

RETAIL & HOSPITALITY WEEK 2017

POST SHOW REPORT



588 EXHIBITING COMPANIES	38 EXHIBITING COUNTRIES	14,788 PROFESSIONAL ATTENDEES	71 VISITING COUNTRIES	2 SPECIALISED CONFERENCES
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TESTIMONIALS

<p>"To be honest I have never been to a show where we have all these markets covered. We have also had a great quality of response. In fact, the best ever."</p> <p>Sales director Sonia Ginty QBag</p>	<p>"I give thumbs up to the organisers, this is quite an amazing show I've seen. When I was doing the walk about I've seen a lot of innovation, creativity, and beautiful things that are authentic that I have never seen anywhere else".</p> <p>Hon. Elizabeth Thabethe - Deputy Minister of Tourism South Africa</p>	<p>"The Hotel Show Africa We have been in the industry for 10 years now and growing globally and into Africa. The Hotel Show Africa is definitely a platform that we are going to use to take us into international market".</p> <p>Nick Caripis – Managing Director: BNC Technology</p>
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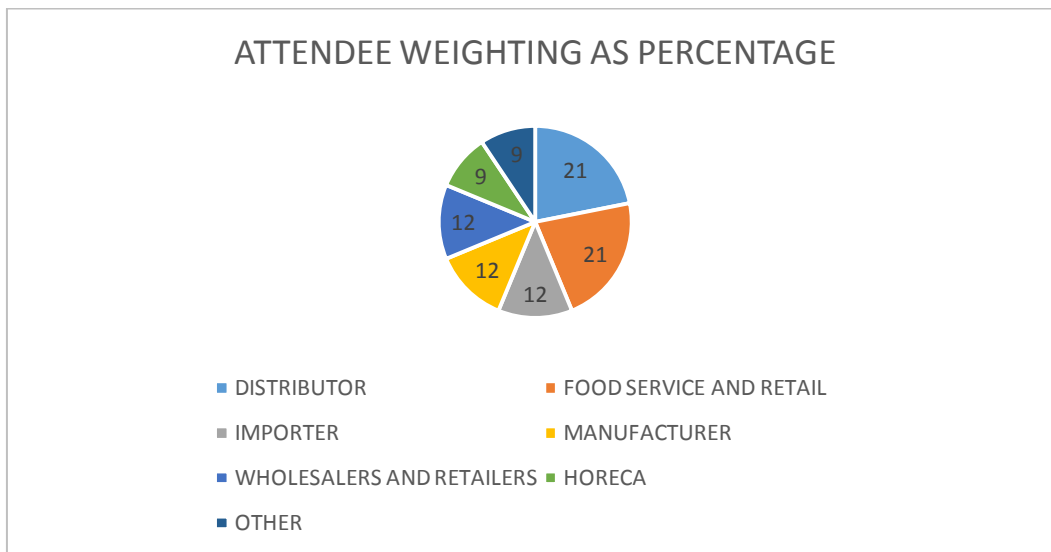
5066
ATTENDEES

PRIMARY REASON GIVEN FOR ATTENDANCE

1. SOURCE NEW BUSINESS OPPORTUNITIES
2. TO NETWORK WITH THE INDUSTRY

PURCHASING AUTHORITY OF ATTENDEES

65% DIRECT PURCHASING POWER	19% INFLUENCE PURCHASING DECISIONS	13% NONE	3% END USER
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ATTENDEE BUYING POWER

Up to US\$ 250,000 / ZAR 3,750,000	76%
Up to US\$ 500,000 / ZAR 7,500,000	4%
Up to US\$ 1,000,000 / ZAR 15,000,000	7.5%
Up to US\$ 5,000,000 / ZAR 75,000,000	4%
Up to US\$ 10,000,000 / ZAR 150,000,000	4.5%

PROMOTIONAL CAMPAIGN SUMMARY (collective campaign audience exposure: 9 million)

- **1 765 654** Audience reach through **online** advertising
- The **website** generated **66, 682 page views**
- **Print ads** campaigns across 8 leading trade-publications
- **1,070,605 emails** were sent to a database comprising of industry contacts. (verified).
- **24,000 SMS's**
- High impact **radio activation** with an audience reach of **4,994,000 listeners**



REASONS WHY VISITORS ATTENDED		
SOURCE NEW BUSINESS OPPORTUNITIES	SOURCE NEW PRODUCTS AND FIND OUT WHAT IS HAPPENING IN THE INDUSTRY	TO NETWORK WITH THE INDUSTRY

PURCHASING AUTHORITY OF ATTENDEES			
74% Direct Purchasing Power	16% Influence Purchasing Decisions	7% None	3% End User

VISITORS BY NATURE OF BUSINESS	
1. Entrepreneur - 25% 2. Distributor – 17% 3. Importer – 11% 4. Retailer/Wholesaler – 21% 5. Agent – 9% 6. Product Manufacturer – 6% 7. Supermarket/Hypermarket/ Chain Store – 4% 8. Other – 7%	
Budget Visitors are responsible for:	Stage of Buying process:
Up to US\$250,000 / ZAR 3,750,000 - 80%	Product Research – 32%
Up to US\$1,000,000 / ZAR 15,000,000 - 11%	Sourcing New Suppliers – 45%
Up to US\$5,000,000 / ZAR 75,000,000 – 3.5%	Buying / Upgrading – 23%
Up to US\$10,000,000 / ZAR 150,000,000 – 5.5%	
None - 4%	

Topline Marketing Activity Summary
3, 128, 615 Audience reach through online advertising
The website generated 63, 516 page views
17 print adverts published through the partnership with 6 trade publications
990, 800 emails were sent to a database comprising of industry contacts. The database is regularly updated, verified and cleaned by a dedicated team of in-house data builders.
A personalised invitation to attend the event was sent via SMS to more than 9,000 professionals , including also a reminder to attend during the three days of the events.
51 Radio adverts were flighted through Radio 702 with an audience reach of 4,994,000 listeners

Over 10,8 million audience reach through marketing Activities



REASONS WHY VISITORS ATTENDED		
SOURCE NEW BUSINESS OPPORTUNITIES	SOURCE NEW PRODUCTS	TO NETWORK WITH THE INDUSTRY

PURCHASING AUTHORITY OF ATTENDEES			
54% Direct Purchasing Power	16% Influence Purchasing Decisions	28% None	2% End User

VISITORS BY NATURE OF BUSINESS	
1. Hotel/Resort – 65% 2. Café/Bar / Club – 24% 3. Restaurant – 21% 4. Food Service – 20% 5. Public Institution – 7% 6. Hospital – 5% 7. Ocean Liner – 4%	
Budget Visitors are responsible for:	Stage of Buying process:
Up to US\$250,000 / ZAR 3,750,000 - 46%	Product Research – 50%
Up to US\$1,000,000 / ZAR 15,000,000 - 12%	Sourcing New Suppliers – 23%
Up to US\$5,000,000 / ZAR 75,000,000 – 5%	Buying / Upgrading – 18%
Up to US\$10,000,000 / ZAR 150,000,000 – 4%	None – 9%
None - 33%	

Topline Marketing Activity Summary
1, 796, 446 Audience reach through online advertising
The website generated 44,680 page views
17 print adverts published through the partnership with 6 trade publications
990, 800 emails were sent to a database comprising of industry contacts. The database is regularly updated, verified and cleaned by a dedicated team of in-house data builders.
A personalised invitation to attend the event was sent via SMS to more than 25000 professionals , including also a reminder to attend during the three days of the events.
51 Radio adverts were flighted through Radio 702 with an audience reach of 4,994,000 listeners

Over 7,8 million audience reach through marketing Activities

TOTAL RETAIL & HOSPITALITY MARKETING ACTIVITY SUMMARY
<p>5, 995, 666 AUDIENCE REACH THROUGH ONLINE ADVERTISING</p> <p>Online advertising uses the internet to deliver promotional marketing messages to reach the targeted audience. Africa's Big Seven, SAITEX and The Hotel Show Africa had a total of 84 digital marketing touch points across multiple sites relevant to the target a total audience of 5, 995, 666 professionals.</p>
<p>174, 878 WEBSITE VIEWS</p> <p>The event website is an essential tool in providing information about the exhibitors and their products. The Africa's Big Seven website attracted generated 66, 682 page views. The SAITEX website was accessed for a total of 63, 516 page views. The Hotel Show Africa saw 44, 680 page views.</p>
<p>36 TRADE PRESS ADVERTS</p> <p>Africa's Big Seven, SAITEX and The Hotel Show Africa partnered with 22 trade publications, who published a total of 36 colour adverts.</p>
<p>2,404 178 EMAILS SENT</p> <p>A prime medium in reaching and registering Africa's Big 7, SAITEX and The Hotel Show Africa audience, 2,404 178 emails were sent to a database comprising of industry contacts. The database is regularly updated, verified and cleaned by a dedicated team of in-house data builders.</p>
<p>KEY PARTNERSHIPS</p> <p>A key component of the marketing and promotional campaign is the relationships Africa's Big 7, SAITEX and The Hotel Show Africa have developed over the years with trade associations and government bodies. The events were endorsed and supported by the South African Tourism, Restaurant Association of South Africa, World Association of Chef Societies, Federated Federated Hospitality Association of Southern Africa, Consumer Goods Council of South Africa.</p>
<p>75, 000 SMS INVITATIONS SENT</p> <p>A personalised invitation to attend the event was sent via SMS, including reminders to attend during the three days of the events.</p>
<p>EXHIBITOR MARKETING</p> <p>A free dedicated marketing resource was offered to exhibitors providing a comprehensive range of services to boost awareness about participation, including personalised direct mail and email invitations to exhibitor client lists, event web banners for exhibitor websites and branded email signatures</p>

See you next year! 24 – 26 June 2018

THE HOTEL SHOW AFRICA

THE AFRICAN CONTINENT HAS BEEN CALLED A GOLD MINE FOR HOTEL INVESTORS

Hotel development has more than doubled since 2009 with a healthy 13% growth in 2016 and 73,000 rooms under development in 417 hotels. With many global hotel brands choosing Africa – the need for supplies, furnishings and products is greater than ever.

And with South Africa's new 5-In-5 growth strategy – an economic plan with a government-backed target of a 50 per cent increase in

visitors by 2020, the business capital Johannesburg is the perfect location in which to access the buyers and decision makers.

The Hotel Show Africa provides suppliers with a direct route to this exciting developing market in an event that has a reputation for delivering high quality insight, training, product showcase and business opportunities.

FOR MORE INFORMATION VISIT: www.thehotelshowafrica.com | FOR STAND ENQUIRIES: exhibiting@thehotelshowafrica.com



MOTIVATED BUYERS FROM EACH SEGMENT OF THE FOOD INDUSTRY FROM "FARM TO FORK".

AFRICA'S BIG 7 PROVIDES YOU THE IDEAL PLATFORM TO MEET AND ENGAGE WITH BUYERS AND POTENTIAL BUSINESS PARTNERS FROM ACROSS THIS DIVERSE PAN AFRICAN INDUSTRY.

South Africa is exactly the right location for Africa's Big 7. It has one of the largest and most sophisticated food and drink sectors on the continent and is a crucial trade entry point and gateway to the rest of sub-Saharan Africa. Food and drink make up South

Africa's second largest manufacturing sector. And two-thirds of retail sales in South Africa are food and drink.

No better venue and no better show. A trusted event with 16 years heritage known about by the people that matter to your business.

For more information visit: www.africabig7.com | For Stand enquiries: exhibiting@africabig7.com



**AFRICAN PRODUCT
IMPORTERS, AGENTS,
DISTRIBUTORS, RETAILERS
& WHOLESALEERS ATTEND
SAITEX, THE LARGEST
INTERNATIONAL PRODUCT
SOURCING SHOW**

Africa represents a huge opportunity for international and local product suppliers as it approaches a one trillion dollar annual marketplace with over a billion consumers and a fast growing middle class with increasingly diverse tastes.

SAITEX was created to provide direct route to market and is a global meeting place for hundreds of suppliers to meet with the thousands of retailers and importers from across Africa.

For more information visit: www.saitexafrica.com | For stand enquiries: exhibiting@saitexafrica.com

