

Impact of Business Events in SA

26 July 2023

BUSINESS EVENTS OVERVIEW 1/2

The Business Events market of the tourism industry has witnessed exponential growth in the past, owing to rapid globalisation, expansion of service industries, and continuous evolution of scientific and technological innovations.

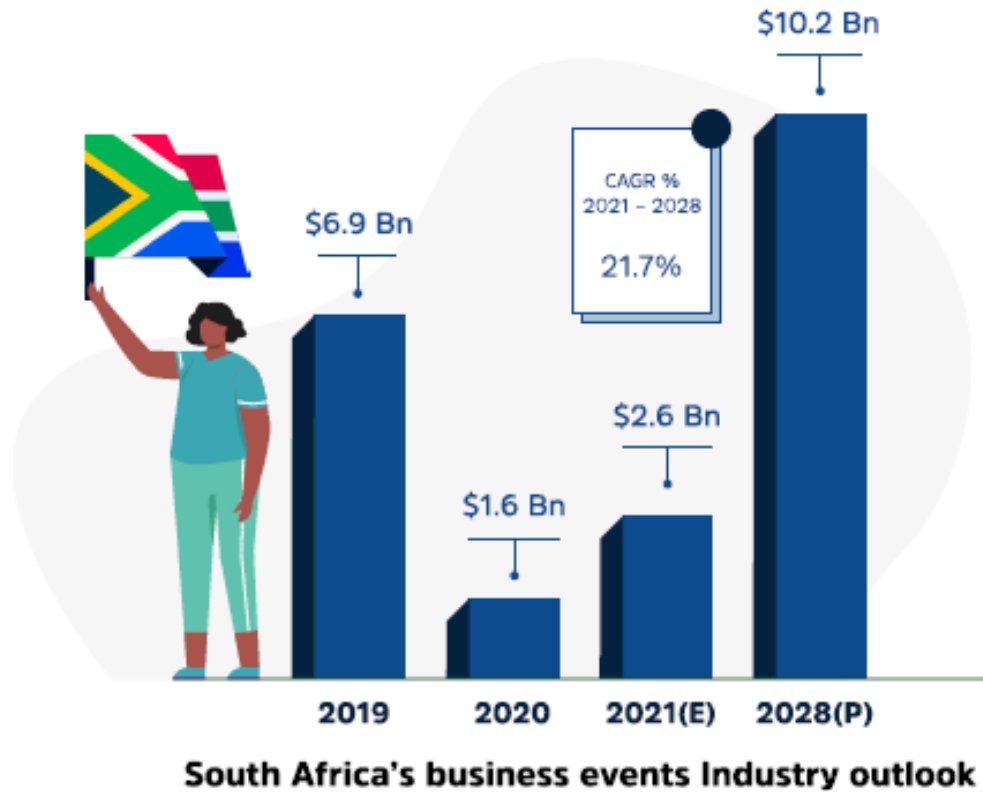
Previously termed MICE, in the context of travel is an acronym for meeting, incentive, conference, and exhibition. The Business Events market refers to a specialised niche of group tourism dedicated to planning, booking, facilitating conferences, seminars, and other events. It is the highest revenue contributor to the travel industry.

The Business Events industry is complex, consisting of participants, sponsors, planners, convention and visitor bureaus, meeting venues, accommodations, and suppliers generally being involved in the planning and execution of an event. The industry provides easy and convenient methods for organising events and helps choose the right destination, which form the basis of a successful event.

GLOBAL BUSINESS EVENTS OVERVIEW 2/2

- The prolonged Russia offensive on Ukraine resulted in downward risk for international tourism as well as business events
- Global business events continues to shows resilience despite slower growth than anticipated
- The Business events industry generated an estimated \$225.9 billion in 2021, (revised down from the initial forecasted optimistic growth forecast of \$345,9 billion)
- Looking ahead business events is projected to reach \$1272.2 billion by 2031, growing at a cumulative growth rate of 13.3% from 2022 to 2031
- Recovery differs across segment as some see relatively faster growth than others. Meetings remain the key investment pocket;
- Incentive travel is anticipated to see a 12,1% year on year growth (2022 – 2031) – as demand grows across the globe for incentive travel necessitated by the re-adoption of travel based incentives post the pandemic. There is further opportunity in this segment due to the growing start up culture.

SIZE OF SOUTH AFRICA'S BUSINESS EVENTS



During the pandemic, industry value dropped from \$6.9 billion in 2019 to \$1.6 billion in 2020 to \$2.6 billion in 2021. Projections show considerable uptake with figures set to surpass 2019 pre-pandemic value by 2024, at an impressive \$7.4 billion, to ultimately reach \$10.2 billion by 2028.

ECONOMIC IMPACT STUDIES



- Africa's Travel Indaba
- Meetings Africa
- Regional & International business events studies

ABOUT MEETINGS AFRICA



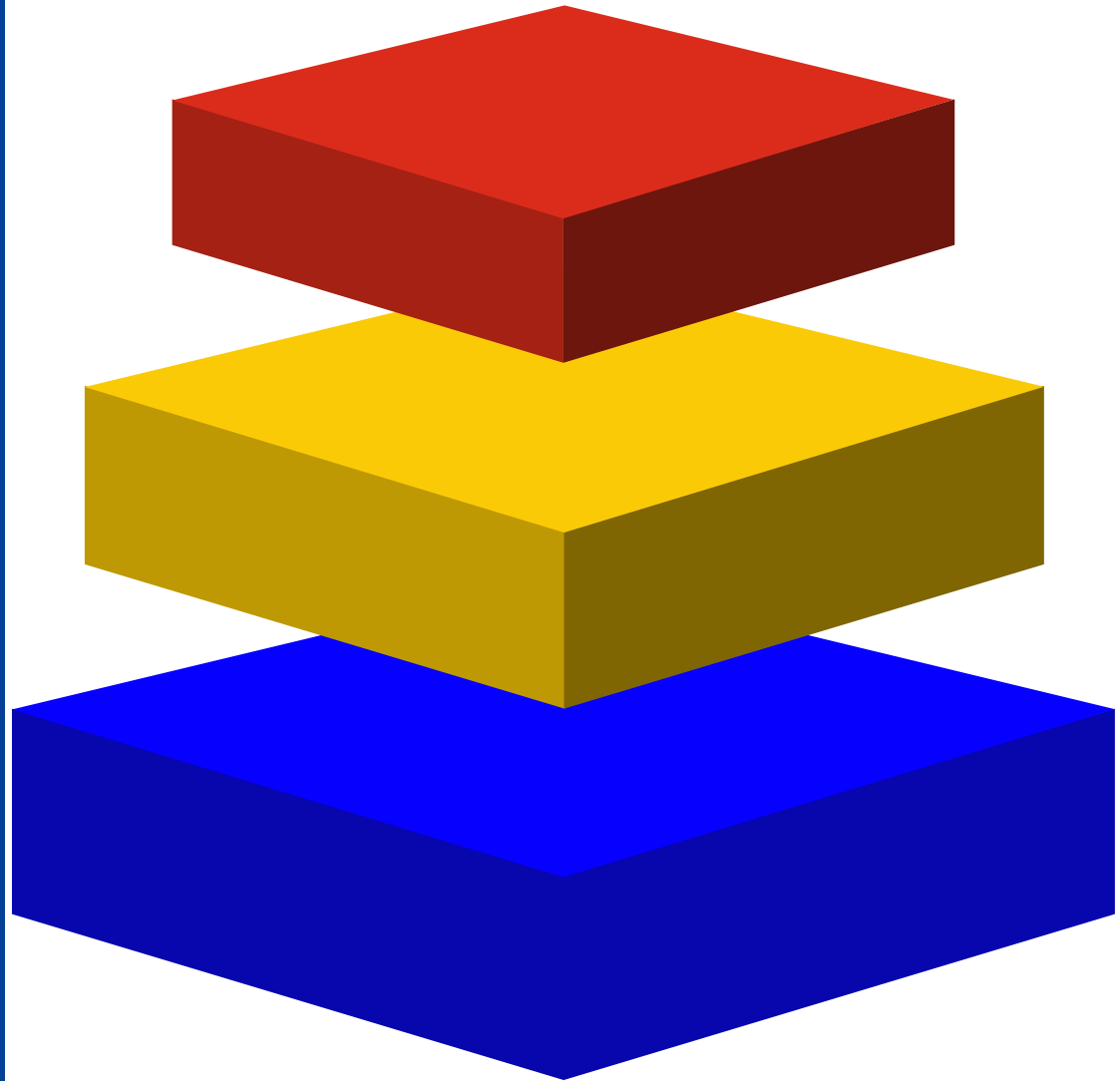
Meetings Africa is an esteemed regional Trade show founded 18 years ago in 2005. It was founded in response to the global meetings industry's growing recognition of Africa as a sought-after business events destination.

Meetings Africa is a great platform where African products showcase and meet with buyers from across the globe

Meetings Africa 2020 attracted about 2900 visitors,
352 Buyers (incl. hosted and non hosted buyers)
329 Exhibiting companies
139 Media personnel

MEETINGS AFRICA ECONOMIC IMPACT

MEET
**SOUTH
AFRICA**



TOTAL DIRECT SPEND IN SA
R119 MILLION



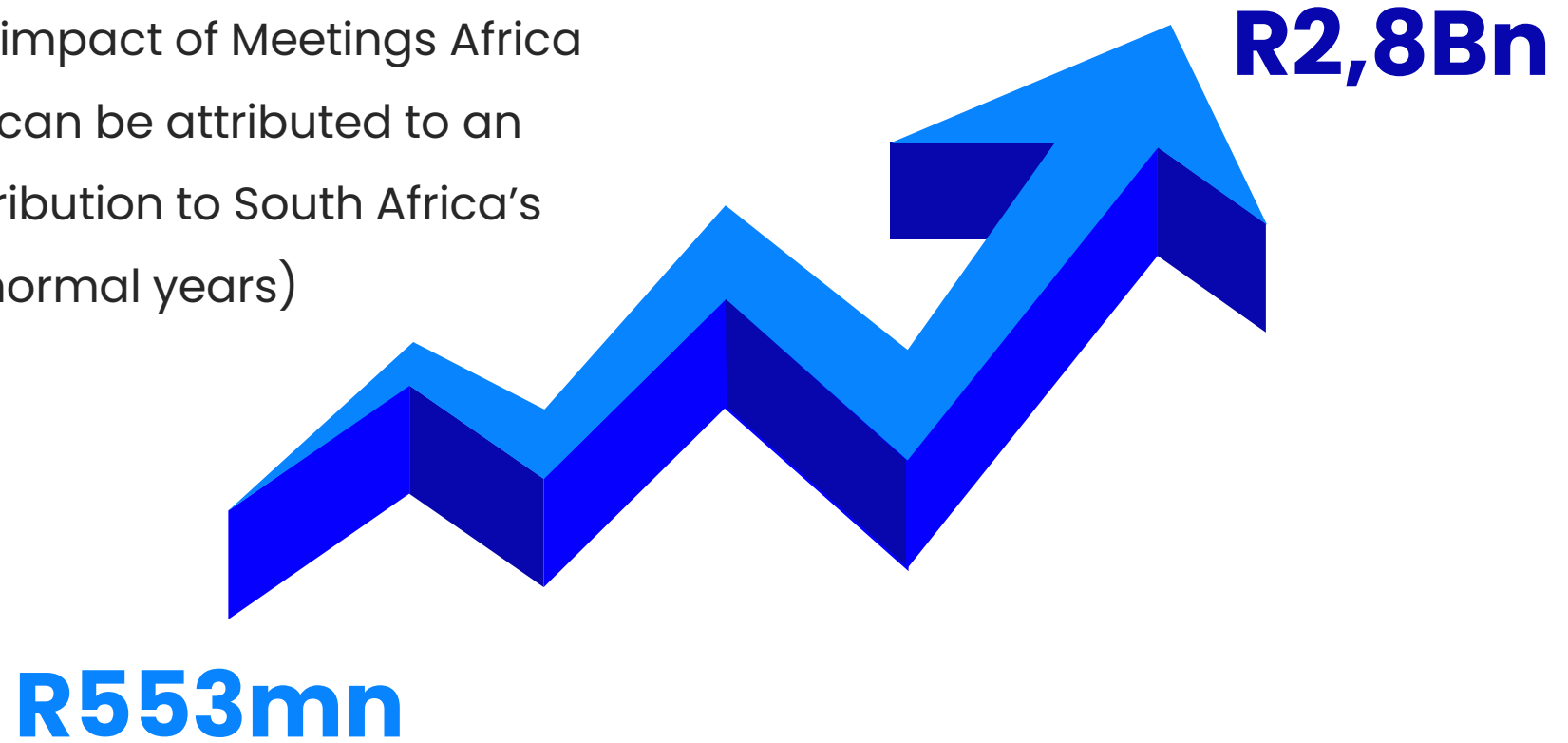
TOTAL CONTRIBUTION TO GDP
R553 MILLION



NUMBER OF JOBS (ANNUAL JOBS SUSTAINED)
1 207

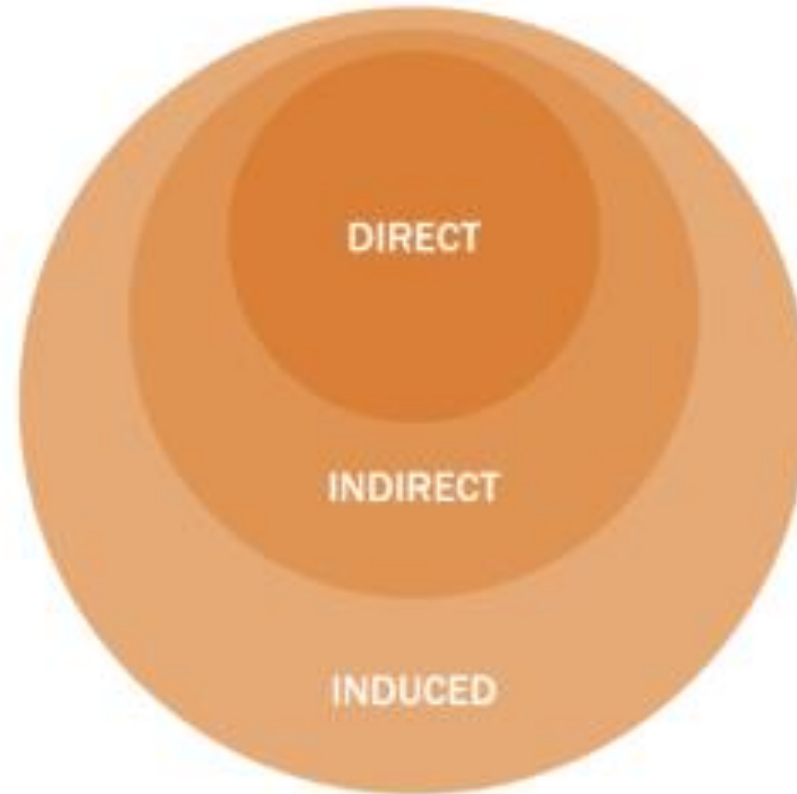
MEETINGS AFRICA CUMULATIVE ECONOMIC IMPACT

The cumulative economic impact of Meetings Africa over a period of five years can be attributed to an estimated R2,8 Billion contribution to South Africa's Gross domestic product (normal years)



Caution: the overall economic impact is an indicator of the likely benefits that Meetings Africa could generate in a "normal" year.

Source: Primary research; BDO



- Direct output or economic contribution of the Industry
- Effect of Direct Spending on regional supplier firms and their employees
- Economic effect induced by re-spending by industry and supplier employees

MEET
**SOUTH
AFRICA**

thank you

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