighting



FM, cleaning & laundry



Operating Equipment & Supplies



Tableware, horeca & food service



Hospitality technology & security



Furnishings & décor



Hospitality franchise



Outdoor furniture, pool & spa



Exhibiting companies

Company Name
Africa Interior Designs
African Graphix
Anke Products
Aranda Textiles Mills
Barrydale Hand Weavers
BCE Foodservice Equipment
Bead By Mswati
Beautiful Earth
Bidvest Prestige (Pty) Ltd
Cephbet Pty Ltd
Condrou Manufacturing Pty Ltd
Culinary Equipment Company
Daph'netely Delicious
Digicomm: Av & It Solutions
Dr Oetker
Dynamic Bedding
Electro Medics
Fabrica
Fedhasa
Foodserv Solutions
Gc Solar (Pty) Ltd
Green Home
Gz Tking Limited
Hansa World
Hellopay (Pty) Ltd
Heriotdale
Hna Office Furniture
Home In 1
Hospitality Chatbot Solutions
Hospitality Suite
Icon Living
Infection Protection Products
Inspire Furniture
Inspire Lifestyle
Iris Exclusive Jewellery
Jgreen
Jhb Convention Bureau
Jiedong Food International
Just Jo Designs (Pty) Ltd
Kiran Sales (Pty) Ltd
Korteks Textiles Africa
Lamborghini Wine South Africa
Leapthink
Leighjer Designs
Lights By Linea
Luochuan Youluo Organic Fruit

Company Name
Malanga Designs
Matrix
Mist Scented Candles
Mitsubishi Electric
Mobelli
NAA-SA
Nova Chocolate
Omni Software Solutions
Omniblend Commercial Blenders
Orbita
Penmark Hospitality
Peppertree Luxury Bath & Body
Plascon
Renault
Restonic Ado Restonic (Pty) Ltd
Roubler
Sacap
Safi
Setsong Tea
Shaanxi Forwarding
Shaanxi Lvfang Industrial
Shaanxi Youguo Lian Trading
Shaanxi Zhixianlai Food
Shanxi Camica Imp&Exp
Sheraton Textiles Holdings
Sizanazo Guest House
Snape Digital Technologies
Snomaster
Snuuzzz Pro
Soweto Motel
Syte (Pty) Ltd
The Intelligent Guest
The Maboneng Township Arts
Tork
Tourism News Africa
Ubc Creative
Ukhuni
Urchin Art-Za
Vda Telkonet
Vision
Vukari
Watersaving Africa
Wedgewood Crafted Confectionery
Weeva
Weinan Rigel Trading
Yanolja Cloud Solution



Hotel & Hospitality Expo Africa Workshops

The opening day of the **Hotel and Hospitality Expo Africa 2024** featured a keynote by Jeff Blackbeard from Moore Global on the evolving hospitality landscape in Africa. As Africa is poised for significant growth in travel and tourism, Blackbeard discussed trends, sustainability, and technological advancements necessary for Africa to become a major international destination. The day also included a panel on 'Unlocking Opportunities – City Destination Marketing in Southern Africa,' and fireside chats on future living and sustainability in tourism, highlighting investment in projects like the Kruger Shalati train.

Day two focused on technology's role in transforming the hospitality sector, with panels on AI and guest privacy, personalisation, and supply chain optimisation. Coo Pillay's keynote on 'Launching Your Culinary Voyage' emphasised the need for chefs to blend business acumen with culinary skills, and highlighted trends such as plant-based foods and sustainability. The final day addressed labour shortages, talent retention, and culinary innovation, concluding with a fireside chat on investment in the African hospitality industry, featuring insights on scaling hotels and the importance of ESG from industry leaders.

The Hotel & Hospitality Expo Africa workshops focused on providing insights to hospitality professionals, we held 19 sessions by 48 speakers.



SPEAKER LOUNGE SPONSORS:



SESSION SPONSOR:



Key show features

HOUSEKEEPERS CONTINUED LEARNING WORKSHOP

We had the pleasure of hosting the Housekeepers' Continued Learning Workshop during the Hotel & Hospitality Expo Africa. The event was a resounding success, with numerous housekeepers from various esteemed establishments attending.

The workshop began with a session on understanding linen and fabrics, facilitated by topline sponsor Sheraton Textiles. This session provided in-depth knowledge on different types of linens and fabrics, focusing on their characteristics, handling, and maintenance. After a productive morning, attendees enjoyed a lunch break before reconvening for the next session. The second session, led by Hychem, covered the health and safety aspects of chemicals, providing valuable insights into the safe use and management of cleaning agents, emphasizing the importance of health and safety protocols.

The final session, facilitated by Home Fabrics, delved into advanced fabric maintenance techniques, ensuring the longevity and quality of fabric materials used in hospitality settings. The enthusiastic participation and engagement from all attendees were truly inspiring. The knowledge shared during the workshop will undoubtedly contribute to maintaining the highest standards of care and service in the hospitality industry. Thank you to everyone who attended and made this workshop a memorable and impactful event. We look forward to continuing this journey of professional development together.

Partner:



Sponsor:



is a proud sponsor of the **Hotel & Hospitality Expo Africa**
Enterprise Development Pavilion

Hotel & Hospitality Expo Africa is committed to developing the sector and giving back to the community we call home. We firmly believe in the power of Small, Medium & Micro Enterprises (SMMEs) to drive innovation and propel the hospitality industry forward.

By supporting emerging businesses, particularly those black-owned and women-owned, we actively contribute to economic development and job creation. This creates a ripple effect, leading to a more progressive and prosperous industry for everyone – stakeholders, partners, customers, and the entire community.

Now in its third year, the Enterprise Development Pavilion, was proudly sponsored by Johannesburg Convention Bureau, which provided a dedicated space for SMMEs to showcase their cutting-edge products and services. This platform connected them with key industry buyers, fostering valuable exposure and market access. Through this initiative, we empowered these businesses to thrive and contribute to the dynamic future of hospitality.

We are particularly grateful for the ongoing collaboration with the Johannesburg Convention Bureau. Supporting emerging businesses creates jobs, and creating jobs ensures progression. Explore the Enterprise Development Pavilion and discover the future of hospitality. Witness the ingenuity of these SMMEs and connect with the businesses shaping the hotel and hospitality industry's tomorrow.



Meet our SMMEs

Bead by Mswati Creation

Daph'netely Delicious

Green Pastures detergent – The refill specialist

Iris Exclusive Jewellery

Mist Scented Candles

Muco guest house

Setsong tea crafters (Pty) Ltd

Sizanazo guest house

Soweto Motel

The Maboneng township arts experience

Marketing

MARKETING, MEDIA AND PR COVERAGE OF OVER R2,5 MILLION ACHIEVED

The marketing and PR initiatives were meticulously crafted to enhance the visibility and influence of the **Hotel & Hospitality Expo Africa**. Alongside digital platforms, the campaign utilised print magazines, social media, and industry-specific publications. Spanning eight months, this comprehensive strategy successfully generated significant traction and attention.



EMAILS

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



TELEMARKETING

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



VIP CAMPAIGN

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



EXHIBITOR MARKETING SUPPORT

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



ASSOCIATION PARTNERS

9 hospitality association partners participated in the event.



PUBLIC RELATIONS

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



EVENT WEBSITE

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



SOCIAL MEDIA

38 751 organic LinkedIn impressions
111 782 sponsored LinkedIn impressions



MEDIA PARTNERSHIPS

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



SMS

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



ONSITE MEDIA PARTICIPATION

Key media stakeholders were onsite to cover the event..



Marketing results

COVERAGE SNAPSHOTS

thePlannerGuru
Redefining hospitality with industry insights on trends and technologies
By Mabel May & Anja Weiss

The African hospitality sector is undergoing a significant transformation, driven by a growing middle class and a projected CAGR of 8.1% over the next decade. This report explores the latest trends and technologies shaping the industry, from sustainable practices to digital innovation. Key insights include the rise of boutique hotels, the impact of AI on guest experiences, and the growing importance of sustainability. The report also highlights the role of technology in streamlining operations and enhancing guest satisfaction. For more insights, visit [thePlannerGuru.com](#).

AFRICA HOSPITALITY NEWS
Hospitality in Africa is open for increased business
By Mabel May & Anja Weiss

As Africa's hotel and tourism industry surges, fueled by a growing middle class and a projected CAGR of 8.1% over the next decade, the demand for innovative hospitality solutions is booming. This report explores the latest trends and technologies shaping the industry, from sustainable practices to digital innovation. Key insights include the rise of boutique hotels, the impact of AI on guest experiences, and the growing importance of sustainability. The report also highlights the role of technology in streamlining operations and enhancing guest satisfaction. For more insights, visit [AfricaHospitalityNews.com](#).

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Hotel & Hospitality Expo Africa
Africa's dedicated exhibition for the hotel & hospitality sector

This change allows us to better focus on the hotel and hospitality sector and better reflect the latest trends in the industry. We're confident that our modernised approach will enhance the overall experience for exhibitors and attendees. Our new branding and visuals will be rolled out across all our communications in the coming weeks, so stay tuned for more exciting updates. The future of hospitality in Africa starts here!

FOOD & BEV. SERVICES NEWS SOUTH AFRICA
Hospitality Confidence Index highlights a thriving tourism sector in Africa

In the run-up to the seventh edition of the Hotel & Hospitality Expo Africa in June, the African Hospitality Confidence Index 2024 advances key insights into the trends shaping the continent's hospitality sector.

PENGUIN
INTRODUCING OUR BOLD NEW LOOK
LEARN MORE

TOURISM NEWS AFRICA
Hospitality in Africa is open for increased business
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Hotel & Hospitality Expo Africa 2024 - Uniting Minds, Innovations, and Opportunities

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TTW
African Hotel & Hospitality confidence index shows bright future ahead
Wednesday, March 15, 2024

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ornico
Hospitality sector in Africa is open for increased business
By Mabel May & Anja Weiss

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ESSENTIAL FLAVOURS
HOTEL & HOSPITALITY EXPO AFRICA 2024 - UNITING MINDS, INNOVATIONS, AND OPPORTUNITIES

Join us for the ultimate culinary experience at the Hotel & Hospitality Expo Africa 2024. Discover the latest trends in the industry, from sustainable practices to digital innovation. Key insights include the rise of boutique hotels, the impact of AI on guest experiences, and the growing importance of sustainability. The report also highlights the role of technology in streamlining operations and enhancing guest satisfaction. For more insights, visit [EssentialFlavours.com](#).

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TOURISM & TRAVEL NEWS SOUTH AFRICA

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Hotel & Hospitality Expo Africa
Outbound travel on the rise: South Africans' guide to air capacity and fares in today's market

As Africa's hotel and tourism industry surges, fueled by a growing middle class and a projected CAGR of 8.1% over the next decade, the demand for innovative hospitality solutions is booming. This report explores the latest trends and technologies shaping the industry, from sustainable practices to digital innovation. Key insights include the rise of boutique hotels, the impact of AI on guest experiences, and the growing importance of sustainability. The report also highlights the role of technology in streamlining operations and enhancing guest satisfaction. For more insights, visit [HotelShowAfrica.com](#).

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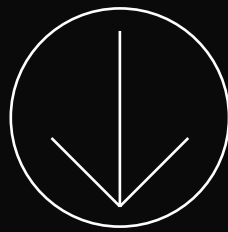
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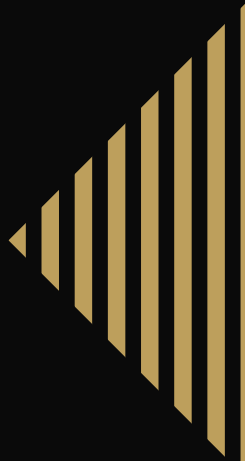
11-12 June 2025

Secure your place for 2025



Organised by

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www.thehotelshowafrica.com