SOUTH AFRICAN TOURISM

BUSINESS EVENTS RECOVERY IN SOUTH AFRICA

South Africa is the #1 association destination on the continent and Middle East

ICCA

SA is # 1

Due to Covid-19; 39 events planned to take place in 2020 & 2021 has been postponed to 2021 & 2022.

Estimated delegates for the 39 events

16,800

Estimated impact to the economy

R494mn

29 Bid submissions were submitted during lockdown for events between 2022 and 2025

Estimated delegates for the 29 events

19,796

Estimated impact to the economy

R624mn

Of the 29 bids summited, 10 bids have already been won

Estimated delegates for the 10 events

5,875

Estimated impact to the economy

R159mn

SOUTH AFRICA's BUSINESS EVENTS DESCRIPTORS

Average # of delegates
490

Average Length of stay
3.7 nights

Event types
90% conferences

Client Type
46% Associations
42% Corporate



to GDP
R33 billion

Jobs
74,000

Africa has 3,13% share of all ICCA meetings

Sources:
ICCA
SAT International Business Events study, 2020: The International Business Events study was conducted between April and May, with 53 venues participating in the study. Participation may have been affected by the lockdown.

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