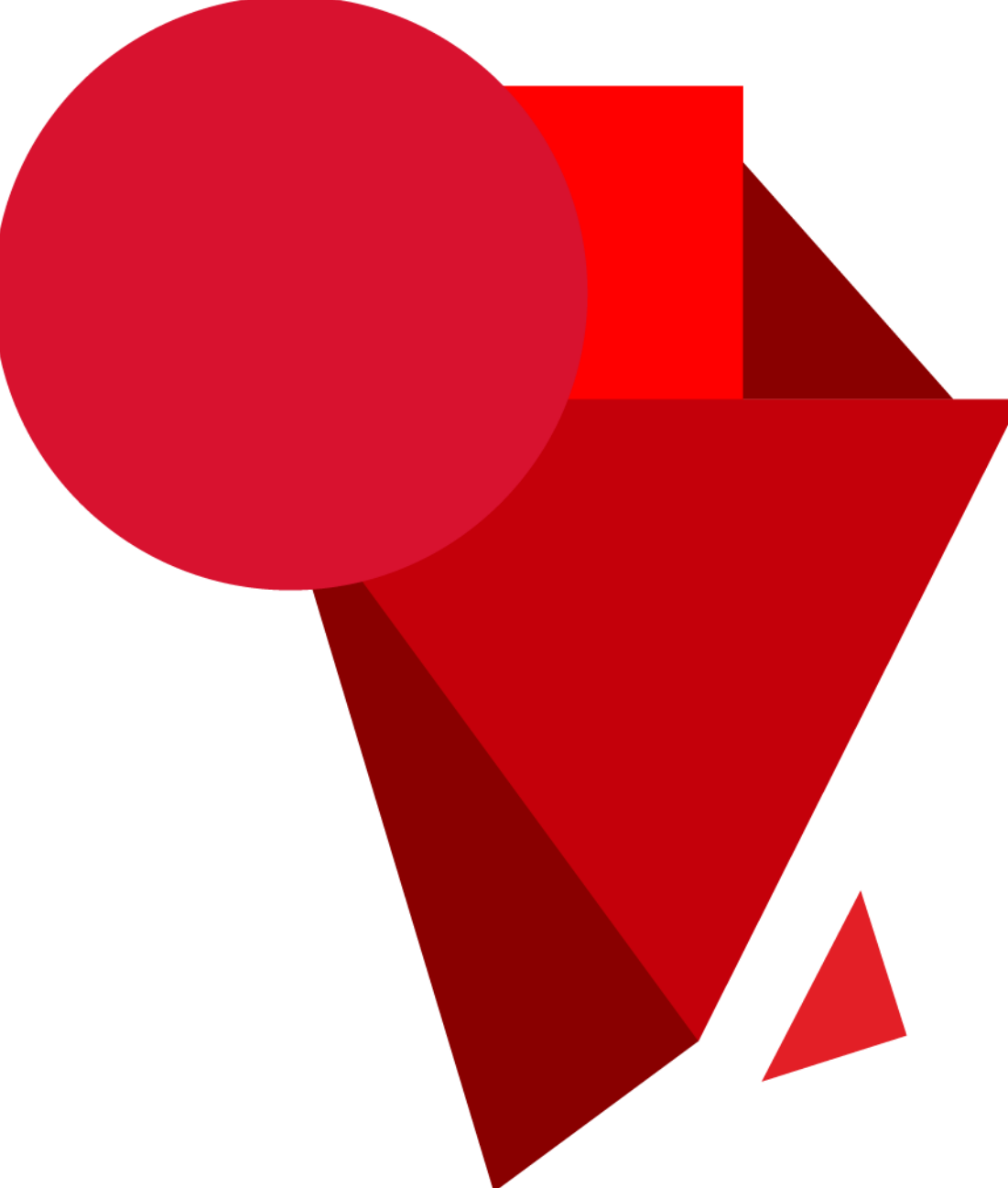
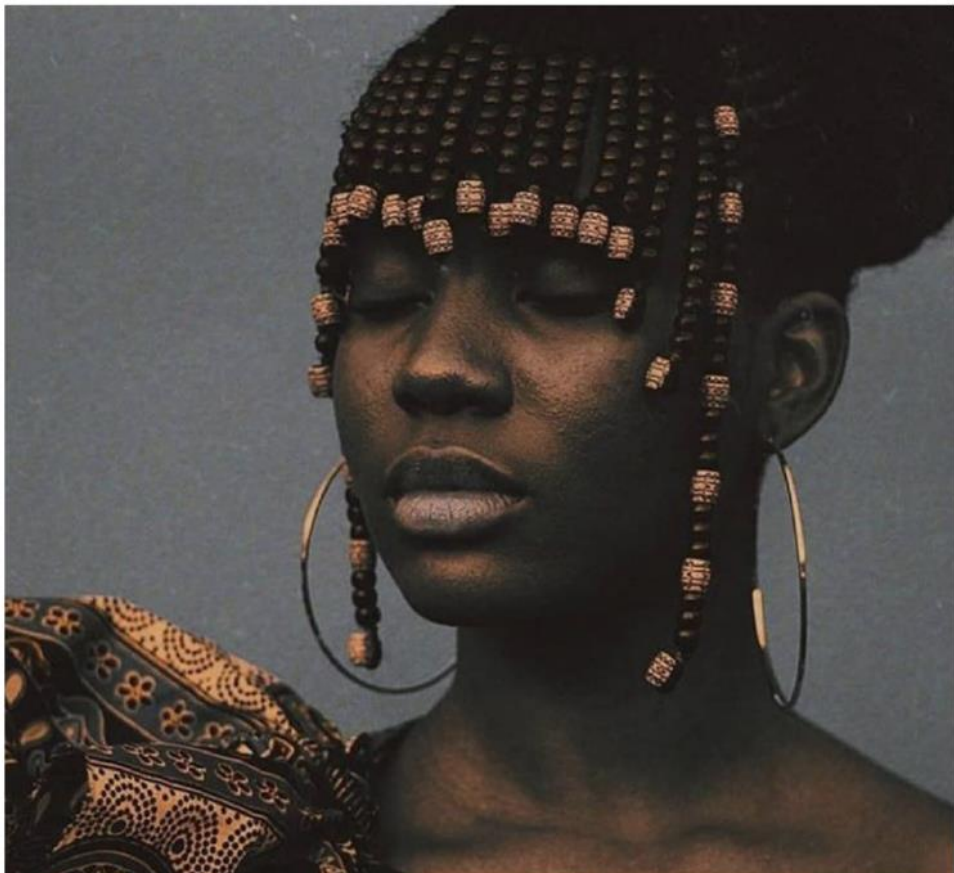




AFRICA TRAVEL INDABA

**AFRICA'S TRAVEL INDABA 2024
POST SHOW SURVEY
AUGUST 2024**



INDEX

- INTRODUCTION
- BUYER SECTION
- EXHIBITOR SECTION

INTRODUCTION

Africa's travel indaba (ATI) exhibition is a leisure business-to-business platform created by SA tourism to encourage global dialogue to sell the whole of Africa as a preferred tourist region. ATI is the continent's largest travel and tourism exhibition and leisure tourism marketing platform on the African calendar and it is also one of the top three 'must visit' events on the global calendar.

It is Africa's largest B2B leisure tourism platform that serves to curate the quality relationships between all value chain players built on true value into the future. ATI is positioned to inspire confidence and build the belief that the future for African tourism is bright, is lucrative and most of all aimed at growth to the benefit of all

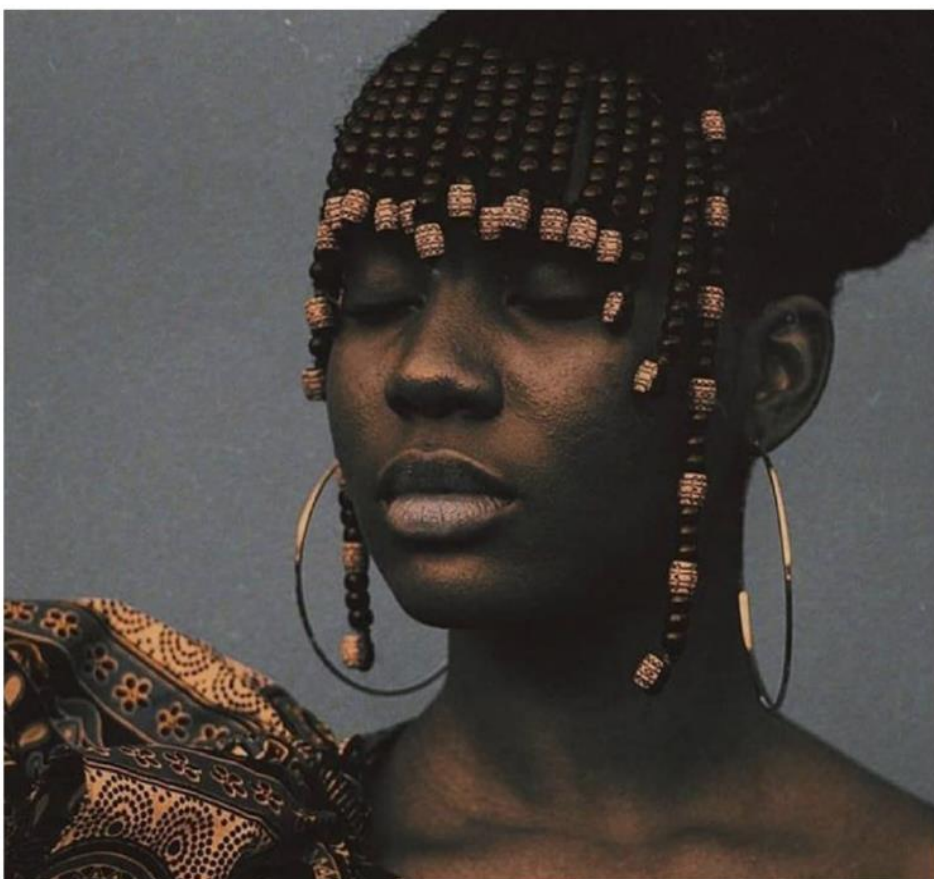
A post show survey was conducted amongst Exhibitors and Buyers. The study focuses on the level of satisfaction by buyers and exhibitors.

The survey was sent out to:

1092 Buyers | Complete n = 208 | Response rate = 19%

1803 Exhibitors | Complete: n = 187 | Response rate = 10%

Fieldwork was conducted during the June/July 2024 period



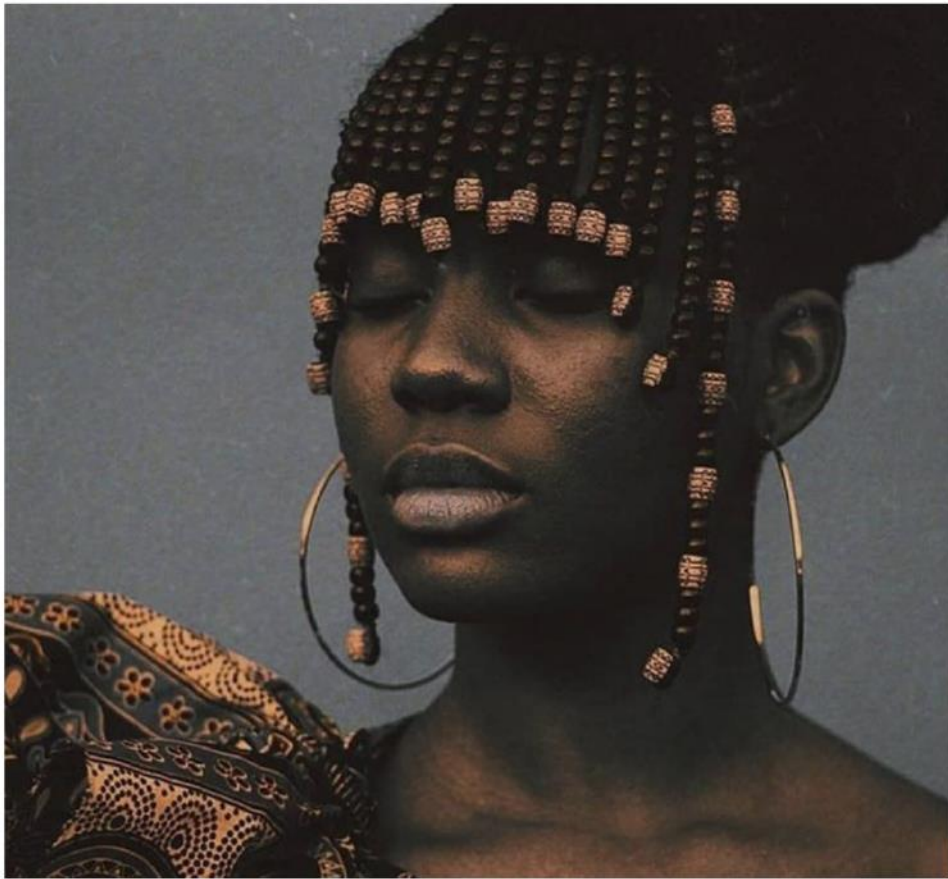
EVENT ATTENDEE PROFILE



2024			2023		2022	
Attendee Type	Number of Attendees	% of Total	Number of Attendees	% of Total	Number of Attendees	% of Total
Exhibitor personnel	4 510	49%	3 828	44%	2 212	40%
Buyers	965	10%	1 464	17%	752	14%
Media	383	4%	412	5%	306	6%
Other	3 405	37%	2 984	34%	2 247	41%
Total	9 280		8 688		5 517	



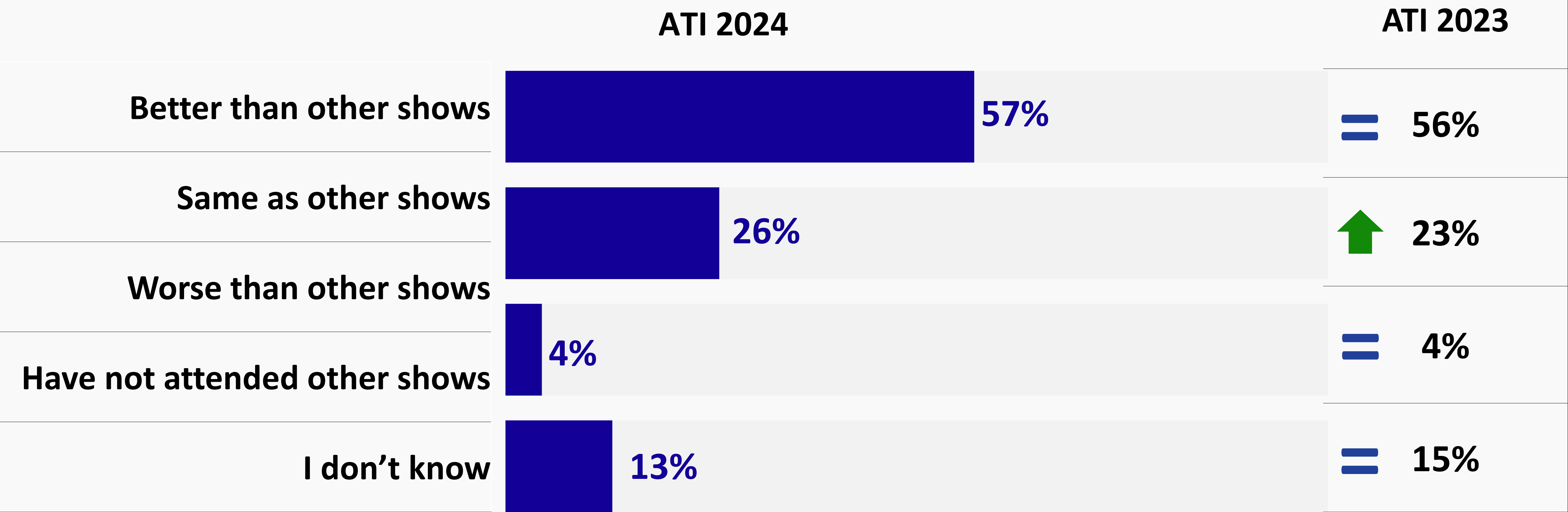
BUYERS



AFRICA'S TRAVEL INDABA 2024 VS OTHER SHOWS



Buyers rated ATI 2024 at 57% on delivering better than other shows, maintaining same rating as 2023 (1% difference)



↓↑ Indicates whether the score has gone up or down compared to 2023
The amber colour shows the lowest score across all key metrics

Compared to other shows you have attended in the past year; how would you rate ATI 2024's overall delivery?
Sample n = 208

AFRICA'S TRAVEL INDABA DELIVERY SATISFACTION LEVELS



Africa’s Travel Indaba 2024 had a marked and improved overall rating, compared previous year’s rating. On overall impression of the show ATI 2024 was rated 94% (up from 84% in 2023), Shuttle services, Food/Stalls, Welcome Network Event and Map of event, remains in the bottom ratings from previous year

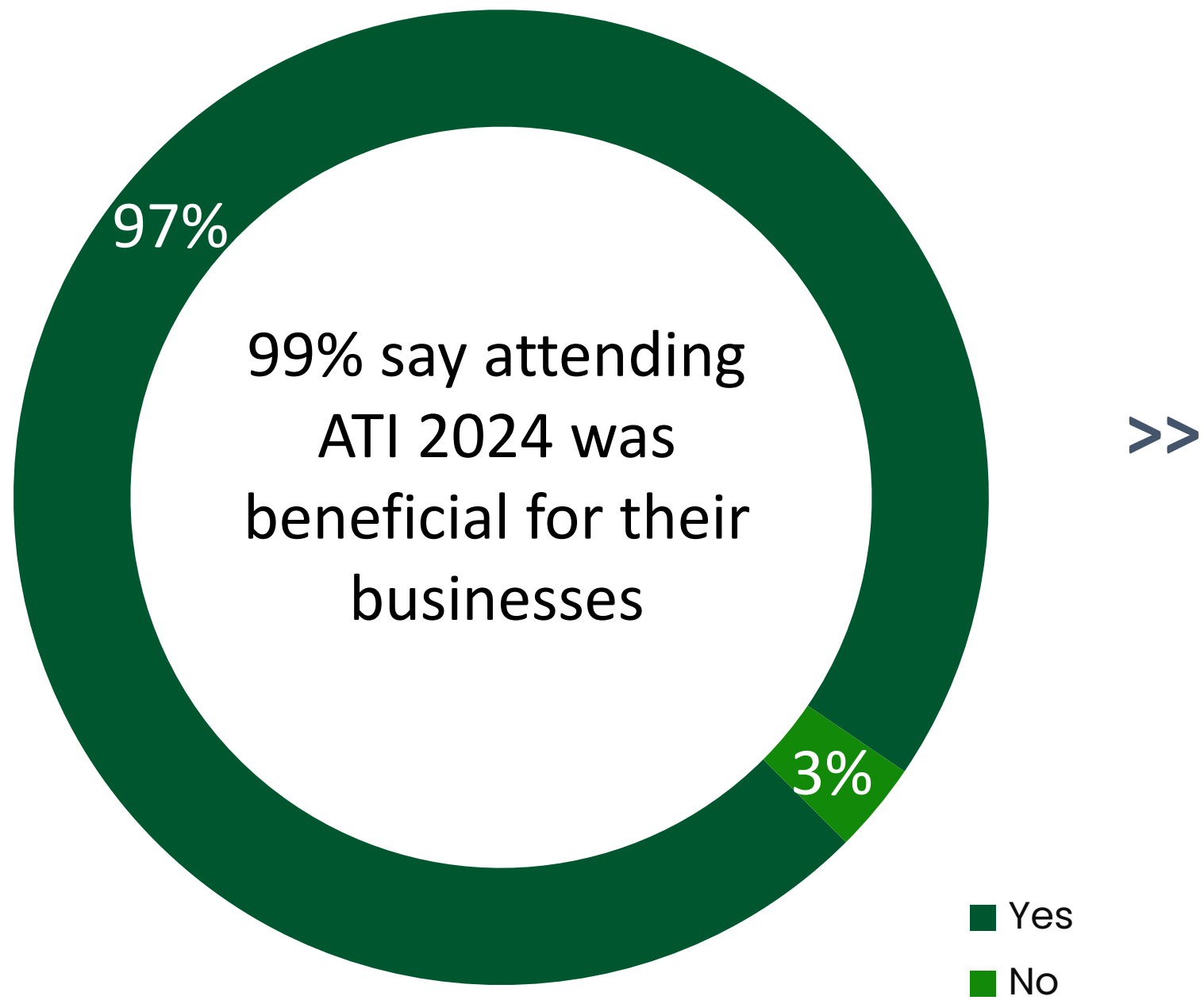
	2023	2024
Overall impression of ATI 2024	84%	↑ 94%
Accommodation	68%	↑ 67%
ATI 2024 Welcome Networking Event	56%	↓ 44%
Communication from the organiser	63%	↑ 74%
Directional Signage	76%	↑ 83%
Floor Layout	76%	↑ 84%
Food/Food stalls/Catering provided	58%	= 59%
Layout of stands	78%	↑ 81%
Map of venue/exhibition Centre	64%	↑ 68%
Number of contacts made	87%	↑ 94%
Number of products specific to your needs	85%	↑ 92%

	2023	2024
Presence of new products	76%	↑ 83%
Quality of products	85%	↑ 91%
Quality of travel and transport arrangements	67%	↑ 72%
Shuttle service	65%	↑ 68%
The availability of information	64%	↑ 77%
The efficiency of the onsite registration process	72%	↑ 87%
The number of exhibitors on show	84%	↑ 94%
The online registration process	70%	↑ 83%
Uniqueness of products	72%	↑ 81%
Variety of products	80%	↑ 87%

Overall, how satisfied were you with the following aspects of ATI 2024?
Sample n = 208
T2B = Top two boxes
Average score calculated as the average of all top two boxes

AFRICA’S TRAVEL INDABA - BENEFITS OF ATTENDING ATI 2024

The benefits of attending ATI 2024 included the opportunity to discover the destination first hand, and gaining new insights – Those who were dissatisfied, pointed out the absence of FAM trips, and needing to be exposed to products that



BENEFITS OF ATTENDING ATI 2024

- NETWORKING & CONTACTS:**
Established new connections and strengthened existing relationships with industry professionals
- PRODUCT & MARKET INSIGHTS:**
Discovered new products, destinations, and trends, enhancing market knowledge
- BUSINESS GROWTH OPPORTUNITIES:**
Secured deals, signed contracts, and identified new business prospects
- FIRST-HAND EXPERIENCES:**
Experienced destinations and products firsthand, improving understanding of client offerings
- ENHANCED RELATIONSHIPS:**
Strengthened partnerships and collaborated on future opportunities
- LEARNING & KNOWLEDGE SHARING:**
Gained insights into industry trends, shared information, and stayed updated.

REASON ATTENDING ATI 2024 WAS NOT BENEFICIAL

- NO FAM TRIPS**
“because it is important to travel around and see the product but no FAM trip was offered to places that we sell like Cape Route, Kruger etc.”
- NEED FOR MORE HIGH END LUXURY PRODUCTS**
“Being a tailor-made luxury inbound tour operator, we need alot more high end new product to exhibit. We already know those whose been attending for years but find relevant new high end product sorely lacking. ”
- EXCLUSIVITY IN DOING BUSINESS**
“Big companies do business amongst themselves only ”

SUCCESS MEASURES AT ATI 2023 vs 2024



Success measures for buyers include quality of products, how knowledgeable Exhibitors are about the destination and networking opportunities are for buyers key success factors the same trend is seen for 2023, with further knowledge on destination also coming up in top three (3) in 2024

	2023	2024
Further knowledge on destinations	58%	69%
How knowledgeable Exhibitors are about the destination	50%	57%
Networking opportunities	71%	67%
Number of appointments	37%	45%
The number of products at Africa's Travel Indaba	61%	65%
The quality of products at Africa's Travel Indaba	76%	84%
Other	6%	3%

REASON FOR ATTENDING ATI 2023 vs 2024



Networking, and connecting with the industry, obtaining new insights and trends are key reasons for buyers to attending ATI that are consistent for both years

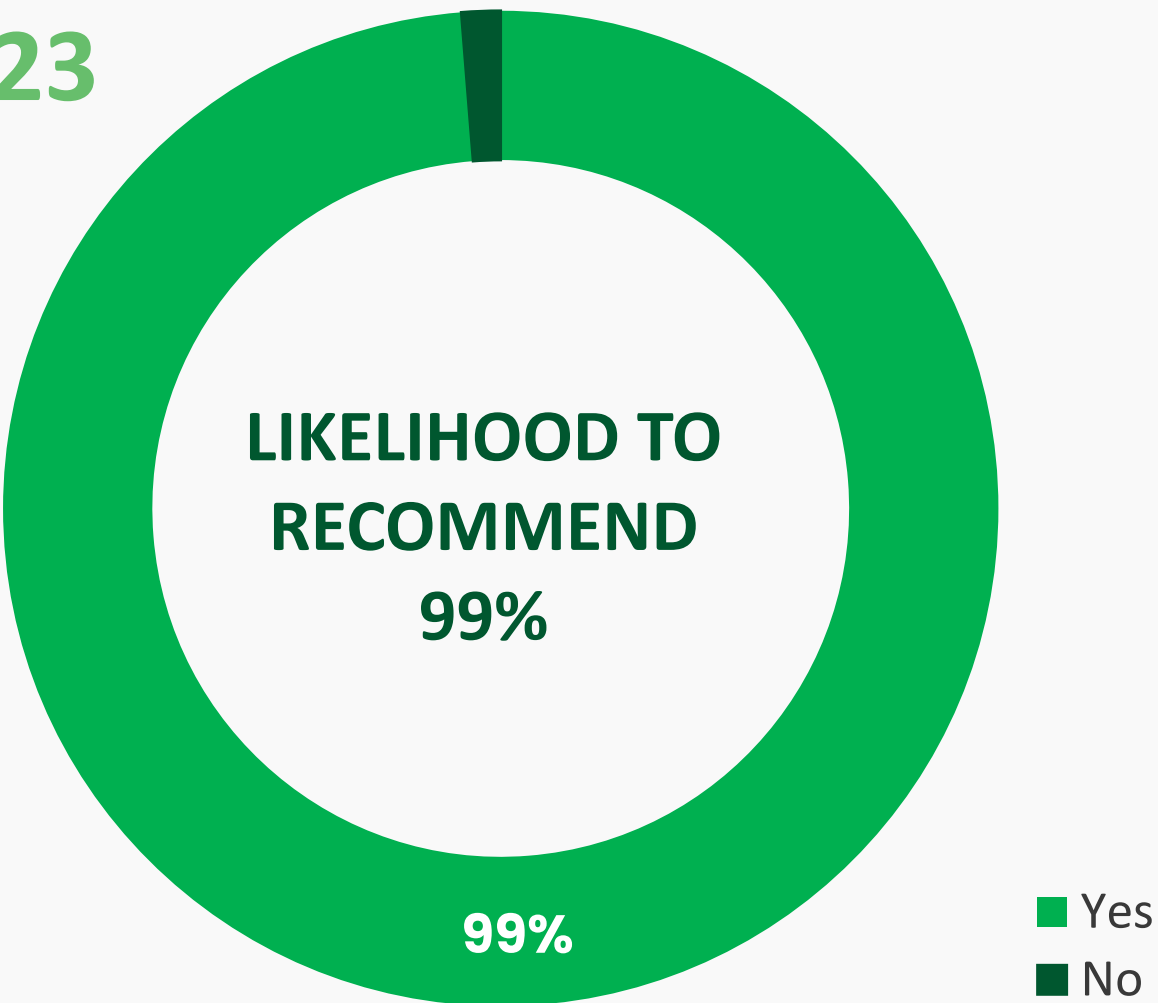
	2023	2024
Generate leads	36%	38%
To confirm a booking/s for a venue, product or service - for a future event	11%	13%
To finalise a booking/s for a specific destination - for a future event	14%	17%
To finalise travel package options from different operators	25%	26%
To make contacts and network with people within the industry	85%	86%
To research or obtain general knowledge about a specific destination	47%	53%
To research or obtain general knowledge about destinations, products and services	69%	76%
Other...	8%	4%

ADVOCACY FOR SOUTH AFRICA

Four in four buyers say that they are likely to recommend South Africa to peers, colleagues and family – Buyers stated that South Africa has diverse offerings, is cost effective, and is a prolific destination



2023



REASON FOR RECOMMENDATION 2023

WORLD IN ONE COUNTRY

World in One Country at great prices

- Variety of experiences, from rustic to extremely sophisticated. Literally "**a world in one country**". It is a long-haul destination for our clients, but once they get here, **it is worth every minute**. No shortage of wonderful, immerseful experiences, local interaction and combines with sophisticated luxury.

BUDGET

- a lot of opportunities and nice places with **reasonable prices for all budgets**
- **ZAR is convenient** now opposite EUR and perfect for families

GREAT BUSINESS DESTINATION

A beautiful country with a **fair constitution** and a great business destination for all who wish to do right.

2024



REASON FOR RECOMMENDATION 2024

DIVERSE OFFERINGS

- South Africa has all the elements that clients are after for a once in a life time experience, from Safaris to Wineland, from beach to the mountains, Value for money and so on.

ONE OF THE BEST SELLERS

- South Africa is one of the top destinations we sell to our clients and it's a fantastic destination that offers a lot

PROLIFIC DESTINATION

- Being a safari specialist, SA's one of the most prolific destinations for safari and exceptional value for money.

COST EFFECTIVE

- Cost effective destination with exceptional opportunities to see and experience a variety different types of tours

LIKELIHOOD TO RECOMMEND SOUTH AFRICA



"I am excited to promote South Africa to my clients as it truly has everything to offer.

The country boasts a range of exceptional hotels, ensuring comfortable and luxurious stays.

South Africa's pleasant weather makes it a year-round destination, ideal for various types of vacations.

The country is known for its neat and clean environment, enhancing the overall travel experience.

Additionally, the game reserves offer unique wildlife experiences that are hard to match anywhere else in the world.

The high standards of various activities and the diverse, high-quality food scene further make South Africa an attractive destination for travellers seeking adventure, relaxation, and cultural experiences."



**AFRICA'S
TRAVEL
INDABA**

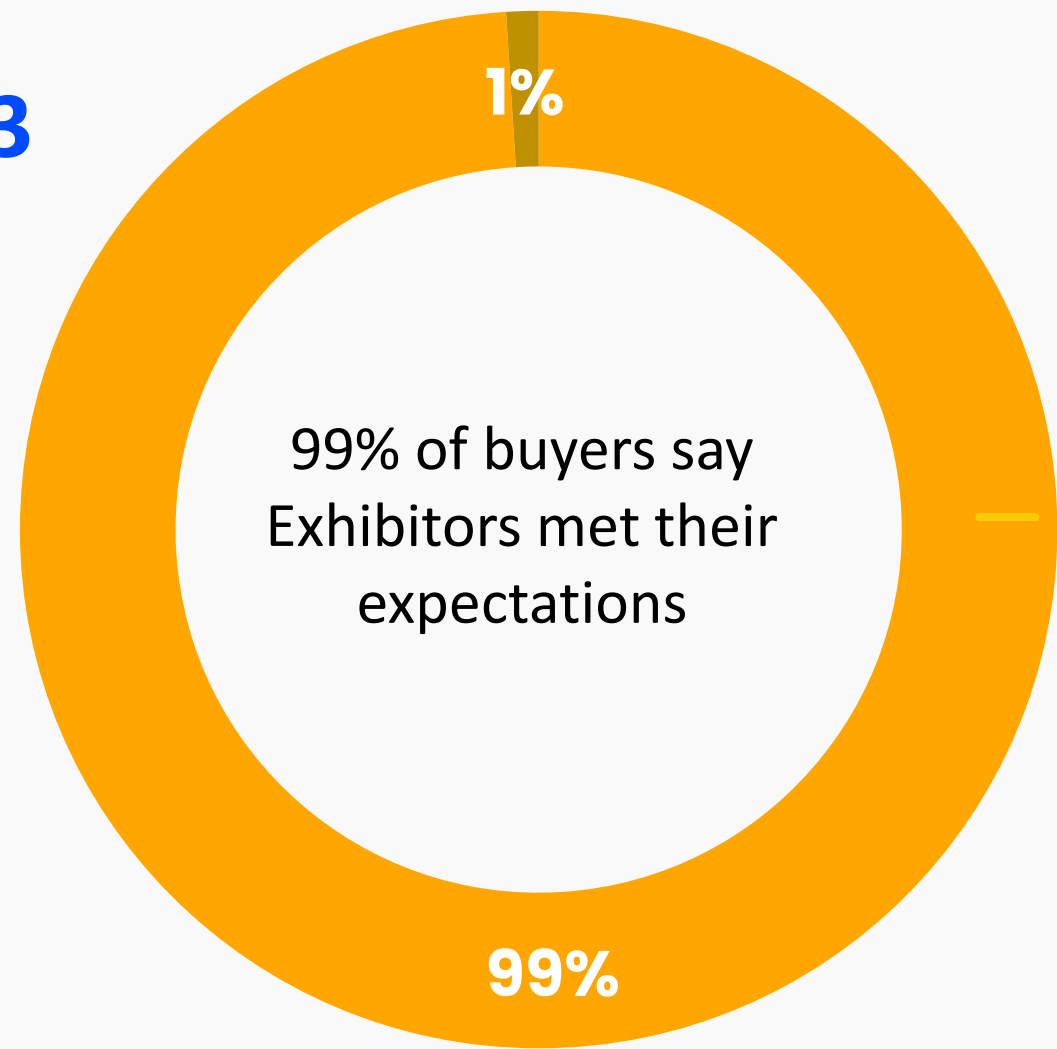
**EXHIBITOR x BUYER
ENGAGEMENTS**

BUYER EXPECTATIONS 2024



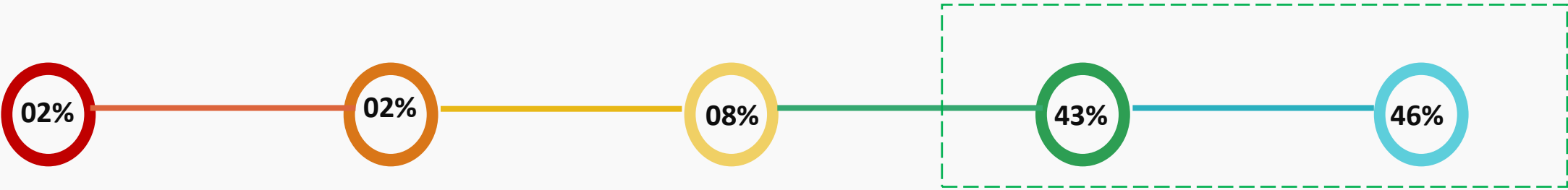
Buyer expectations of products that Exhibited at ATI 2024 were met, Buyers scored Exhibitors satisfactory, scoring Exhibitor responsiveness just above 4 out of 5.

2023

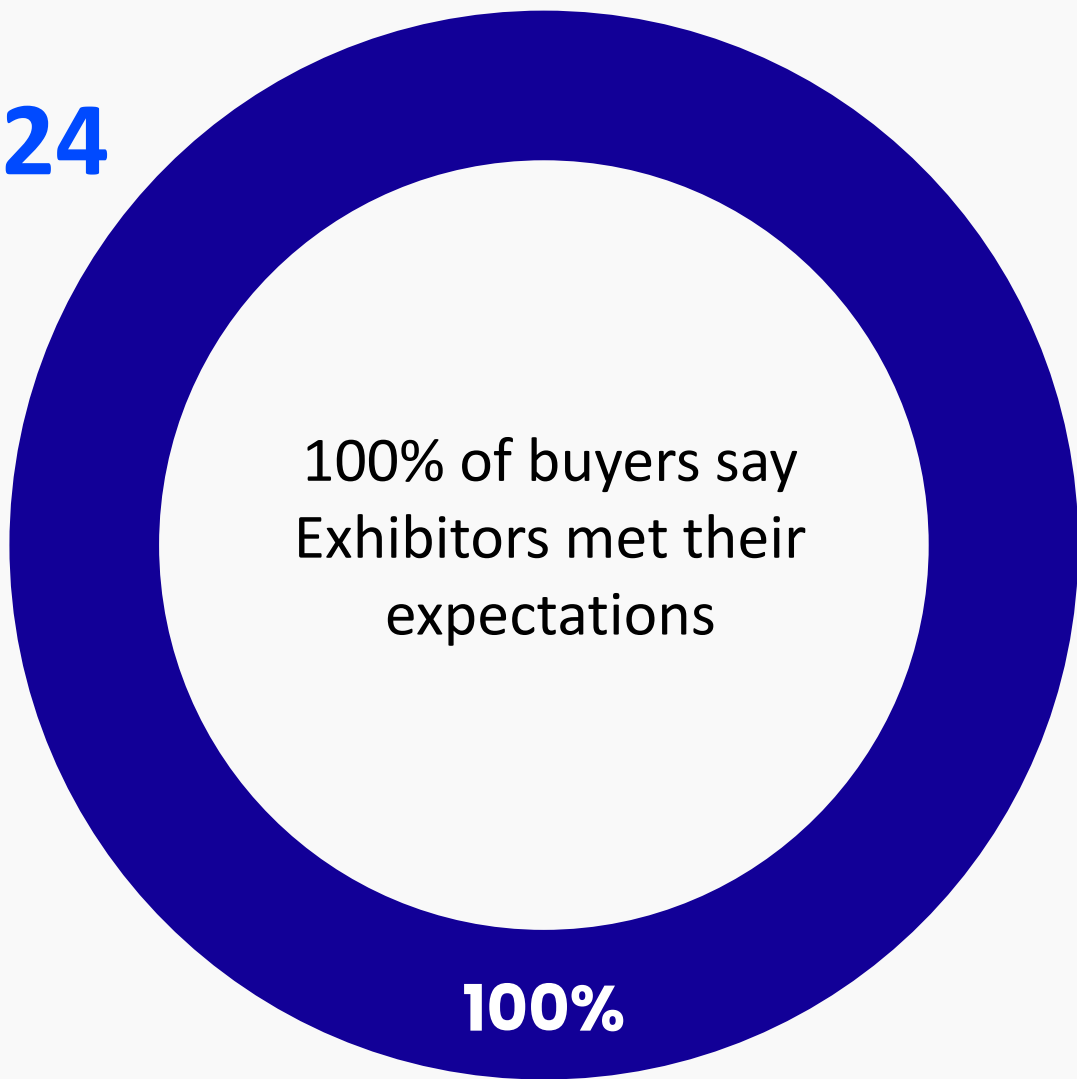


Exhibitor responsiveness on the online diary system

SATISFACTION SCORES



2024



Exhibitor responsiveness on the online diary system

SATISFACTION SCORES



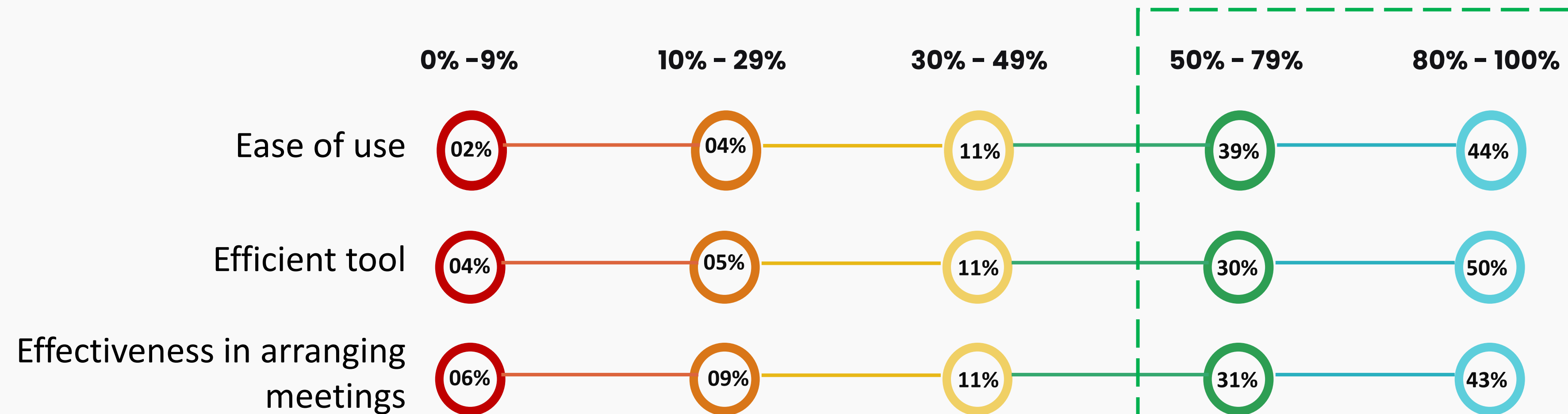
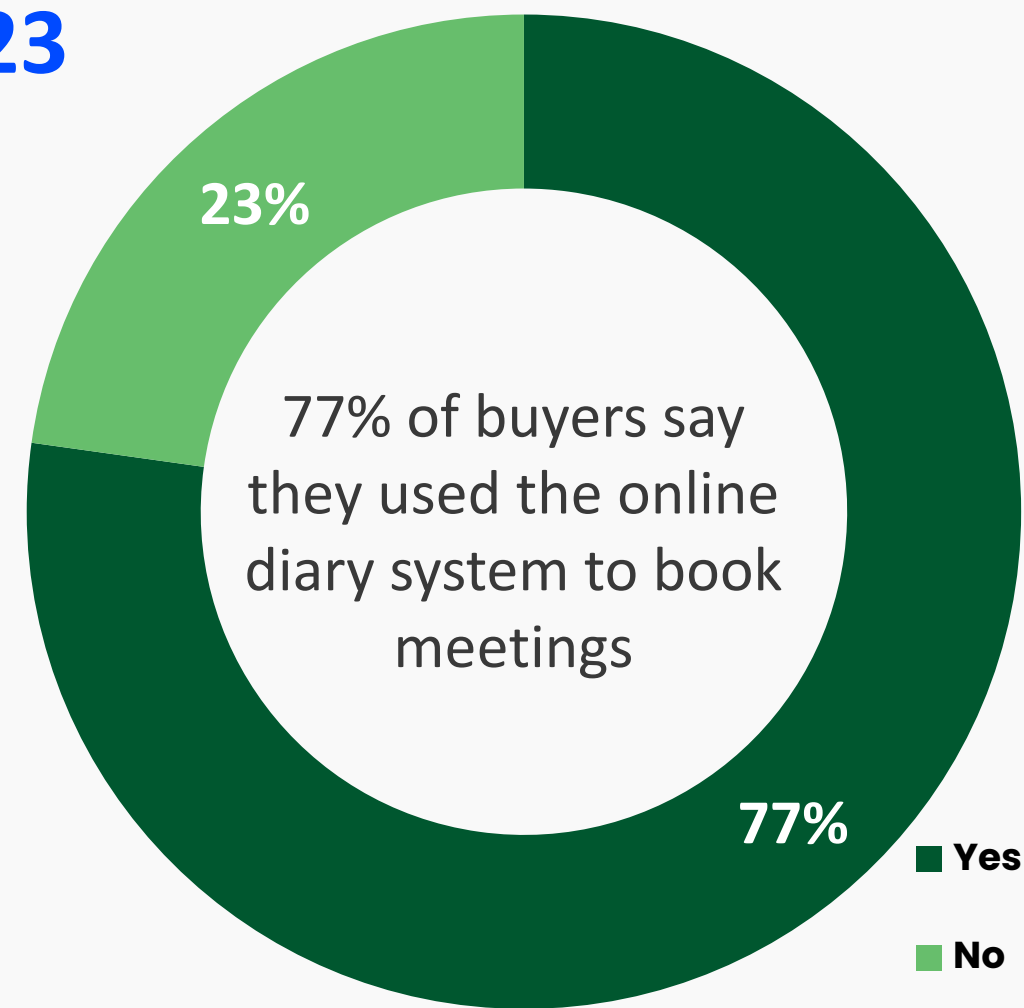


**AFRICA'S
TRAVEL
INDABA**
**ONLINE DIARY SYSTEM
/ MEETINGS**

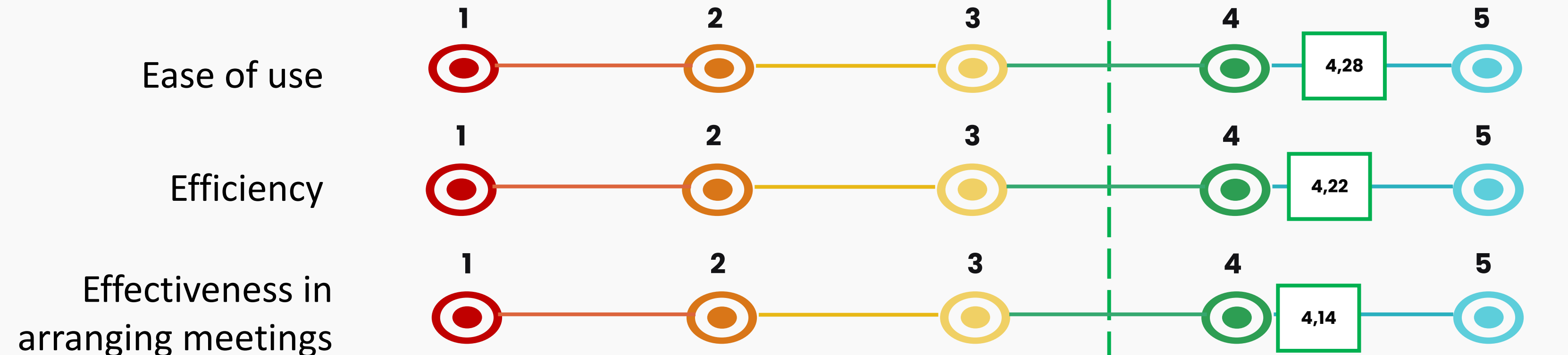
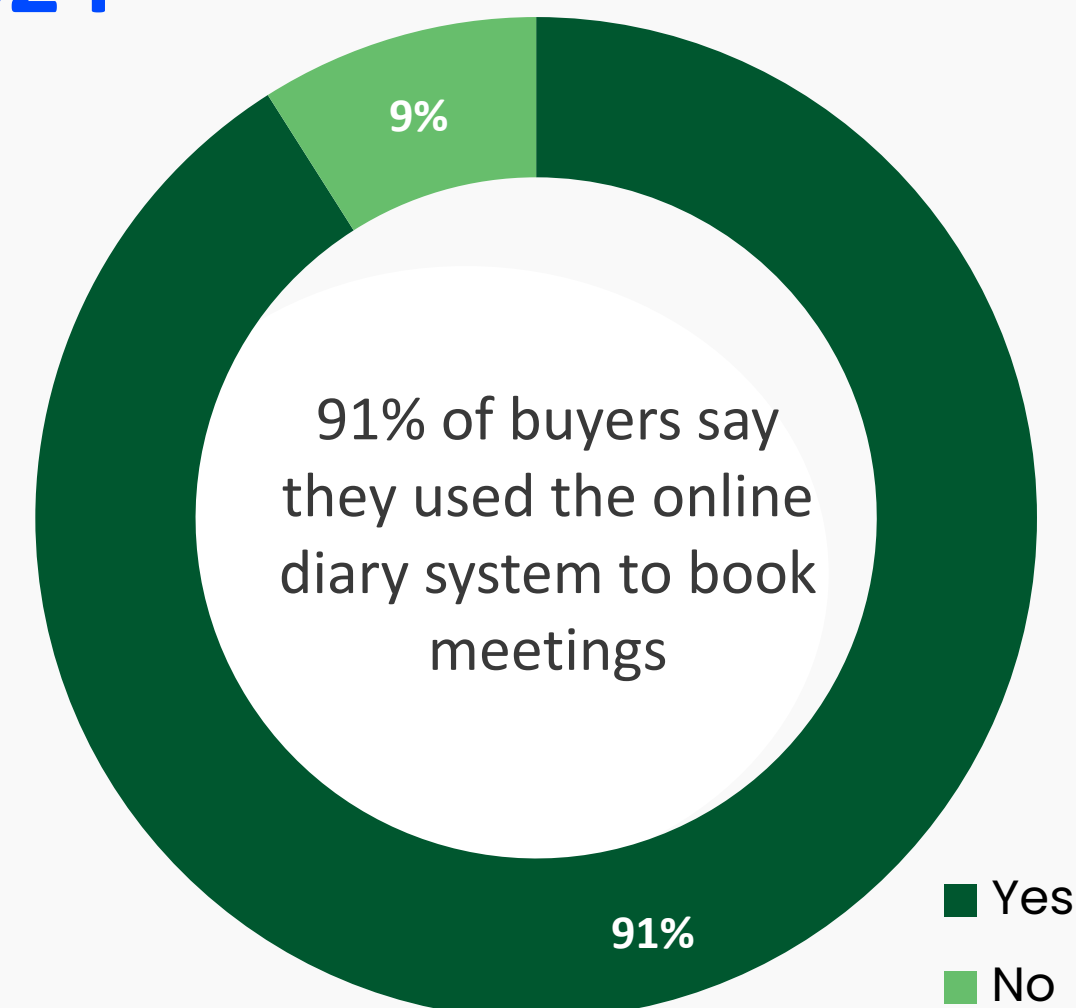
ONLINE DIARY SYSTEM

Online diary adoption is still not at 100%, however this has markedly improved from 77% to 91% in 2024. For those who made use of the online diary system, they rated the system favourable across the three metrics, they scored the tool a score of four over five

2023



2024



REQUIRED DIARY ASSISTANCE

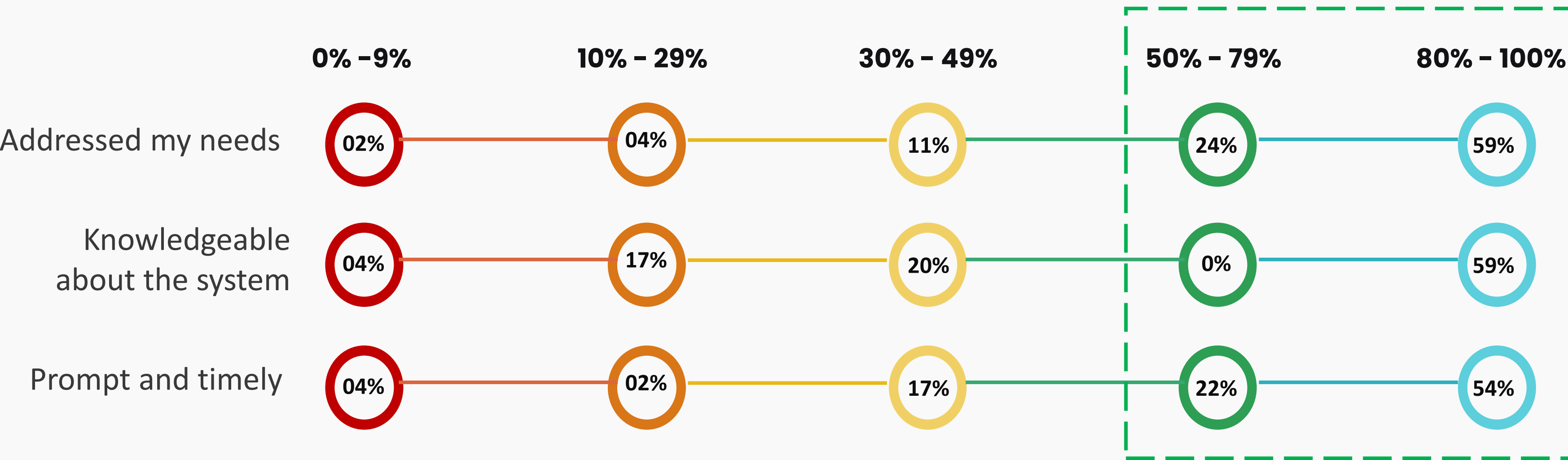
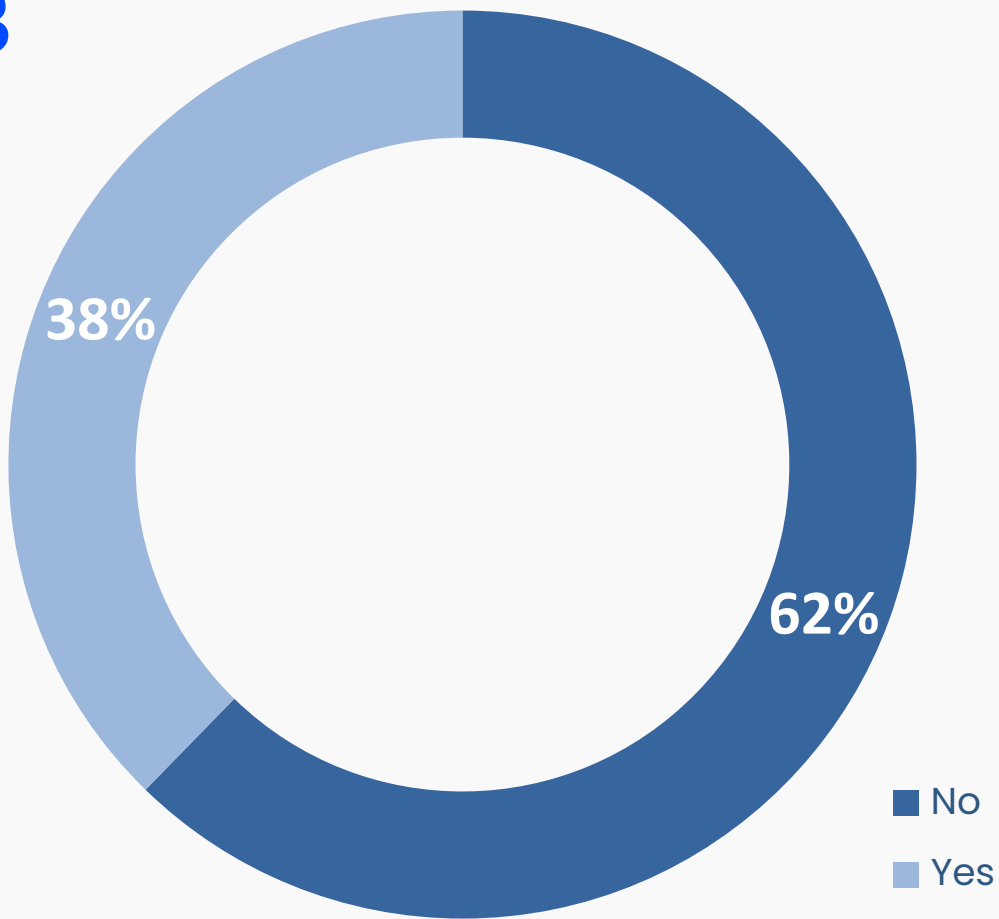


A higher propotion of buyers from 2024 cohort of ATI, stated that required assistance from the online diary system team (from 38% to 47%).

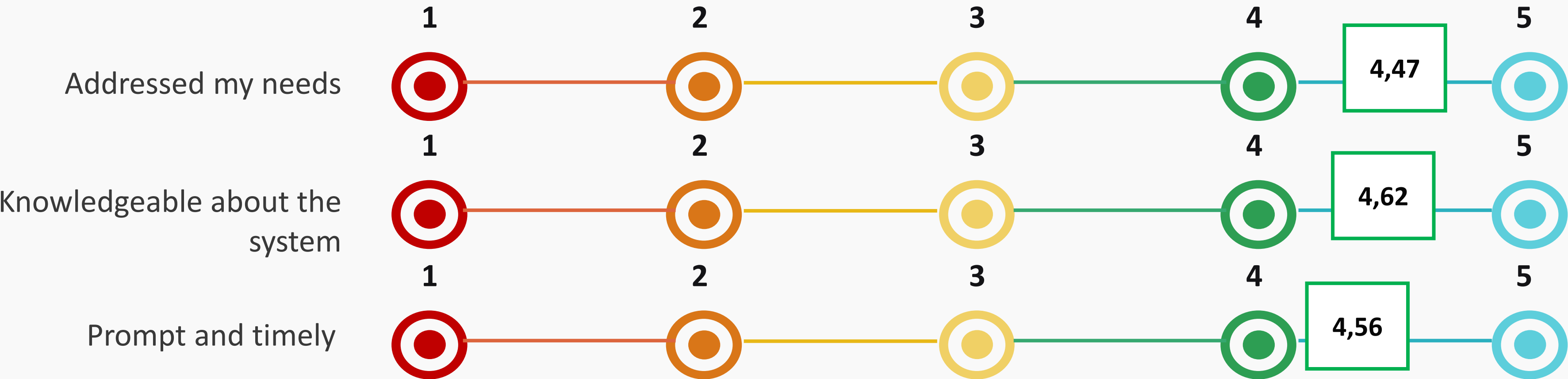
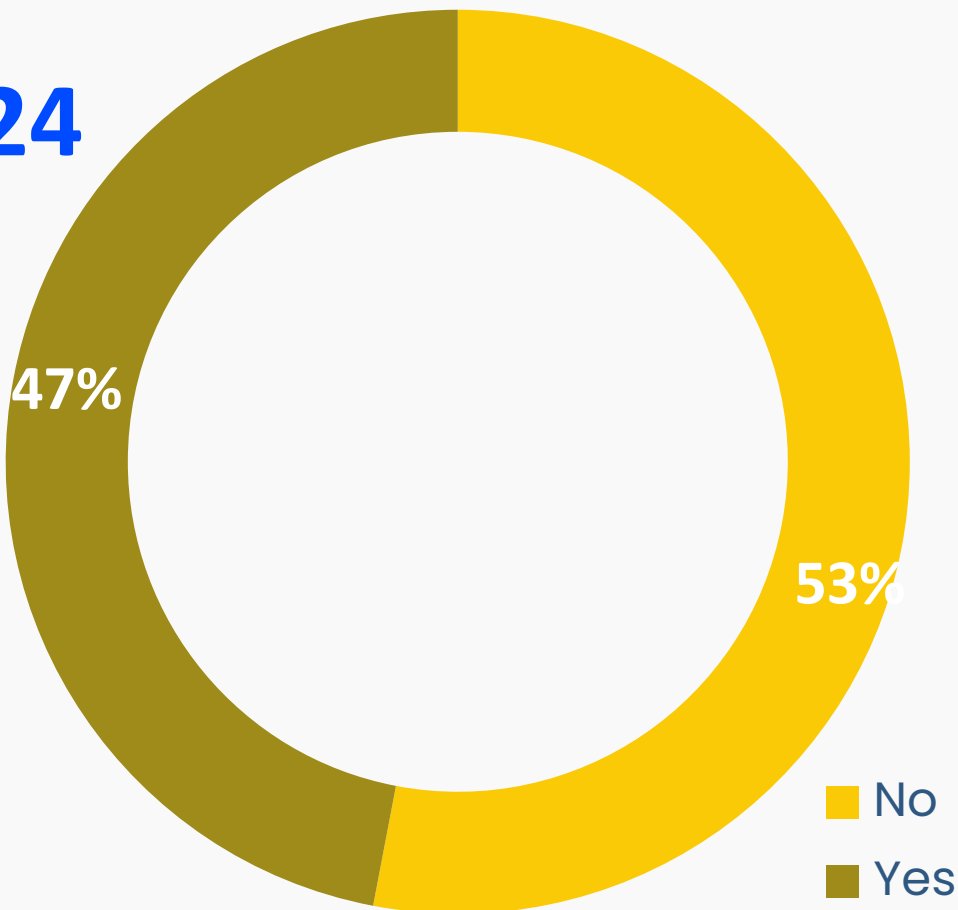
Buyers rated the staff as helpful in addressing their needs and that they were prompt in responding to queries

SUPPORT TEAM ASSISTANCE MEASURES

2023



2024



Did you make use of the online diary?
Did you at any point require help from the staff responsible for assisting on the online diary system?
Sample n = 74; 46
Sample n = 189; 55

AREAS FOR IMPROVEMENT

SYSTEM ISSUES

Push notification errors
System not user friendly

Auto update not syncing to next day
System failing to update info accordingly

No auto cancellation or rescheduling option
Not properly recording cancellations and no shows

ADMINISTRATIVE ISSUES

Late opening/ Late access
No available slots

System changes not communicated
Double bookings on appointments

Wifi /internet connectivity issues
Shorter slots to longer meeting slots

SCHEDULING AND APPOINTMENTS

- Buyers, experienced difficulty managing meeting slots, rearranging, and avoiding unwanted appointments, as well as lack of exhibitor availability visibility.

USABILITY AND NAVIGATION

- Confusing navigation and difficulty in using the app.
- Struggle to figure out how to use the diary system at the start.
- Difficulty coordinating between app and web versions

ACCESS AND AVAILABILITY

- Late opening of the diary made it hard to secure preferred meetings.
- Limited access to exhibitor information prior to appointments.
- Lack of real-time exhibitor availability made scheduling difficult.

INTERNET CONNECTIVITY

- Poor WiFi and internet connectivity affected the app's performance

MEETING MANAGEMENT

- Cancellations and duplicates not reflected correctly; hard to adjust confirmed meetings.

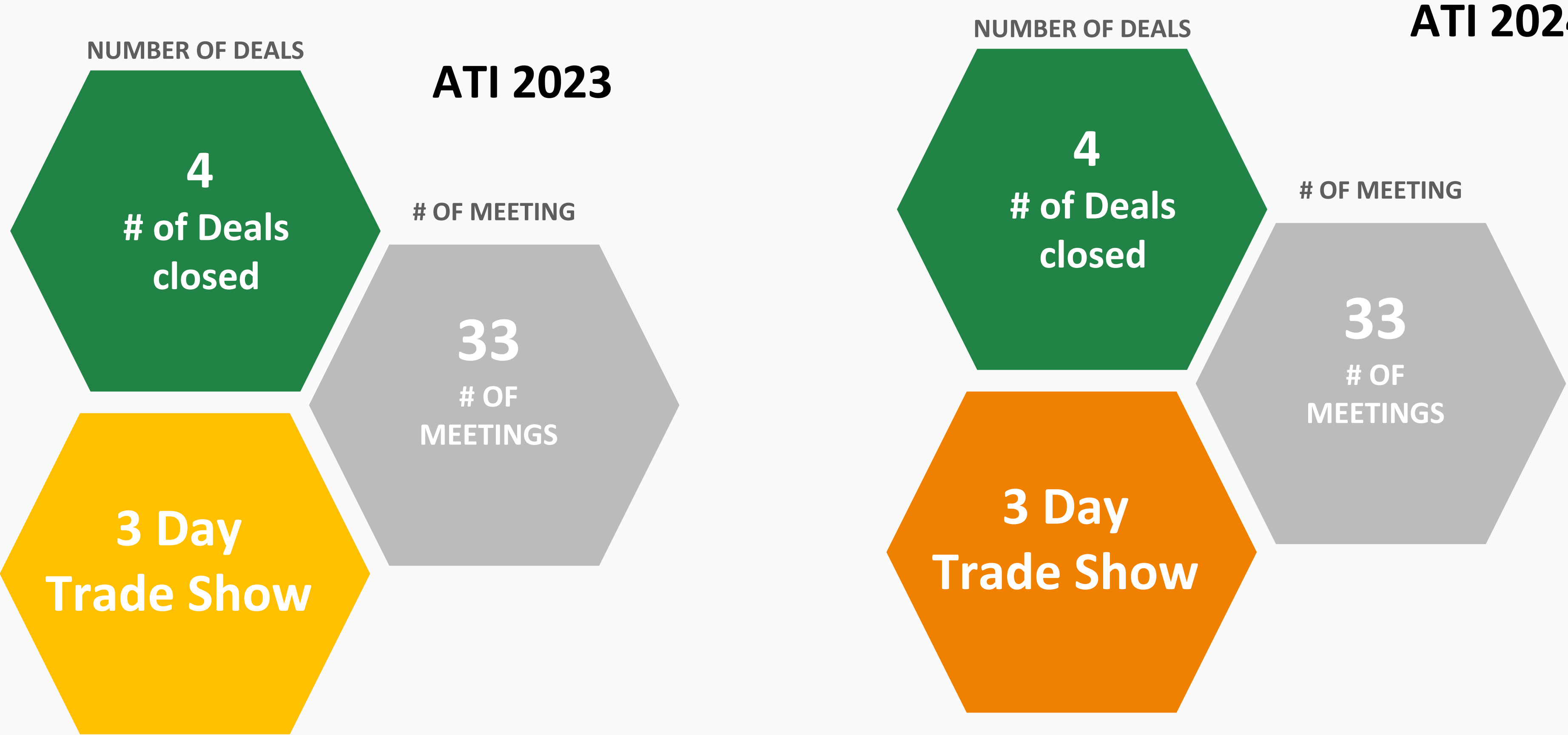
USER CONTROL AND PREFERENCES

- Users wanted more control over their schedule and meeting slots.
- Exhibitors blocking out schedules without clear communication.

BUSINESS TRANSACTIONS | NUMBER OF MEETINGS, DEALS & LEADS



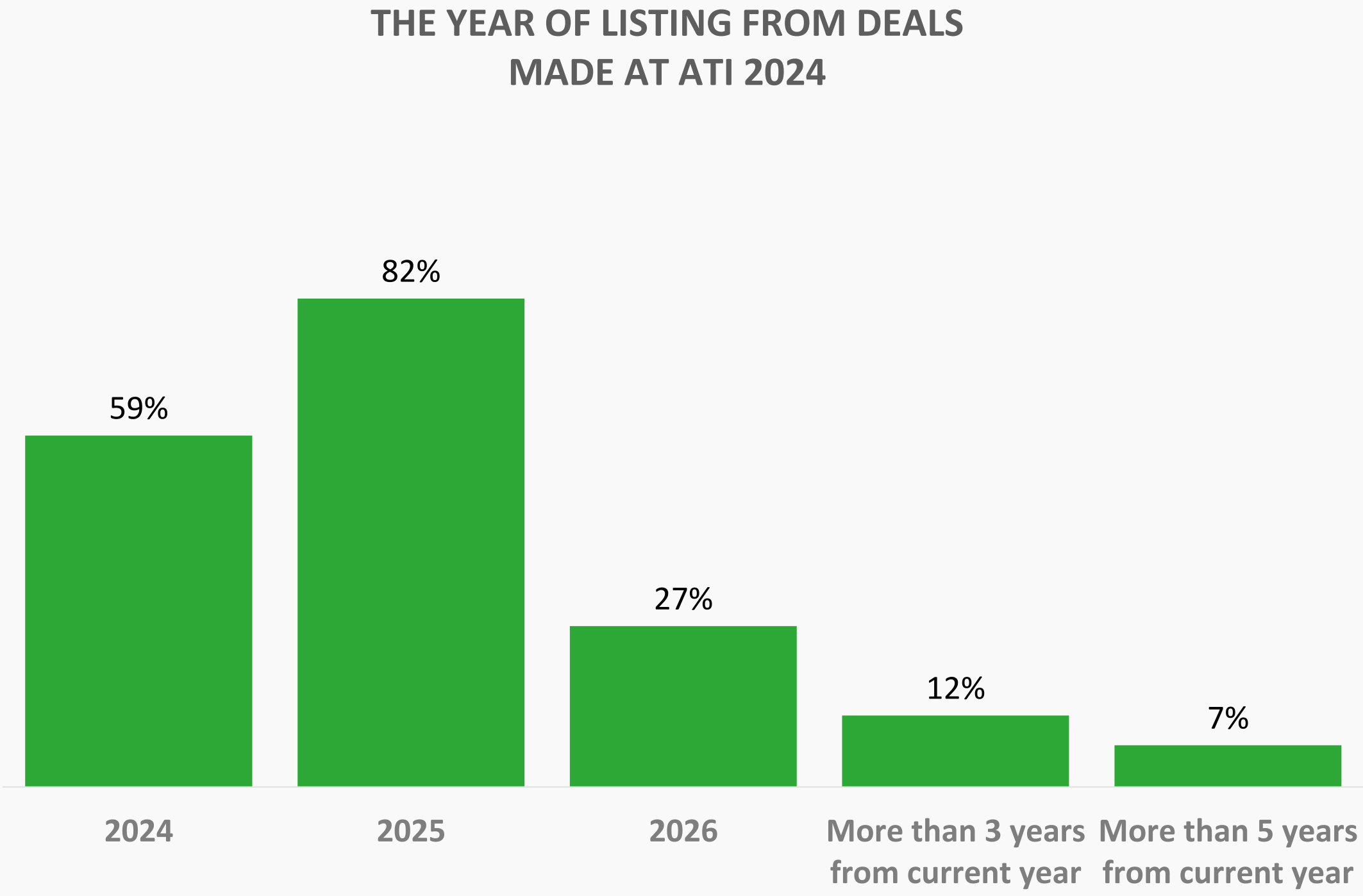
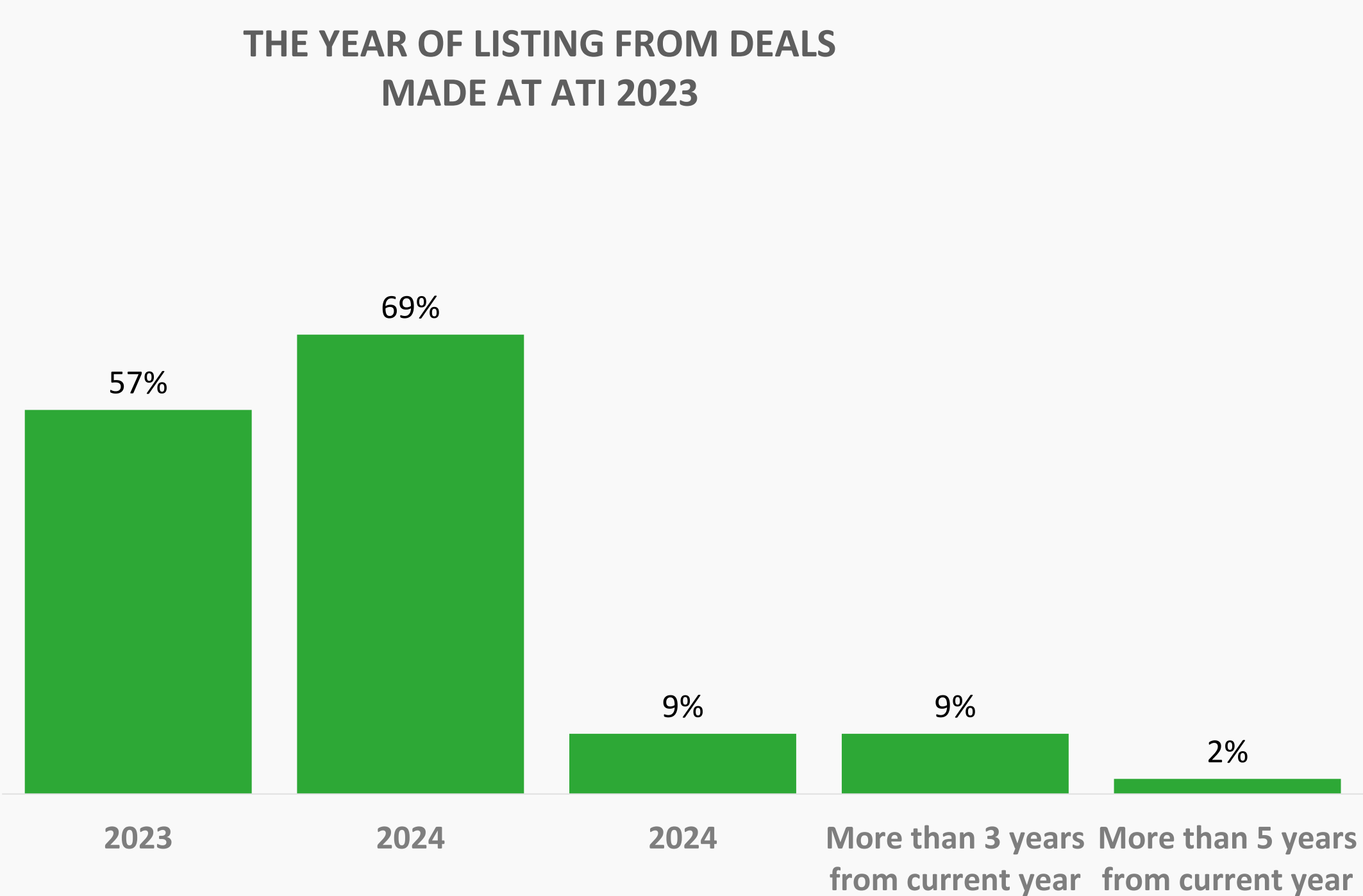
Buyers arranged on average 32 meetings via the online diary system BUT attended an average of 33 meetings, sealing on average four deals with Exhibitors at ATI 2024 (same trend is observed both years)



BUSINESS TRANSACTIONS| DEALS ACTUALISATION



Most of the business that buyers had, they were likely to list in the first or second year of sealing a deal with Exhibitors



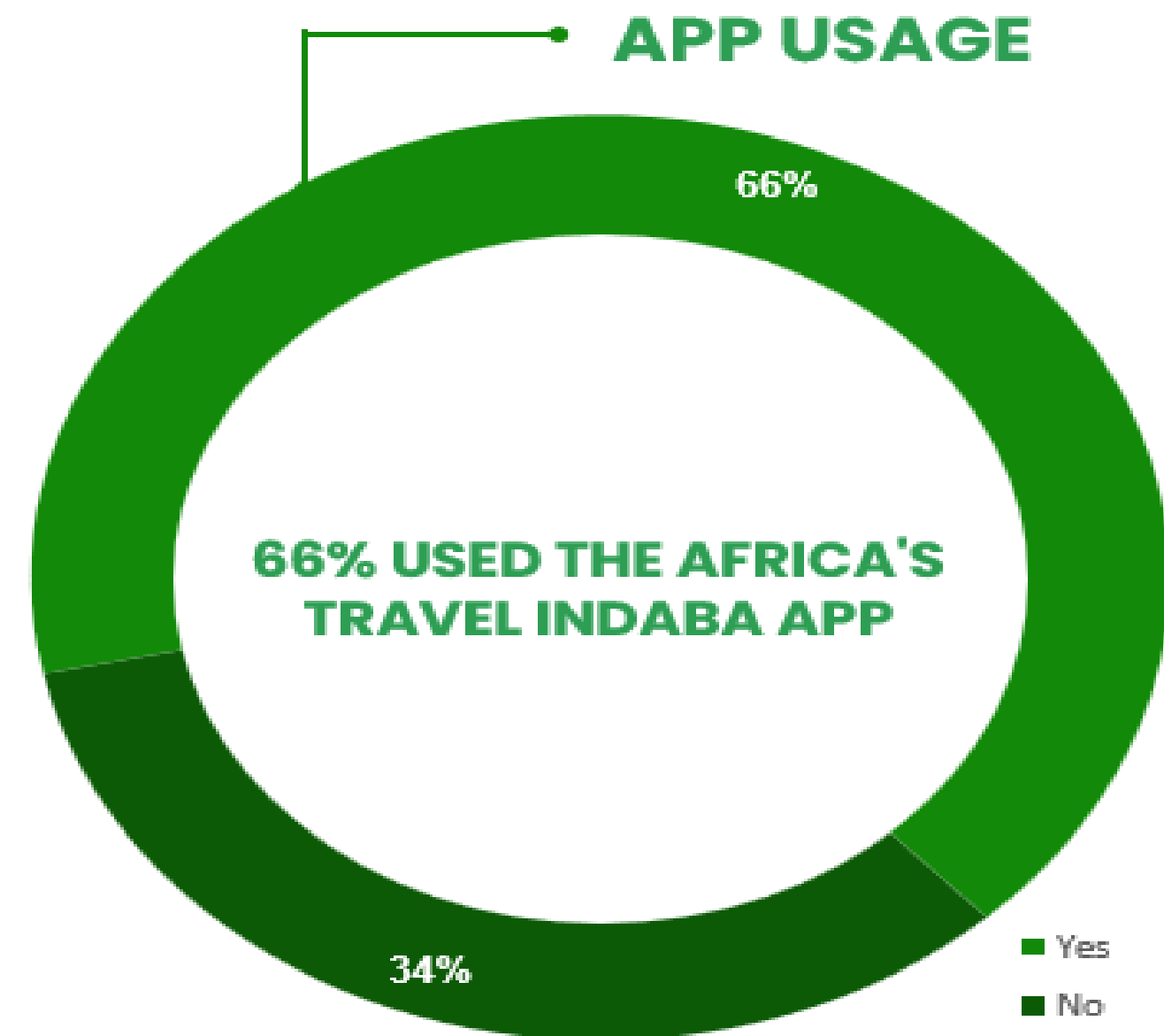


AFRICA'S TRAVEL INDABA MOBILE APP

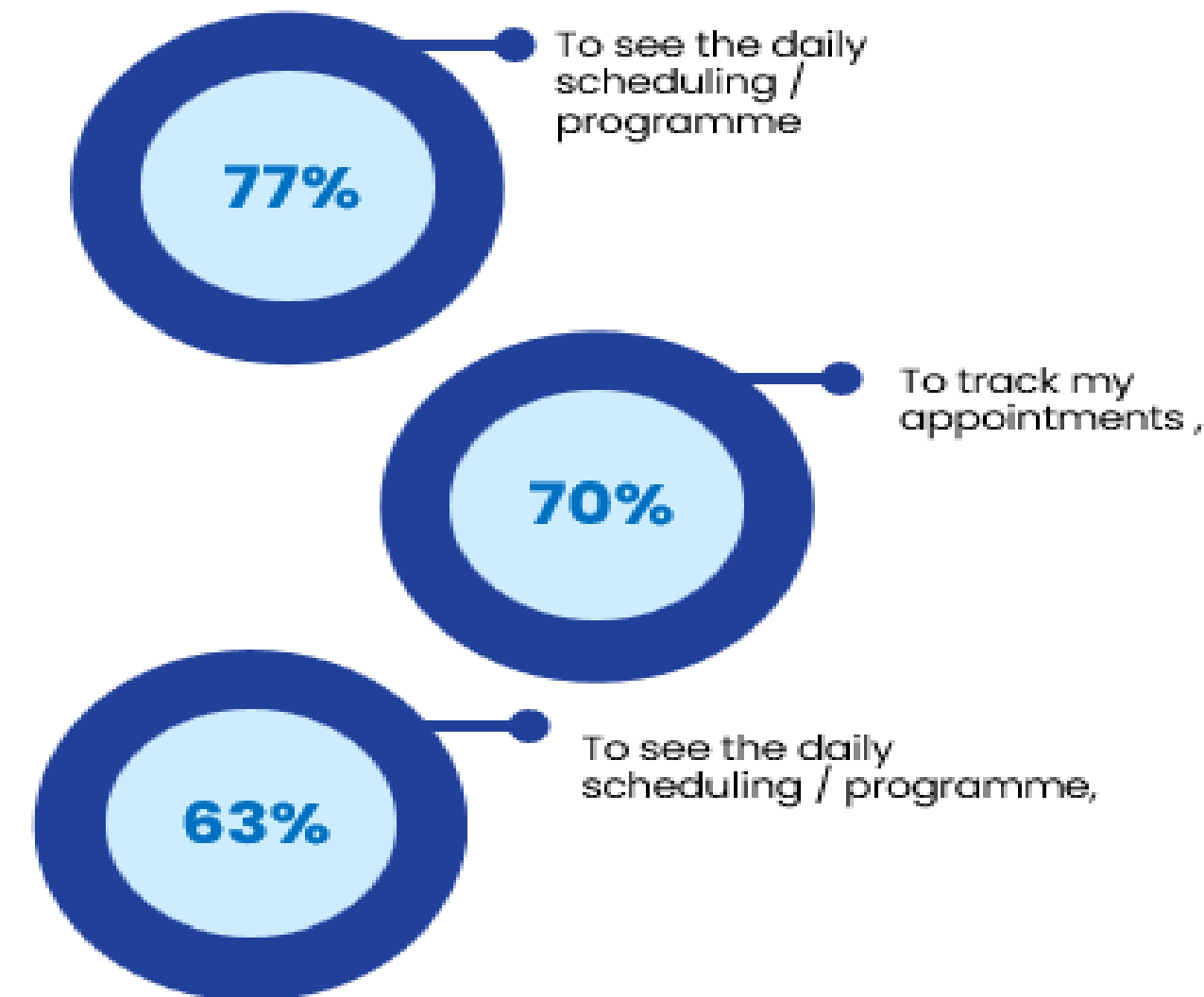
APP USAGE 1/2

Two in three buyers used the App, (this has remained unchanged when compared to last year) however, buyers stated that there are areas where the app may need to be improved upon, including wifi connectivity, navigation, notifications and alerts amongst other factors

ATI 2023



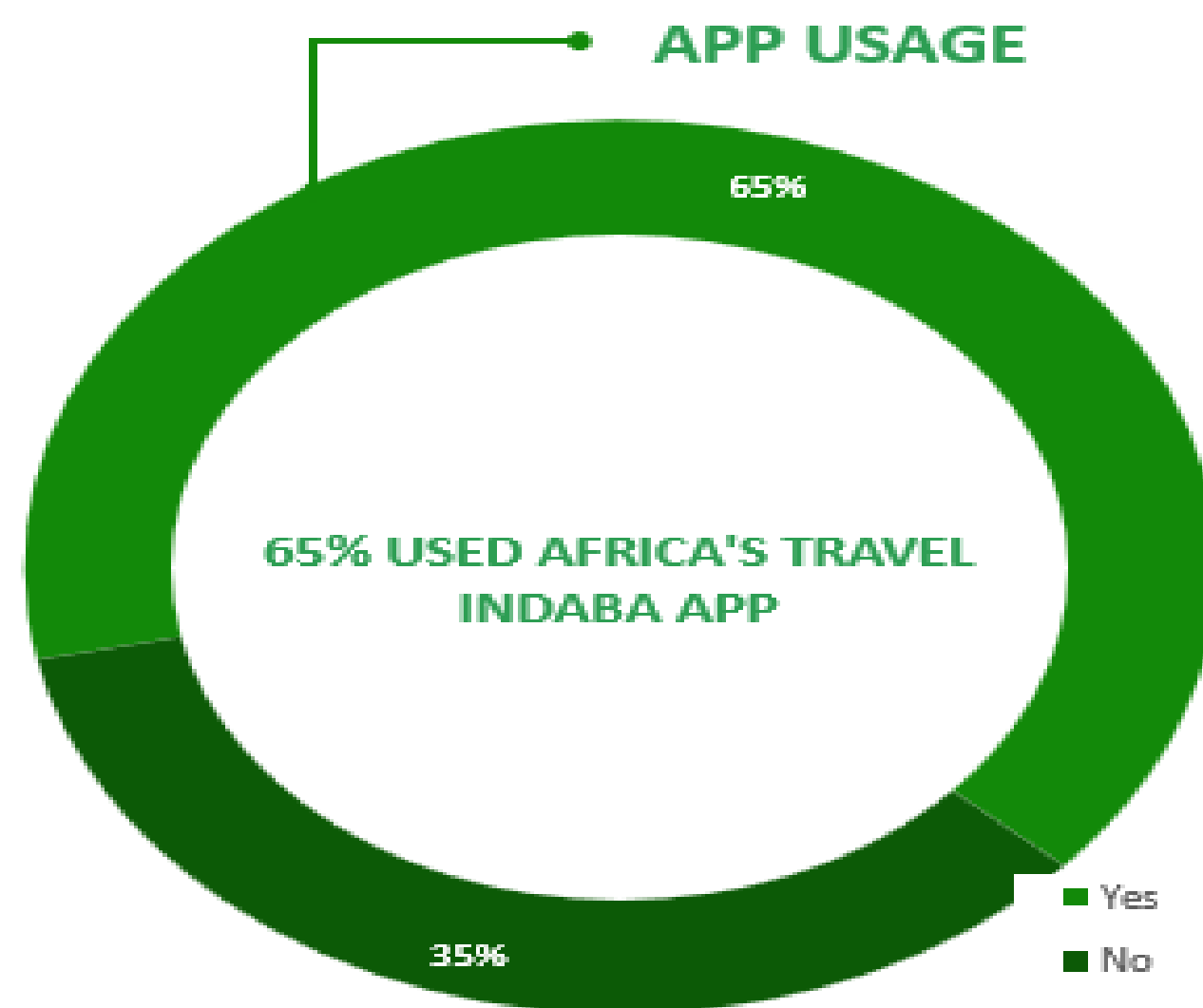
REASON FOR USAGE



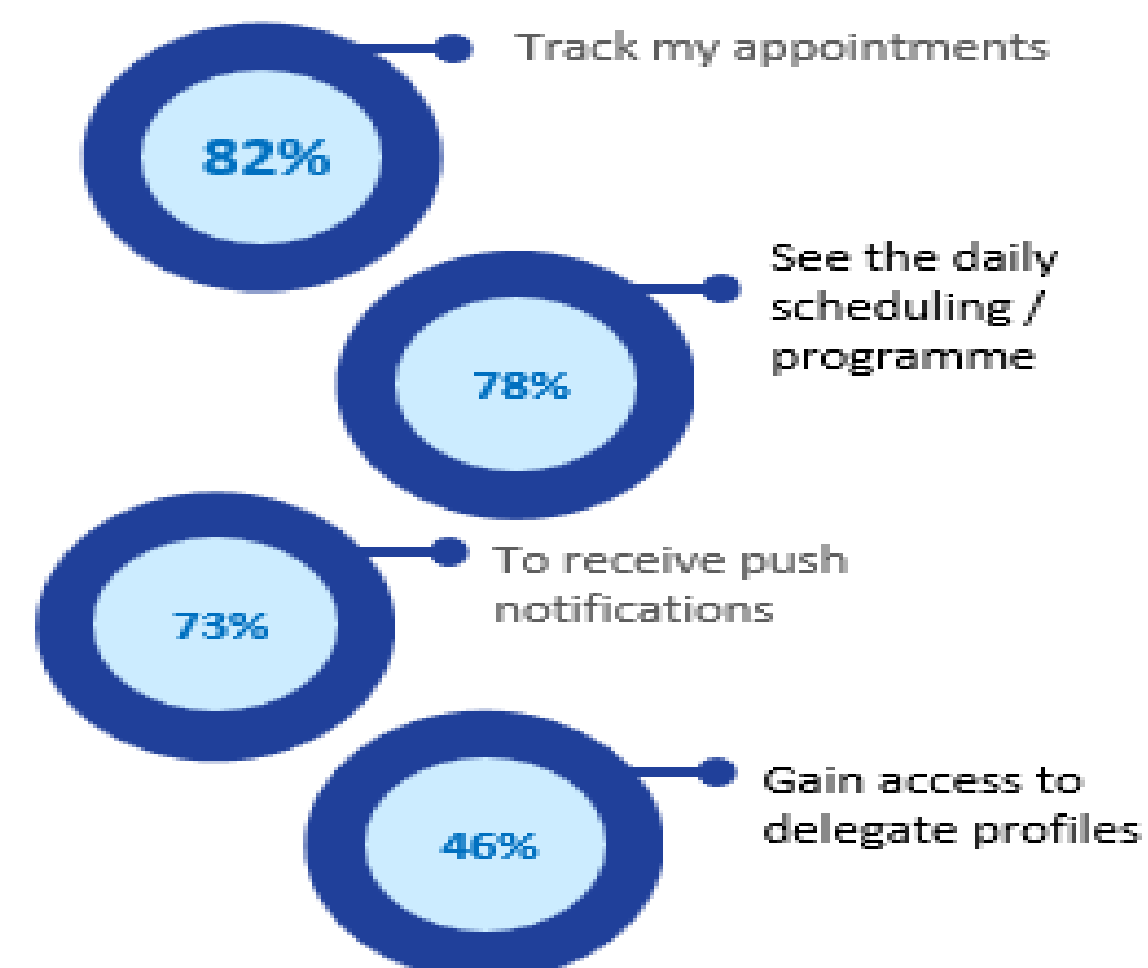
AREAS OF IMPROVEMENT

- Push Notification
- Diary not reflecting on App
- Better scheduling of DEC and ICC appointments
- Include registration info
- Overall user friendly
- Map and activate GPS for better navigation
- WIFI / Connectivity

ATI 2024



REASON FOR USAGE



AREAS OF IMPROVEMENT

- Positive Feedback / No Issues
- Navigation and Map Issues
- Performance Issues
- Wi-Fi and Connectivity
- Appointments and Scheduling
- Notifications
- Features and Usability
- Other Specific Feedback

Did you make use of the AFRICA'S TRAVEL INDABA mobile app?
For which of the following reasons were you using the APP?
Which features of the APP do you think can be improved upon?

Sample n = 158

Sample n = 208

APP USAGE 2024 - AREAS OF IMPROVEMENT 2/2



. Navigation and Map Issues

- . Meeting location map (navigation).
- . More responsive and clearer map that you can search on.
- . The floormap was too small and I could not get it larger.
- . The map.
- . The Map and splitting of the two exhibition sides.
- . The maps are horrible, please improve.

Wi-Fi and Connectivity

- . Connectivity at the venue.
- . All is good - except the Wi-Fi; connection was very slow ...
fix more Wi-Fi units and strong network.

Features and Usability Enhancements

- . Some features should be available offline.
- . There were many unnecessary and old notifications.
- . To include optional activities or things to do during leisure time or pre & post-tours to be booked to be made available on the app.
- . Notification about meetings.

Performance Issues

- . The app did not work easy and logged off the whole time; not nice to use.
- . It crashed a lot and was very slow.
- . It was fairly slow on opening and took long to get to my appointments.
- . Loaded slowly.
- . Some internet issue & loading meeting issue.
- . The app does lag at times.

Appointments and Scheduling

- . Ability to self-select that an appointment has been attended at the time rather than wait for the app to provide the option 1-3 hours after the event.
- . Appointments management and researching the exhibitors/attendees information.
- . Can be made more user-friendly. Once a meeting is over, it should automatically remove from the calendar; also give the option of clicking the photo/biz card of the person you are meeting.
- . Downloading schedule.
- . Let the buyers know about the building and making the appointments easier.

Notifications and Alerts

- . The notifications should come on time.
- . There were many unnecessary and old notifications.

Did you make use of the AFRICA'S TRAVEL INDABA mobile app?

Did you find the app user-friendly?

Did you find the app efficient?

Which features of the APP do you think can be improved upon?

Sample n = 208



AFRICA'S TRAVEL INDABA

ATI 2025

BUYER FEEDBACK

Event Organisation and Logistics

- **Improve Signage and Directions:**
 - Attendees found it challenging to navigate between multiple venues (ICC and DEC). Better signage, clear directions, and an updated venue map would improve the attendee experience.
- **Advanced Communication:**
 - Communicate event details, layout, and floor plans earlier to help buyers schedule meetings more efficiently.
- **Better Meeting Booking System:**
 - The online diary system needs improvements, including opening it earlier and making it user-friendly.
- **Shuttle Service:**
 - The shuttle service should be true to its purpose with frequent and reliable pickups, avoiding long waits.
- **Event Timing and Layout:**
 - Spreading out events and allowing more flexibility in scheduling would alleviate congestion and improve overall flow.

Technology and Apps

- **Enhanced Mobile App:**
 - Update the mobile app to include clearer appointment details, directions, attendee feedback, and note-taking features. Integration with platforms like MS Outlook would also be beneficial.
- **Better Internet Connectivity:**
 - Improve WiFi connectivity throughout the venue to support app usage and facilitate better communication.

Networking and Engagement

- **Personalized Recommendations:**
 - Tailor matchmaking and meeting recommendations based on buyer interests to enhance engagement.
- **Networking Events:**
 - Expand networking opportunities, including evening events, and create specific sessions for buyers to meet other buyers.
- **Interactive Activities:**
 - Include more hands-on workshops, cultural shows, and virtual elements to enrich attendee experiences.

Accommodation and Catering

- **Better Accommodation Options:**
 - Ensure that hosted buyers are placed in accommodations that match their standards and that they would recommend to clients.
- **Improve Food and Beverage Options:**
 - Address issues with catering by offering diverse and healthy food options and reducing wait times at food stalls.
- **Separate Non-Smoking Areas:**
 - Provide designated seating for non-smokers, enhancing comfort during breaks.

FAM Trips and Itineraries

- **Customized FAM Trips:**
 - Offer a variety of FAM trip options catering to different interests and markets, rather than a one-size-fits-all approach.
- **Early Planning and Communication:**
 - Confirm FAM trip details, flights, and accommodations well in advance to avoid last-minute issues.

Event Venue and Layout

- **Single Building Setup:**
 - Consider having all exhibitors in a single building to minimize the need for back-and-forth movement.
- **Improve Stand Numbering and Maps:**
 - Better labelling of stands and providing printed maps would help buyers locate exhibitors more easily.

Miscellaneous Improvements

- **Better Security and Registration Process:**
 - Streamline entry and registration processes to reduce wait times and confusion.
- **Marketing and Visibility:**
 - Increase the presence on platforms like Instagram to engage with a broader audience.
- **Advance Notification for Special Events:**
 - Inform attendees about special events (like 5k runs) earlier to allow for better participation.



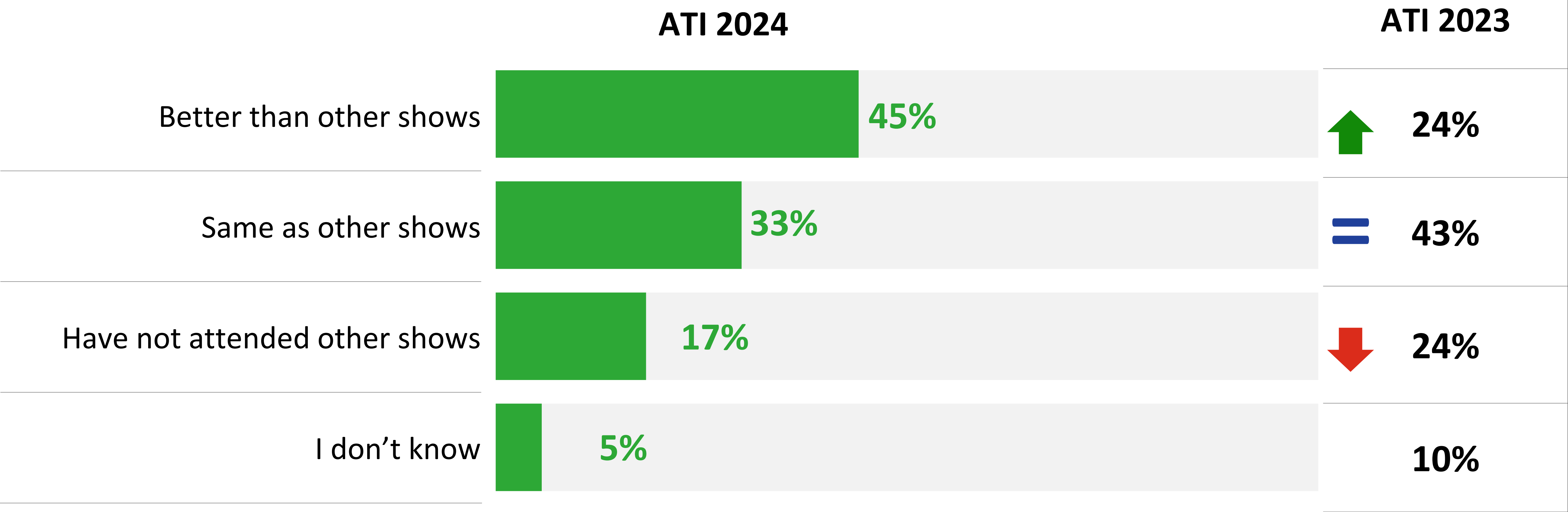
EXHIBITORS



AFRICA'S TRAVEL INDABA 2024 VS OTHER SHOWS



Exhibitors rated Africa’s Travel Indaba 2024 at 45% on delivering a show that is better to other shows that Exhibitors attended in the past 18 months.



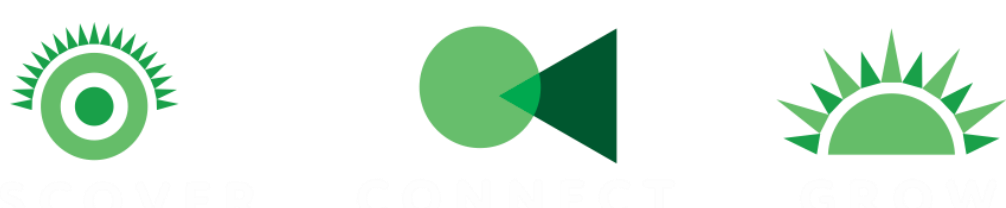
AFRICA'S TRAVEL INDABA DELIVERY SATISFACTION LEVELS



According to the rating by the Exhibitors, the show improved on the online diary system, food, stand rates, and stand ordering process. Although stand related criteria, travel and food are still scoring below 70%

	2023	2024
Overall impression of ATI 2024	87%	↑ 91%
Access Control/security	87%	↑ 89%
ATI 2024 Welcome Networking Event	61%	= 59%
Communication from the organisers	76%	= 76%
Floor Layout	86%	↓ 82%
Food/Food stalls/Catering provided	53%	↑ 59%
Layout of stands	81%	= 82%
Map of venue/exhibition Centre	76%	↑ 82%

	2023	2024
Online registration process	72%	↑ 81%
Process of ordering stand services	55%	↑ 61%
Quality of travel and transport arrangements	65%	= 63%
Stand rates (value for money)	55%	↑ 61%
The availability of information	71%	= 73%
The efficiency of the onsite registration process	73%	= 72%
The online diary system	64%	↑ 71%
The relevance of buyers (to my business)	86%	= 84%



Overall, how satisfied were you with the following aspects of ATI 2024?
Sample n = 187
T2B = Top two boxes
Average score calculated as the average of all top two boxes

AFRICA’S TRAVEL INDABA – WAS THE SHOW BENEFICIAL?



The benefits of attending ATI 2024 included lead generation, brand exposure and learnings however some Exhibitors were somewhat dissatisfied and experienced issues with the online diary system, stand location and felt this influenced how beneficial attending ATI 2024 could have been for them.

BENEFITS OF ATTENDING ATI 2024

Networking and Connections

- Meeting new buyers, clients, and partners
- Reconnecting with existing clients and industry peers
- Building relationships and strengthening current connections

Exposure and Brand Visibility

- Promoting brands and products, Gaining exposure in the market, especially for new and lesser-known brands and Increasing visibility among industry stakeholders

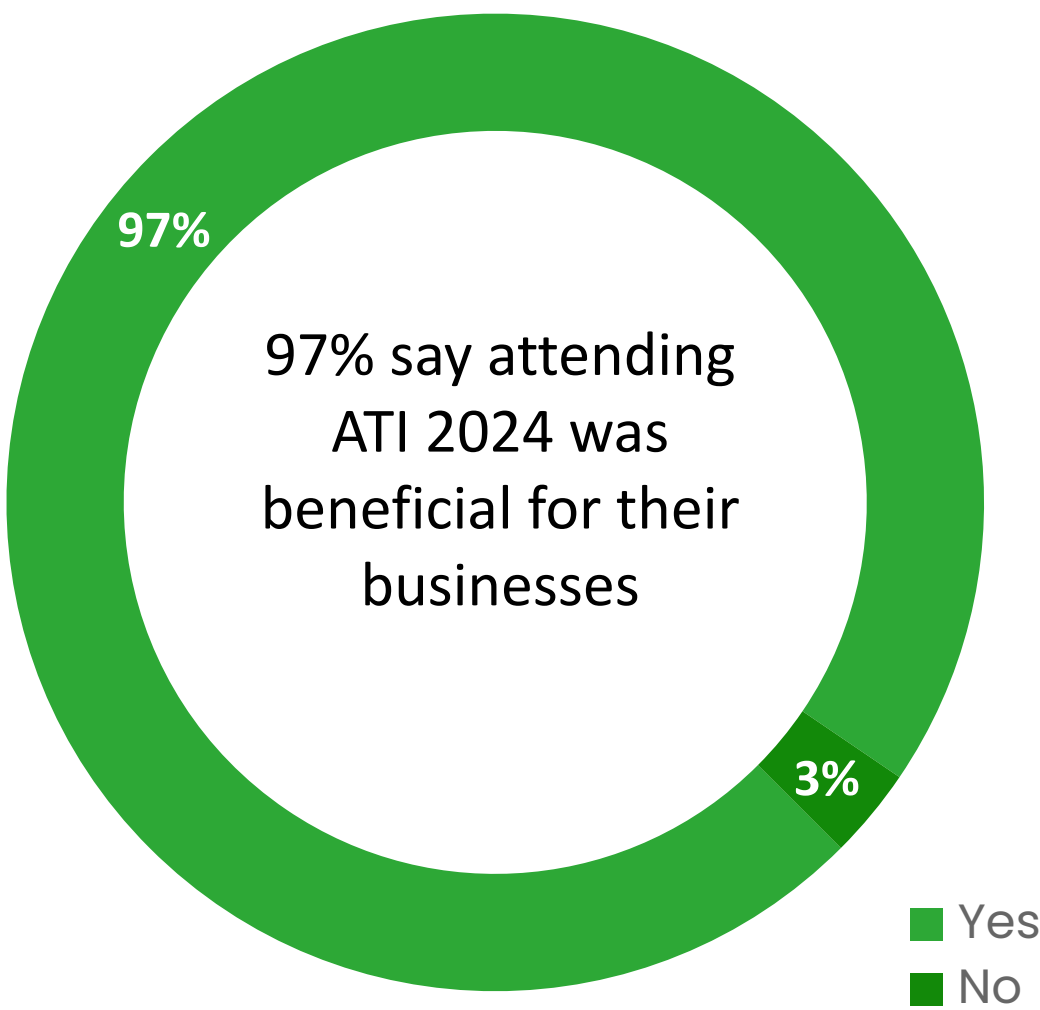
Lead Generation and Business Growth

- Generating new leads and business opportunities, Securing new business deals and partnerships and Identifying new markets and expanding customer base

Learning and Industry Trends

- Learning about new ideas, products, and market needs
Attending workshops and sessions to enhance business strategies

ATI 2024 WAS THE SHOW BENEFICIAL?



BENEFITS OF ATTENDING ATI 2024

Marketing and Sales Opportunities

- Showcasing products and services and expanding sales
- Strengthening the market presence through direct interactions

Feedback and Market Understanding

- Receiving feedback from buyers and industry partners
- Understanding the competitive landscape and industry needs
- Engaging with different market segments

REASON ATTENDING ATI 2024 WAS NOT BENEFICIAL

Poor Organization and Scheduling:

Issues with the online diary system, late diary access, and unorganized meetings.

Stand Location Problems:

Unfavourable stand placements with low traffic or blocked visibility.

Insufficient and Low-Quality Buyers:

Not enough buyers, questionable buyer quality, and too many no-shows.

Lack of Recognition and Bad Venue Signage:

Poor signage and lack of sector recognition, especially for specific industries like Adventure.

Unhelpful Event Management:

Lack of corrective action from organizers when issues were raised.

Was ATI beneficial to your business?
Sample n = 208

REASON FOR ATTENDING ATI 2024



Exhibitors highlighted all the below attributes as important, however, key reasons for attending ATI 2024 for Exhibitors include networking, reconnecting, generate leads as well as new market entry

REASON FOR ATTENDING ATI	2023	2024
To make contacts and network with people within the industry	85%	76%
To reconnect with buyers	81%	71%
To generate leads	76%	70%
To enter new markets	79%	68%
To reconnect with industry	70%	65%
To identify trends within the industry	61%	55%

Please see reasons below, and advise which applies to you as reason(s) for attending Africa's Travel Indaba 2024?

Sample n = 105

Sample n = 187

SUCCESS MEASURES AT ATI 2024



Quality of buyers at the show is a key measure, that determines success measures for the Exhibitors, alongside networking opportunities

SUCCESS MEASURES AT ATI	2023	2024
The quality of buyers at ATI	67%	72%
Networking opportunities	79%	69%
Quality of leads generated	57%	56%
Number of meetings held	57%	54%
Number of appointments secured	50%	51%
The number of buyers at ATI	61%	49%
The location of my stand	41%	48%
The number of leads generated	44%	43%
Number of deals closed	37%	35%
The size of my stand	15%	19%

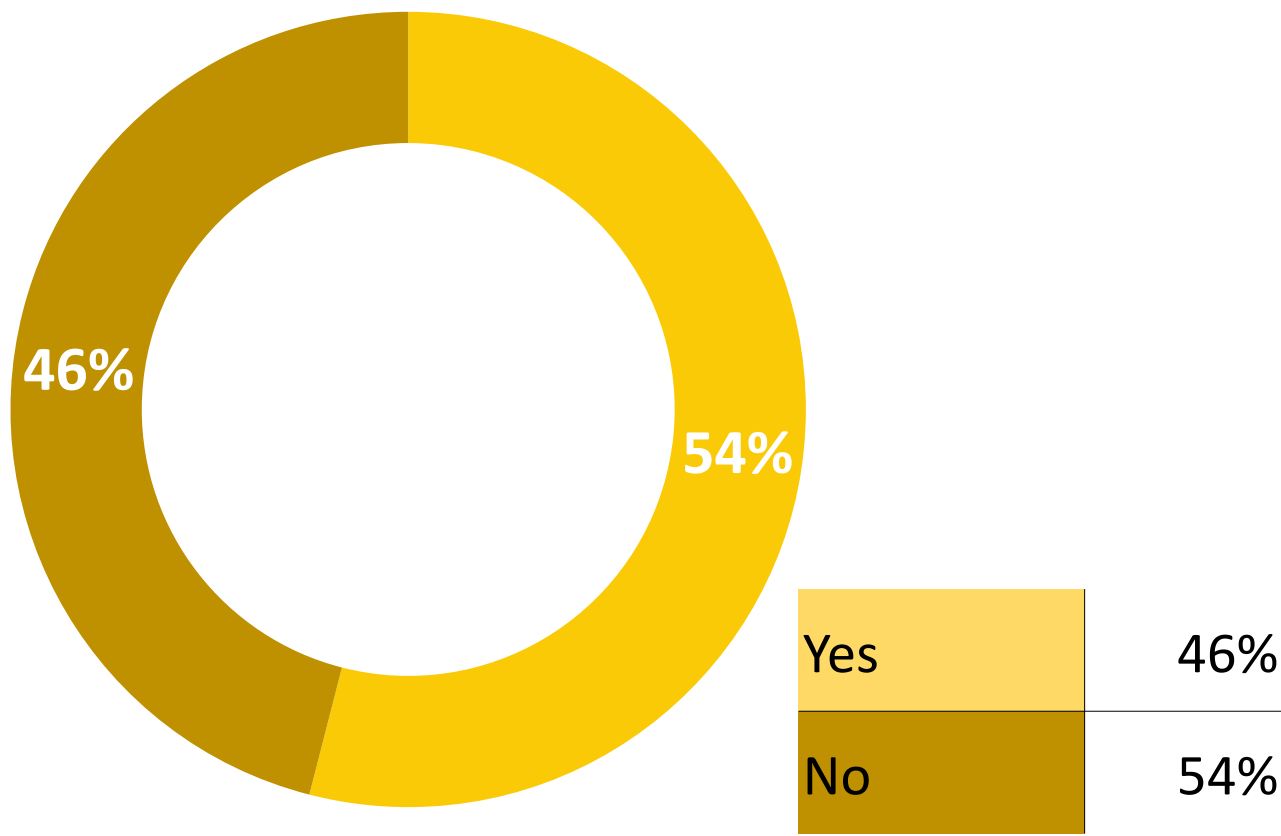


**AFRICA
TRAVEL
INDABA
BUYER x EXHIBITOR
ENGAGEMENTS**

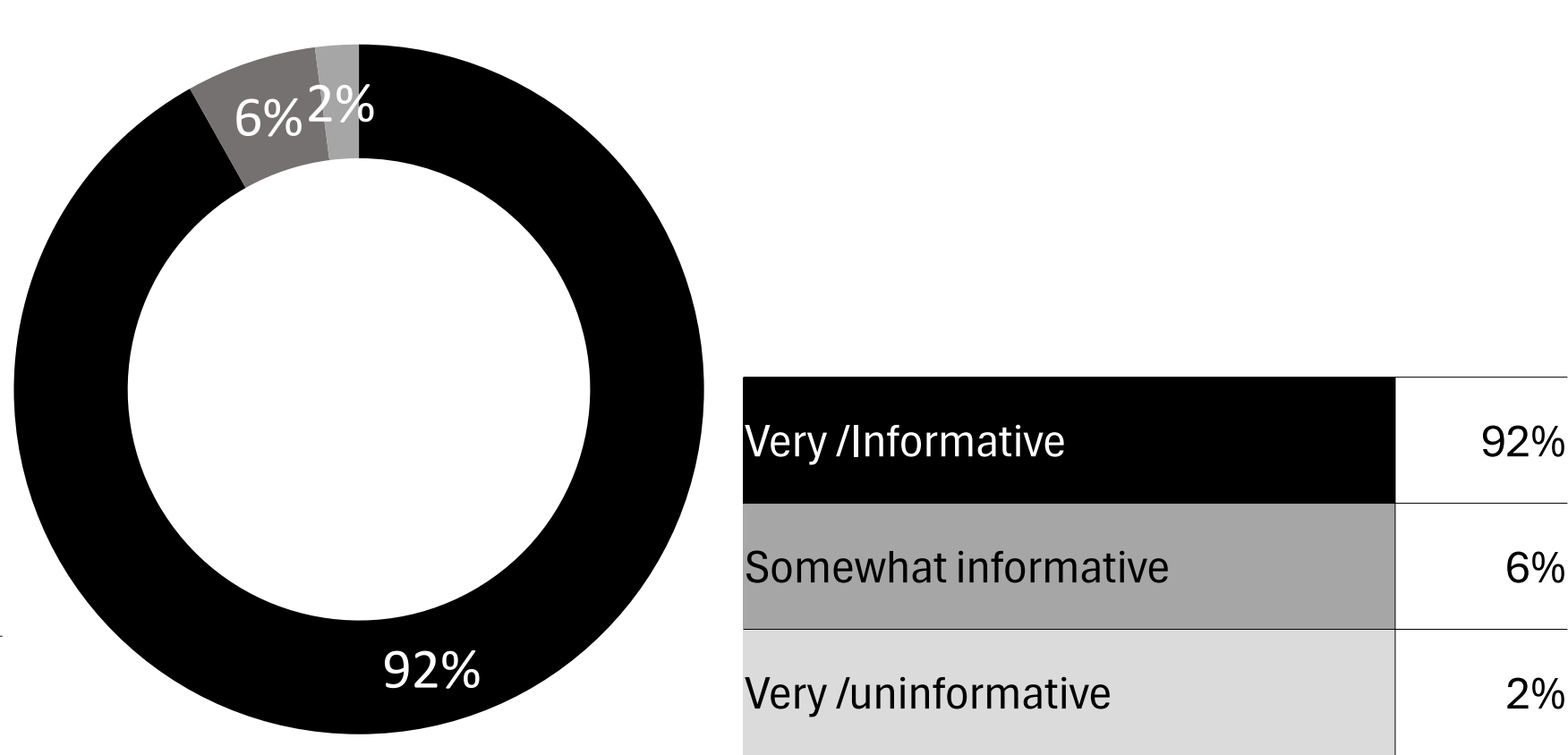
BONDAY ATI 2024 1/2

BONDAY had a turnout of about half of the Exhibitors (46% for both years), who stated to have found BONDAY informative (92% in 2023 vs 87% in 2024) furthermore, on satisfaction levels Exhibitors rated the show at (96% vs 83% in 2024)

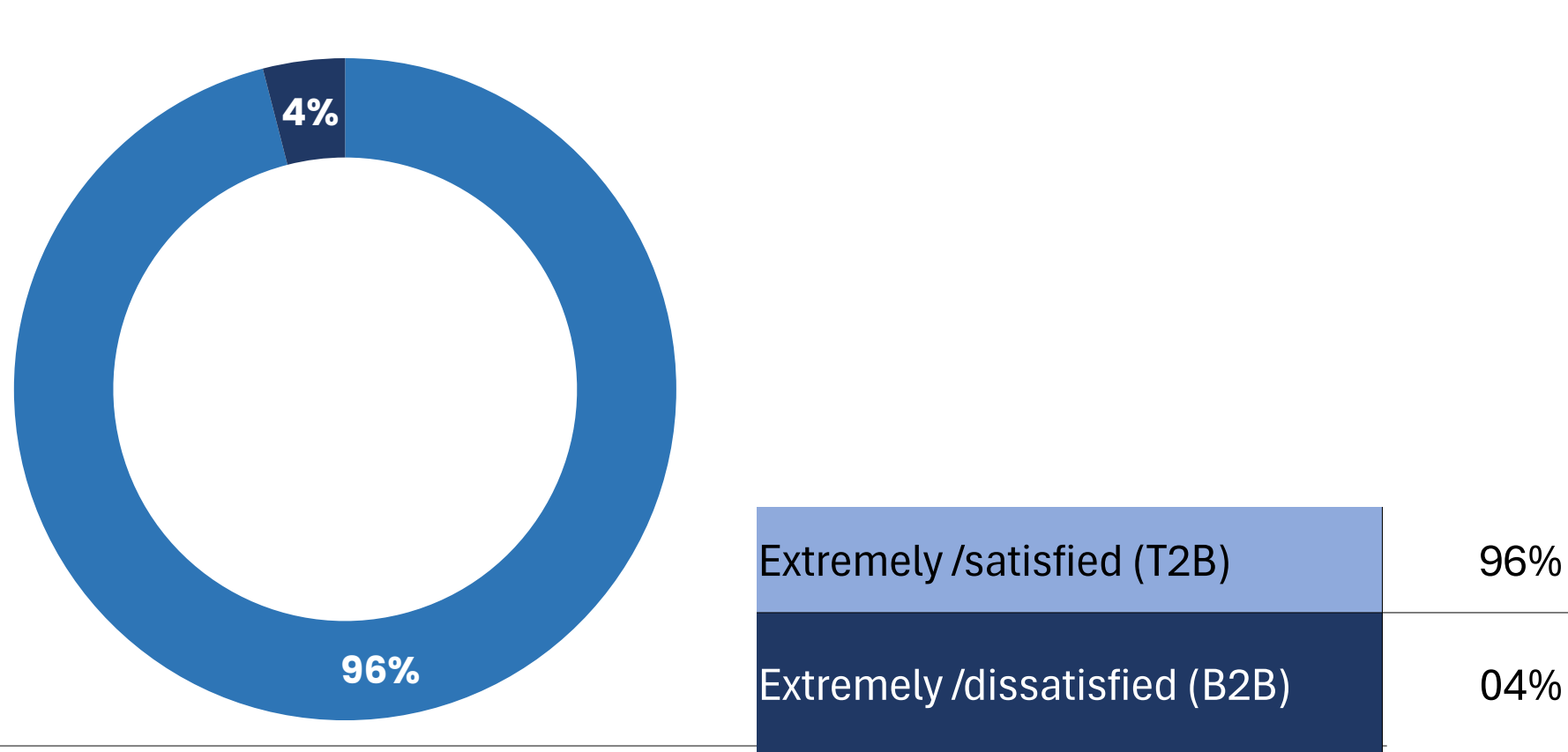
BONDAY ATTENDANCE 2023



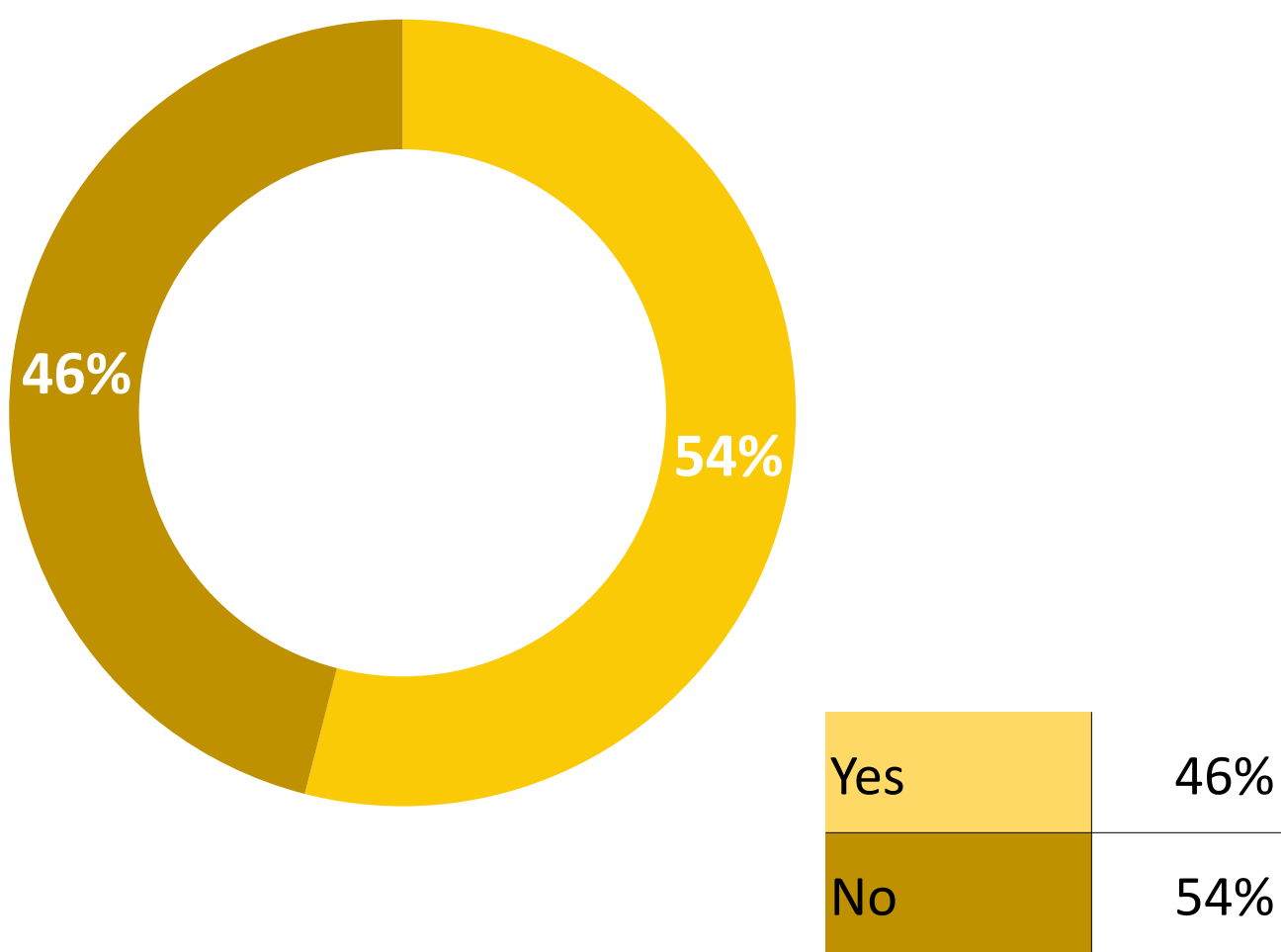
LEVEL OF INFORMATIVENESS 2023



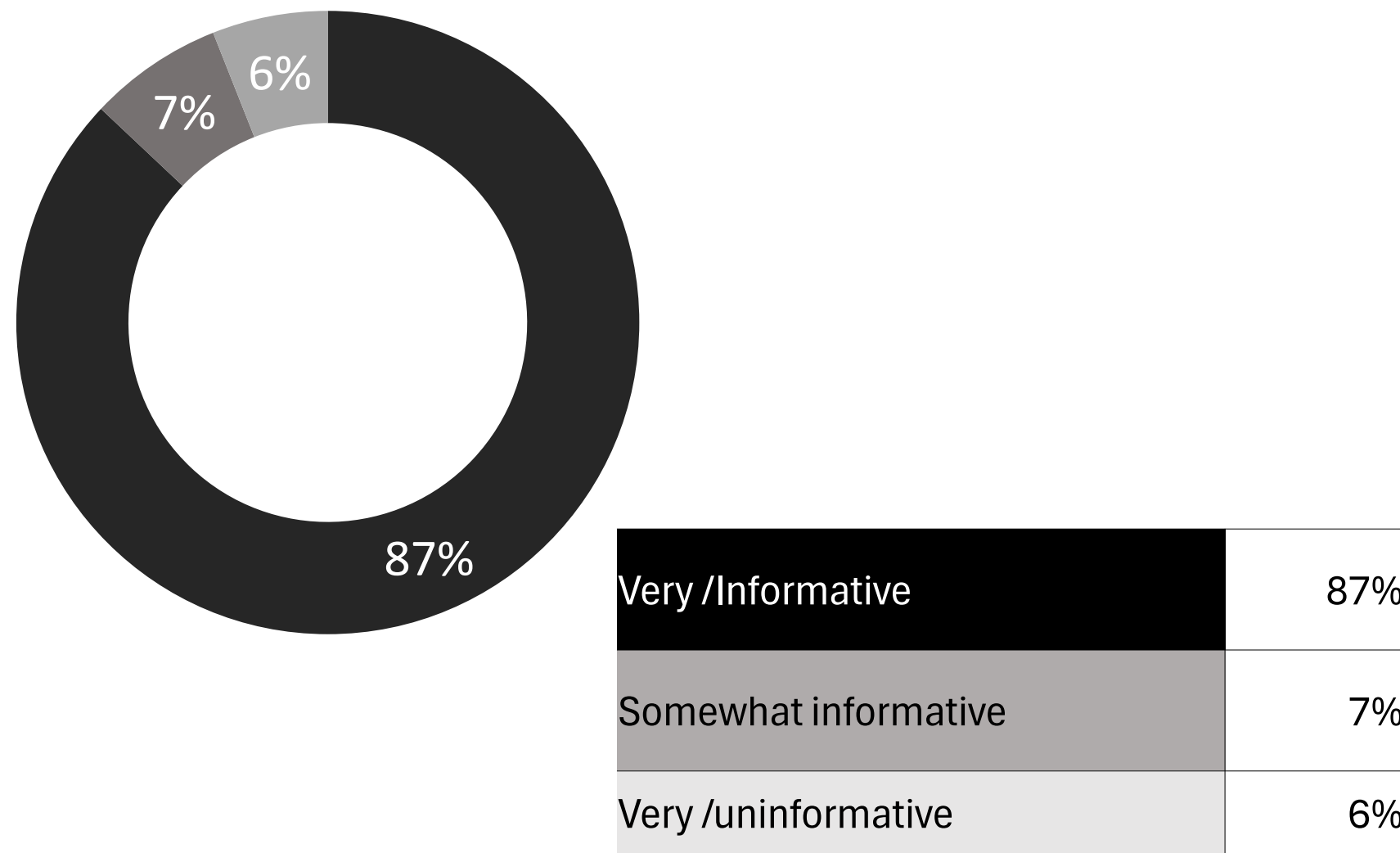
SATISFACTION LEVELS 2023



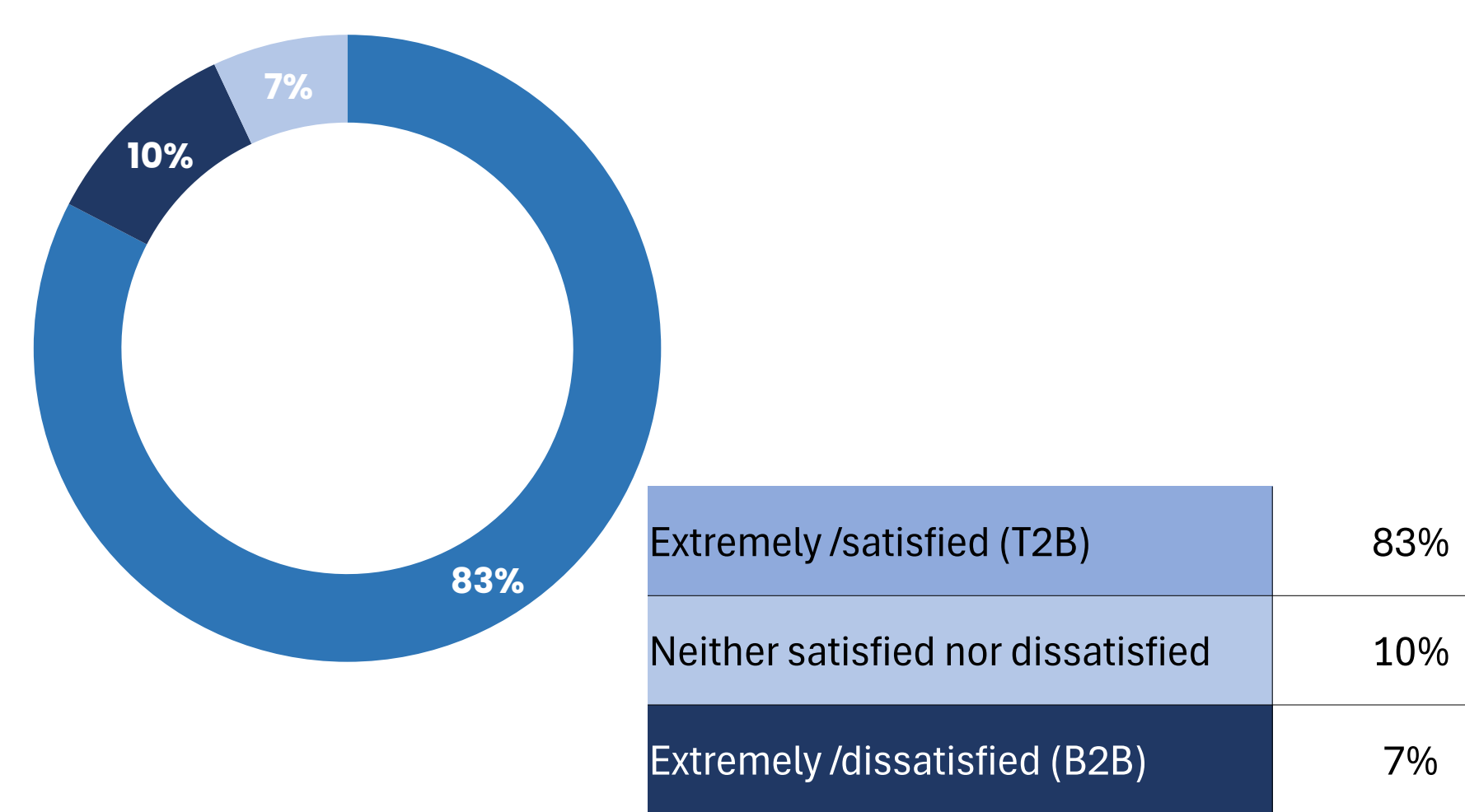
BONDAY ATTENDANCE 2024



LEVEL OF INFORMATIVENESS 2024



SATISFACTION LEVELS 2024



BONDAY ATI 2024 2/2

BONDAY SEGMENTS/SESSIONS RELEVANCE 2023

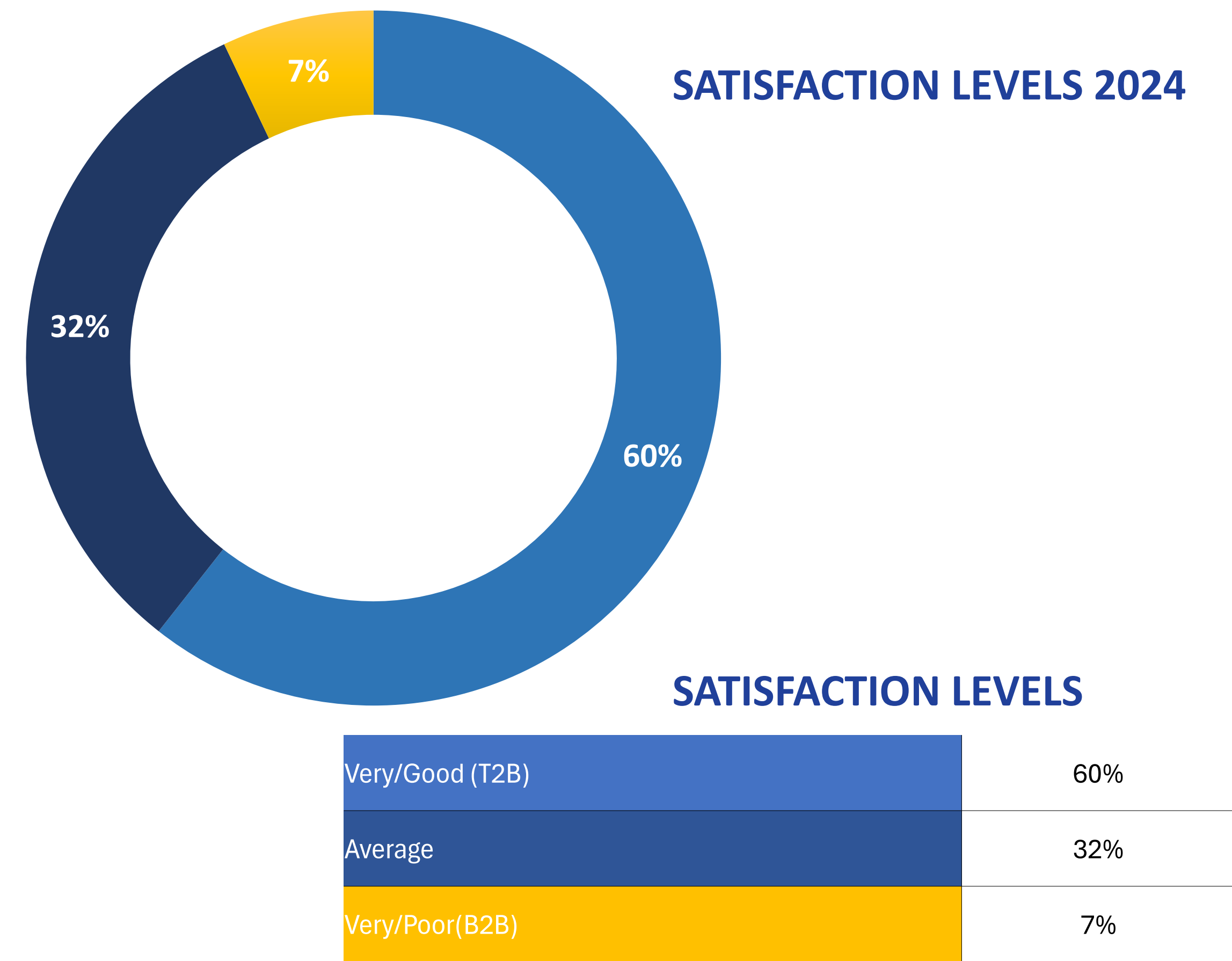
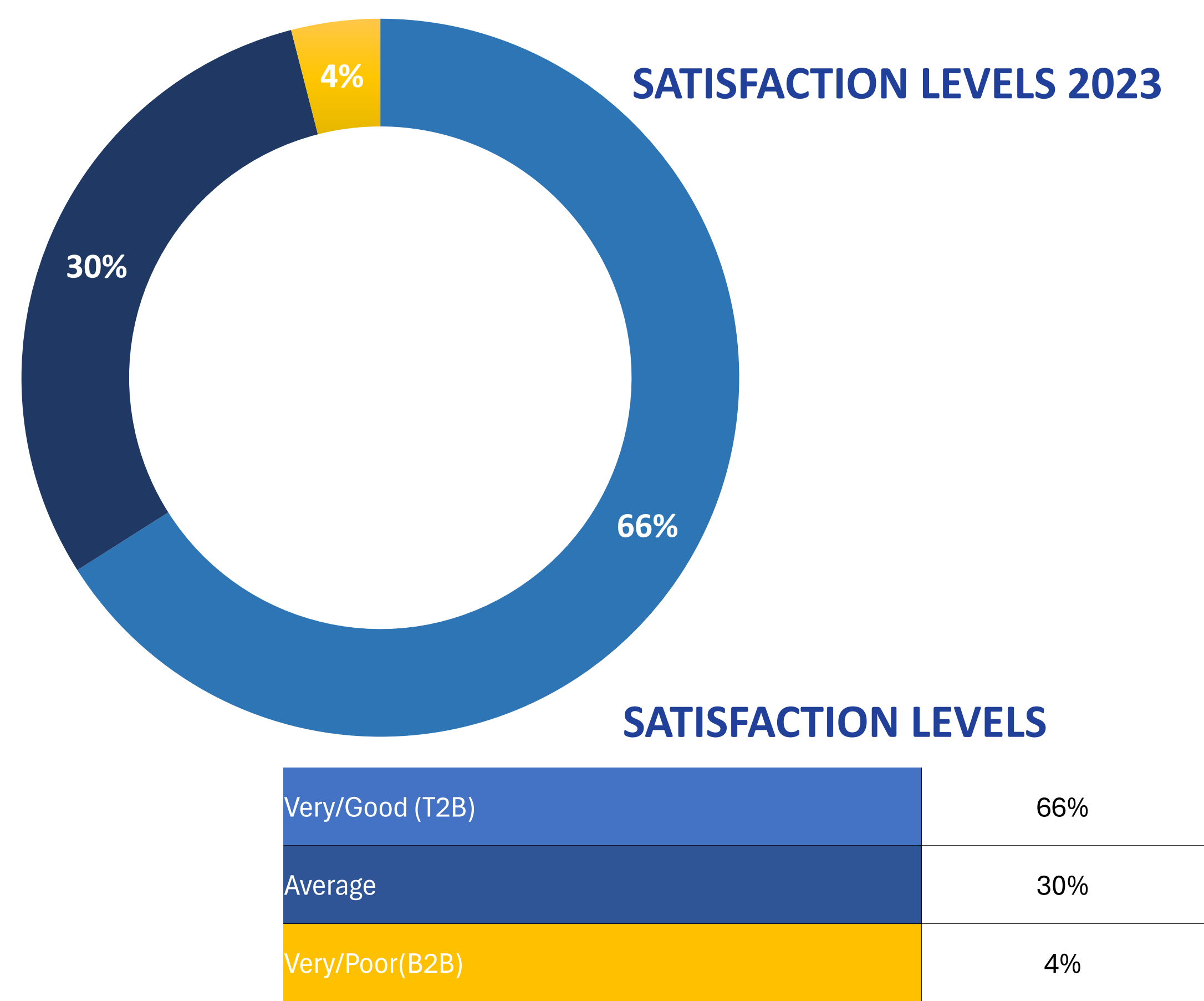
Accelerating SMME market access - Panel Discussion	63%
Amplifying Inspiring Positive African Narratives with Vusi Thembekwayo	41%
Re-imagining Cultural Tourism- the potential of urban cultural tourism - Panel Discussion	41%
Spotlight on Women Empowerment - Panel Discussion	41%
Enabling of SMEs through technology and a favourable regulatory environment - Panel Discussion	39%
Inside track on Tourism Investment and Destination Management - Panel Discussion	39%
Limitless Africa with Vusi Thembekwayo	39%
In pursuit of youth and Women Economic Inclusion - Panel Discussion	35%
Realizing progressive visa regimes and connectivity as tourism growth opportunity for Africa	31%
How can you use data and other insights to make actionable marketing decisions with Guillaume Massey	20%
Inspiring African Culinary Travels Panel Discussion	18%
Other	8%

BONDAY SEGMENTS/SESSIONS RELEVANCE 2024

Future of Travel Through the Eyes of the Youth (with Thami Ngubeni)	50%
Stimulating Local Economies Through the Tourism Value Chain (with Thami Ngubeni)	44%
Exploring Accessible Tourism and the Role of AI in Advancing Inclusion (with Carol Ofori)	40%
Creating Unlimited Memories: Telling Africa’s Unending Stories (with Dr Jerry Mofokeng)	34%
The Ties That Bind and a Culture That Unites: SMMEs - The Heartbeat of Tourism (with Shahan Ramkissoon)	30%
Harnessing the Power of AI to Optimise the Travellers’ Experiences (with Carol Ofori)	27%
Looking to New Horizons: The Coastal & Maritime Tourism Economy (with Shahan Ramkissoon)	26%
Unlimited Potential: Africa’s Value Proposition moderated by Thami Ngubeni	26%
Africa a Melting Pot of Culture & Experiences: Fashion & Film (With Edmund Mhlongo, Reggie Xaba, and Thabo Makhetha-Kwinana	17%
Leveraging Cross-sectoral Partnerships for Sustainable Solutions (with Mqondisi Gumede)	17%
TED Talk: An African Inspirational Story with Sibusiso Vilane, Motivational & Inspirational Speaker, Mountaineer & Expedition Leader & Guide	17%
Airlift Advancements in Africa (with Mqondisi Gumede)	15%
TED Talk: An African Inspirational Story with Kirsten Neuschafer, South African sailor	10%
Other	5%

RETURN ON INVESTMENT

Two thirds of Exhibitors in 2023 rated their return on investment into ATI favourably, showing a drop down to 60% in 2024 while the number of those who rate their return on investment an average return remained flat at 30% in 2023 and 32% in 2024



How would you rate your financial return on investment compared to your expenditure at Africa's Travel Indaba 2024 using the below scale

Sample n = 105

Sample n = 187

RETURN ON INVESTMENT

Exhibitors had a claimed average of 28 meetings, yielded 14 deals and generated on average 4 deals at Africa’s Travel Indaba 2024. Exhibitors anticipate to yield a favourable return for their investment towards ATI 2024 (The average number of meetings by Exhibitors improved from 25 to 28 in 2024)



FURTHER BENEFITS FOR THE EXHIBITOR BUSINESSES

Exhibitors said the benefits realised from attending ATI 2024 will translate to increase in client base, more partnerships and translate into profitable income



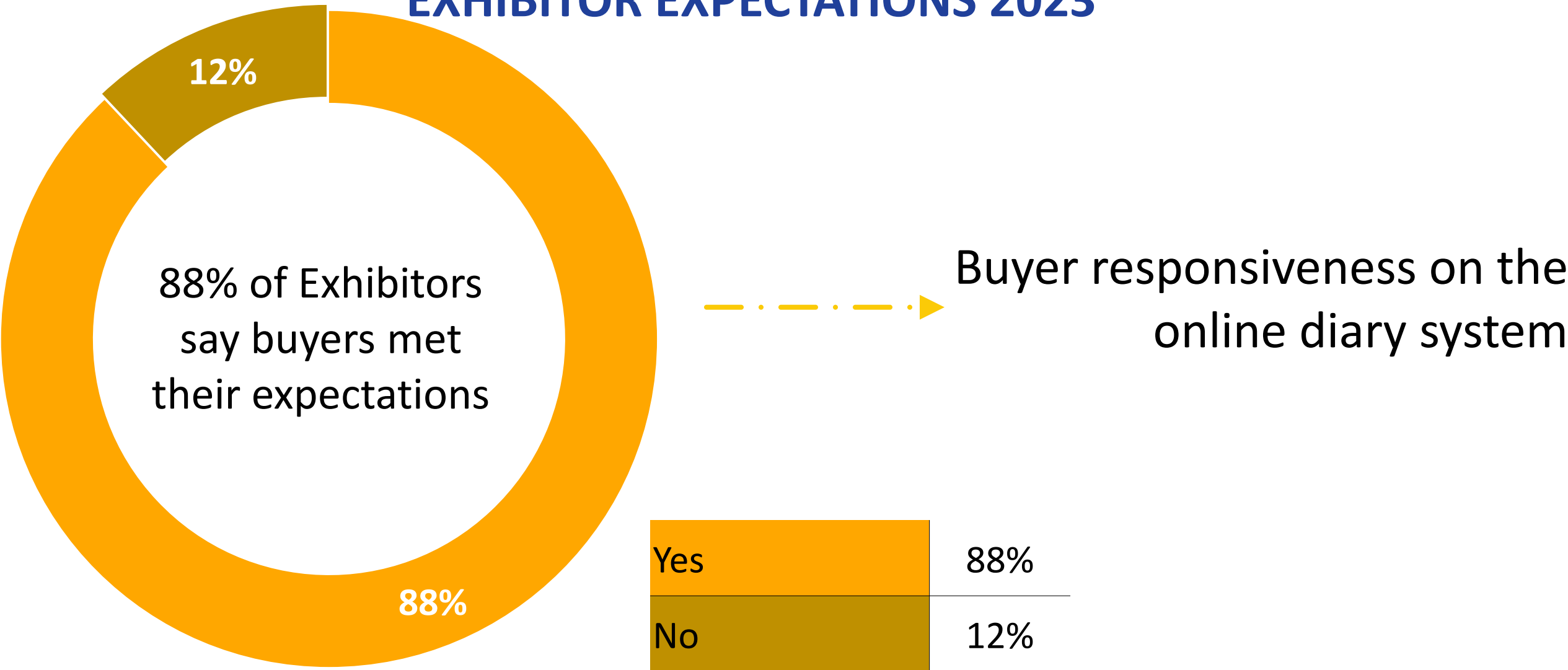
FURTHER BENEFITS

	2023	2024
Realise an increase in client base	67%	67%
Realise more partnerships within the value chain	67%	54%
Realise an increase in profit	46%	41%
Employing more staff members	40%	30%
Other	10%	10%

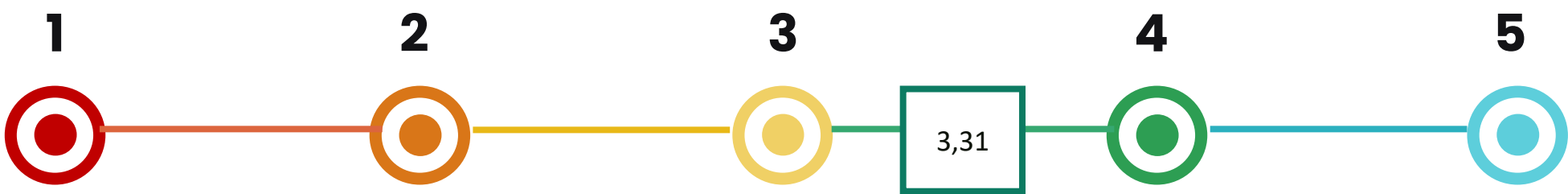
EXHIBITOR EXPECTATIONS

Exhibitor expectations of buyers at ATI 2024 were met, Buyers had the opportunity to partner with businesses' that were exhibiting at Africa’s Travel Indaba 2024, as well as match to the right products

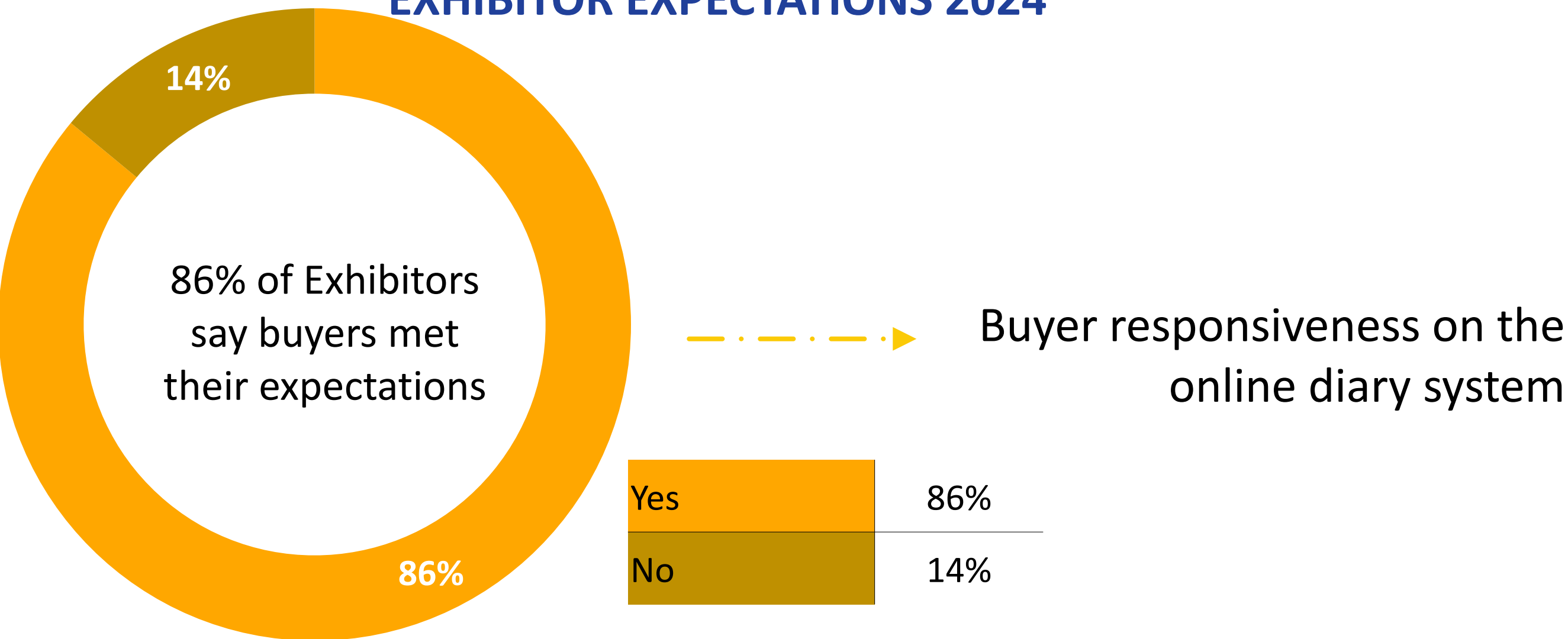
EXHIBITOR EXPECTATIONS 2023



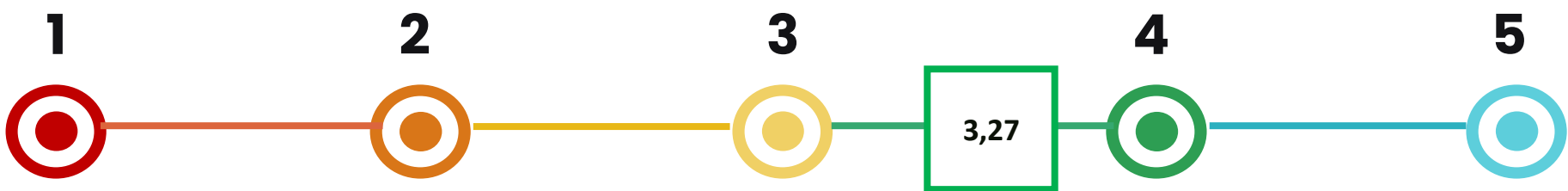
SATISFACTION SCORES



EXHIBITOR EXPECTATIONS 2024



SATISFACTION SCORES





**AFRICA
TRAVEL
INDABA
ONLINE DIARY SYSTEM**



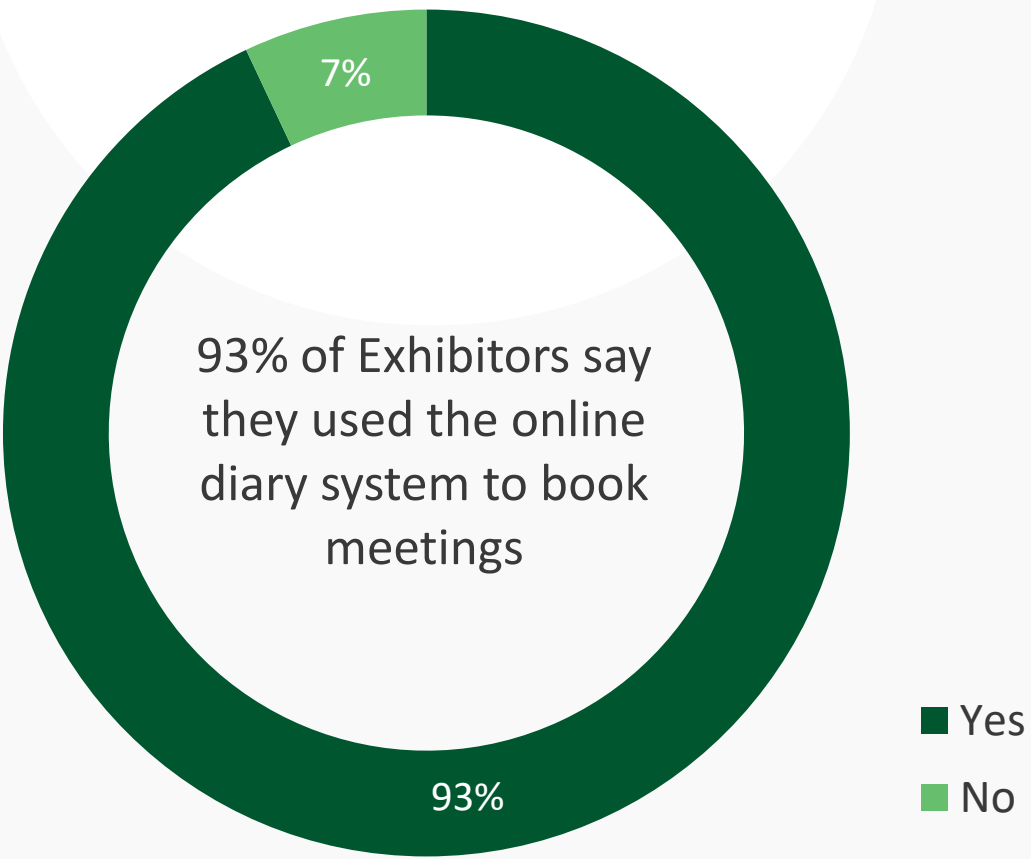
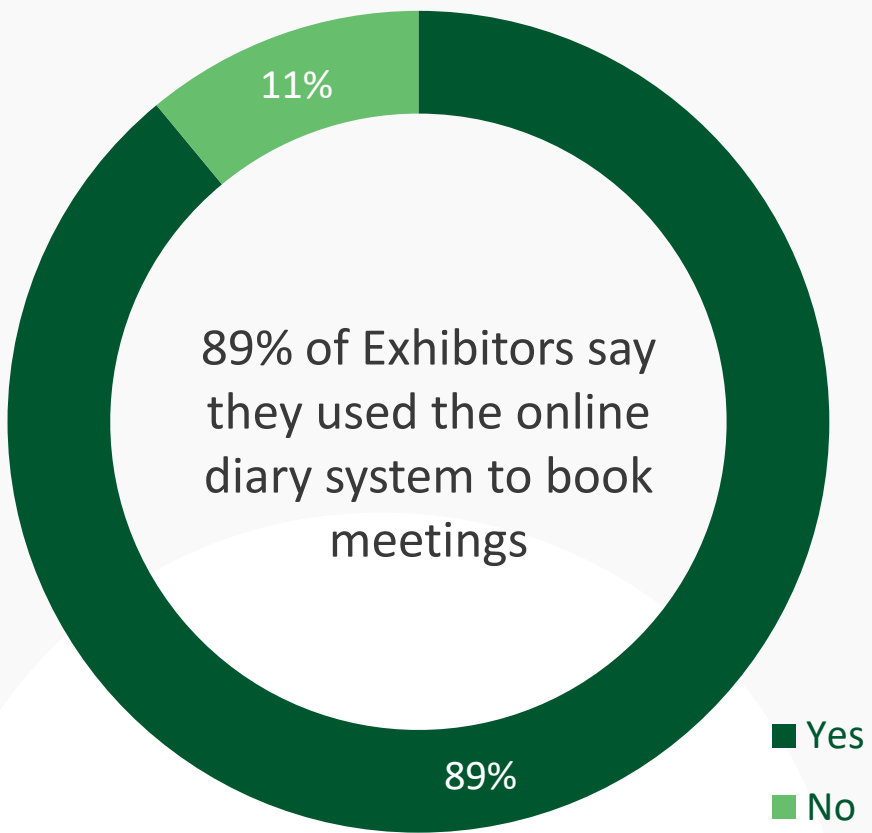


ONLINE DIARY SYSTEM 1/3

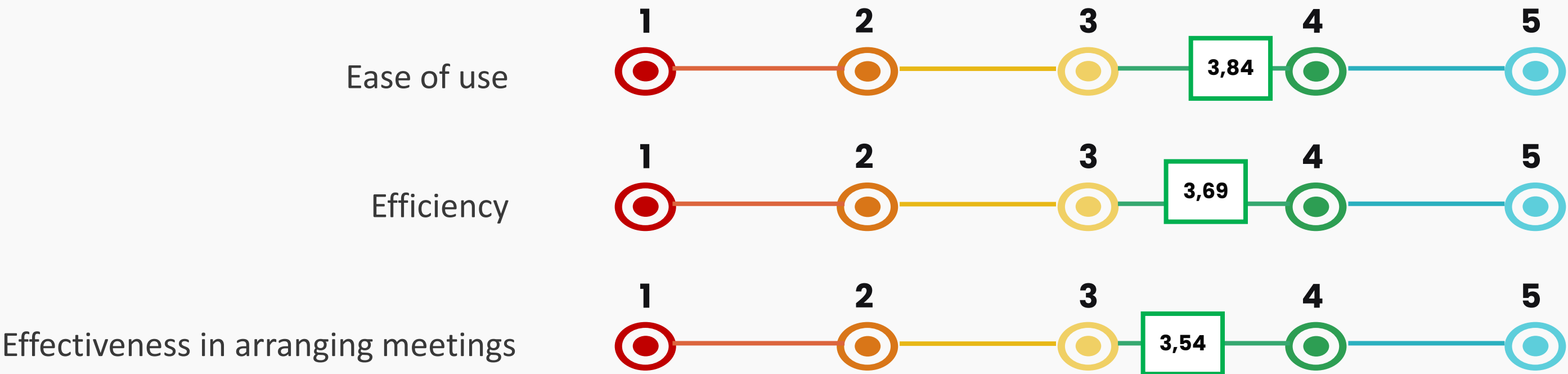
93% of Exhibitors used the online diary system, showing that adoption is still not at a full 100%, Exhibitors found the tool to be easy to use, overall efficient and but was rated below four on effectiveness



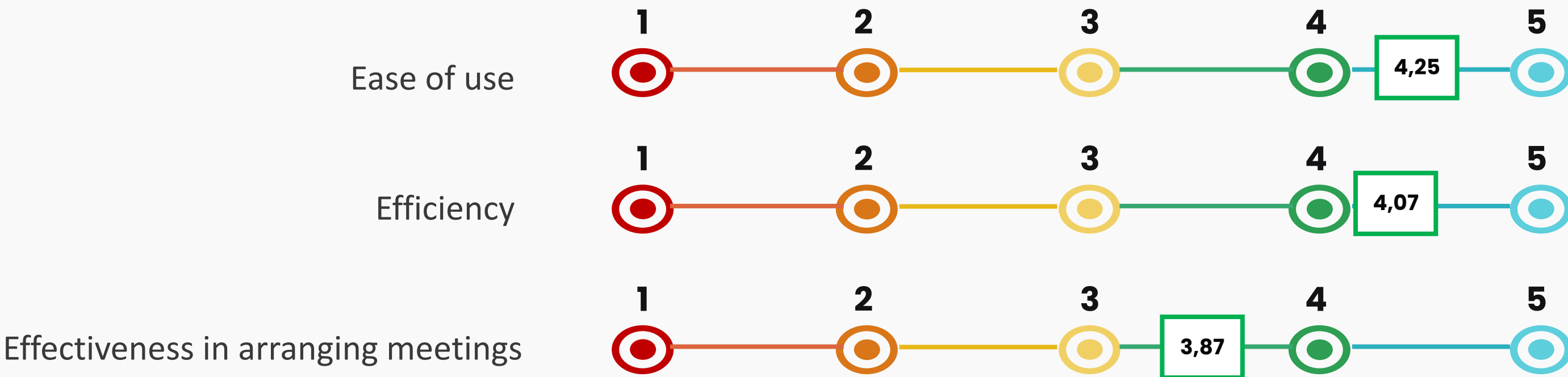
USED ONLINE DIARY SYSTEM



USABILITY MEASURES



USABILITY MEASURES



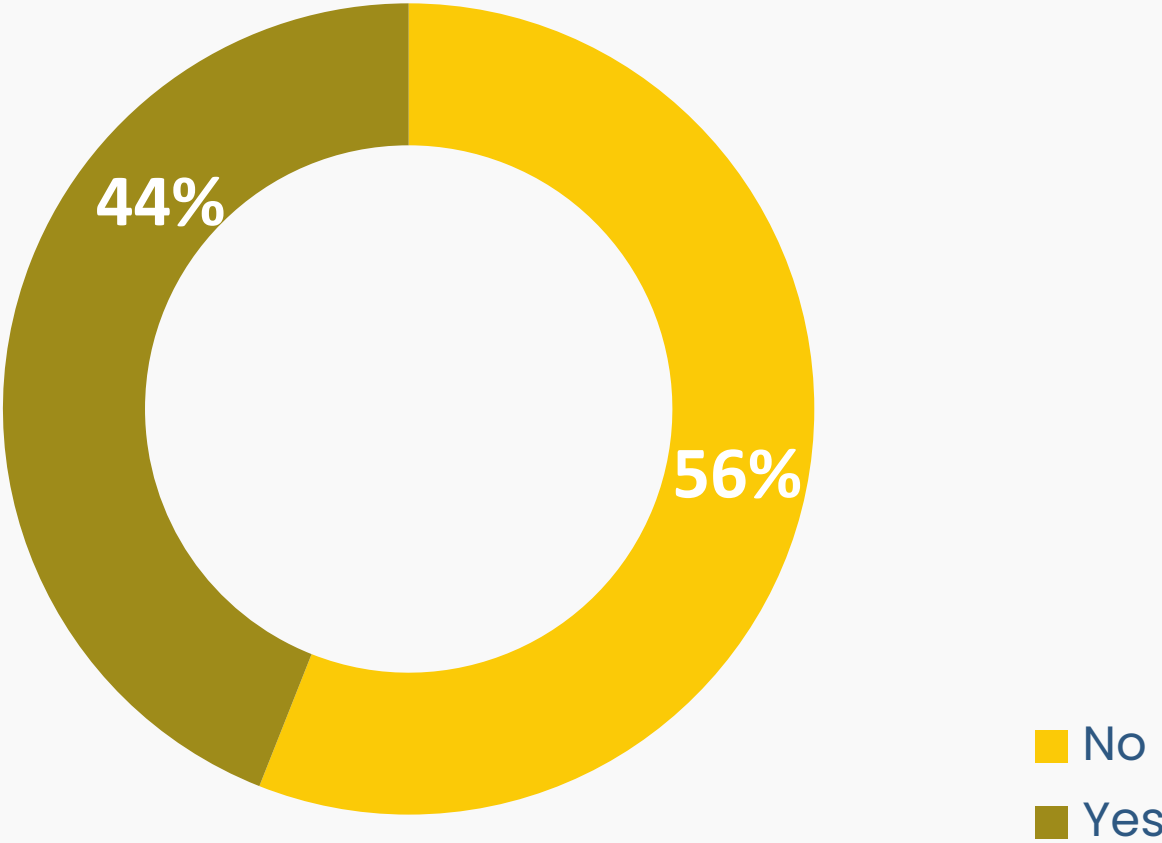
Did you make use of the online diary?
What in your opinion did not work well with the online diary system?
Sample n = 105
Sample n = 189

DIARY SUPPORT/ASSISTANCE

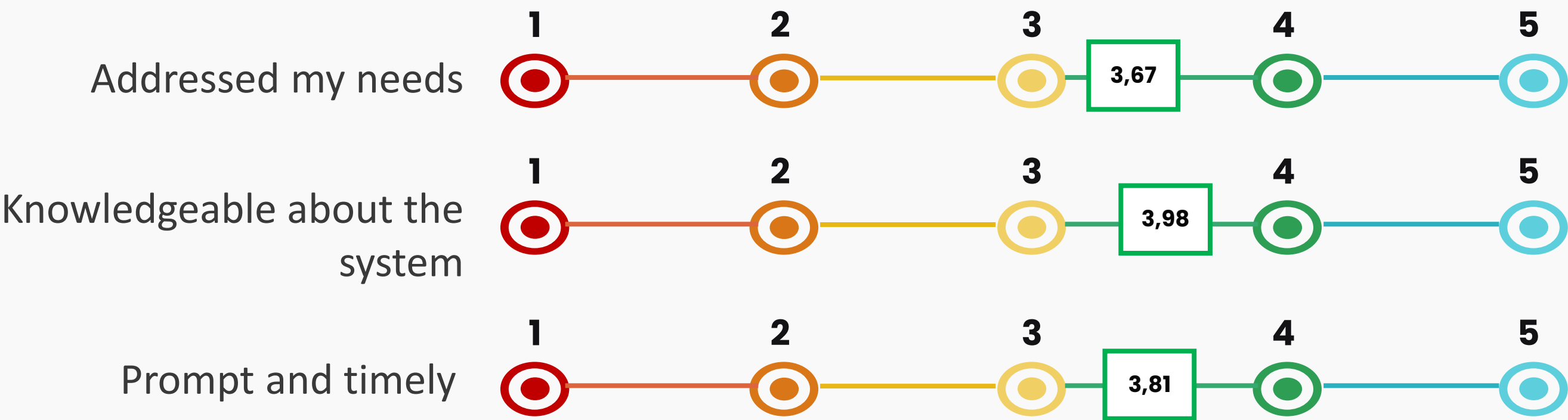


About two in five Exhibitors (56% in 2023 and 59% in 2024)required assistance with the online diary system tool, it is noted that the support team were responsive, Exhibitors rated/scored the online diary staff above four on all metrics

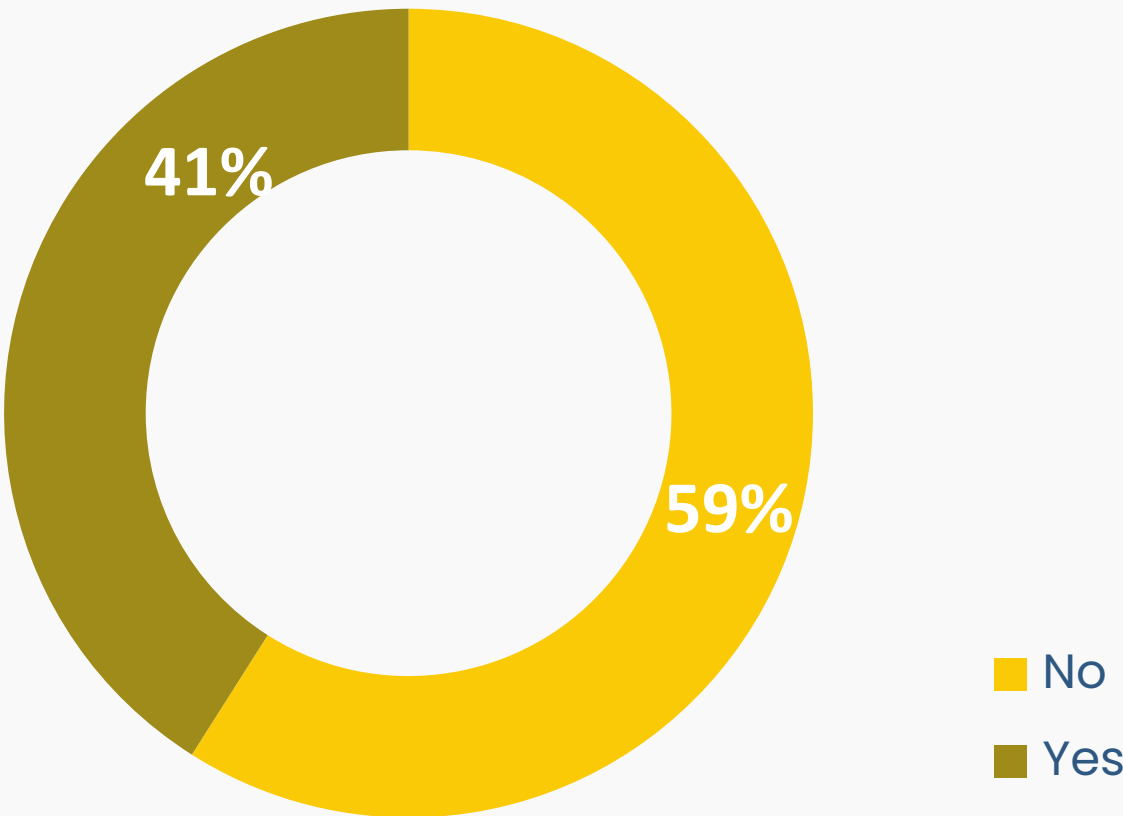
of EXHIBITORS THAT
REQUIRED SUPPORT



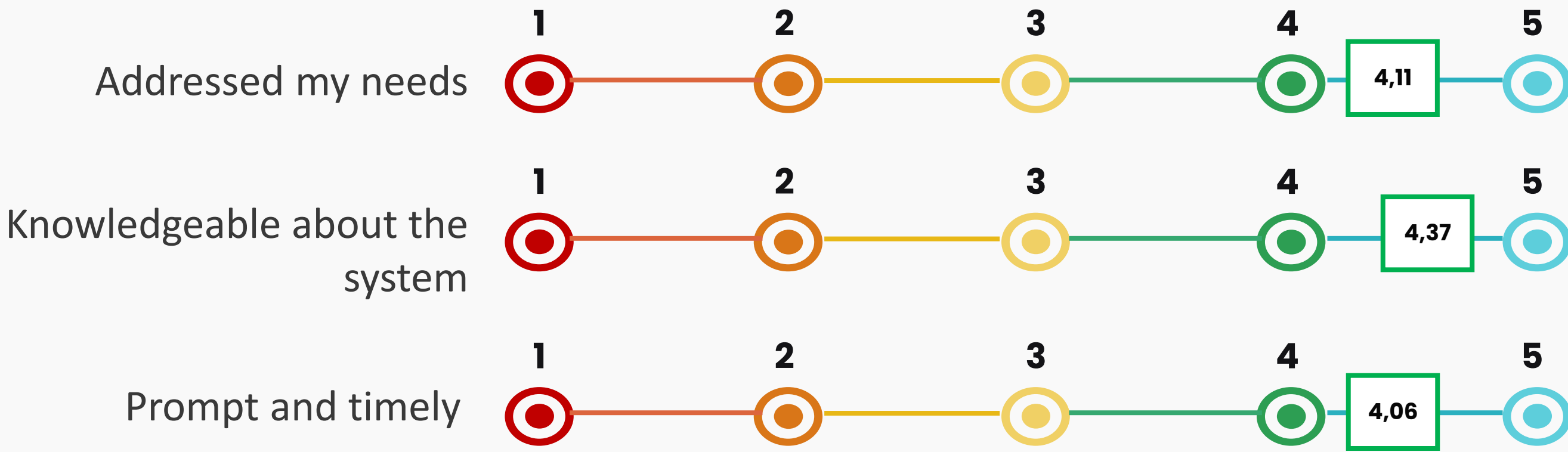
SUPPORT TEAM SUPPORT MEASURES



of EXHIBITORS THAT
REQUIRED SUPPORT



SUPPORT TEAM SUPPORT MEASURES



Did you make use of the online diary?
Did you at any point require help from the staff responsible for assisting on the online diary system?
Sample n = 105; 95
Sample n = 187; 72



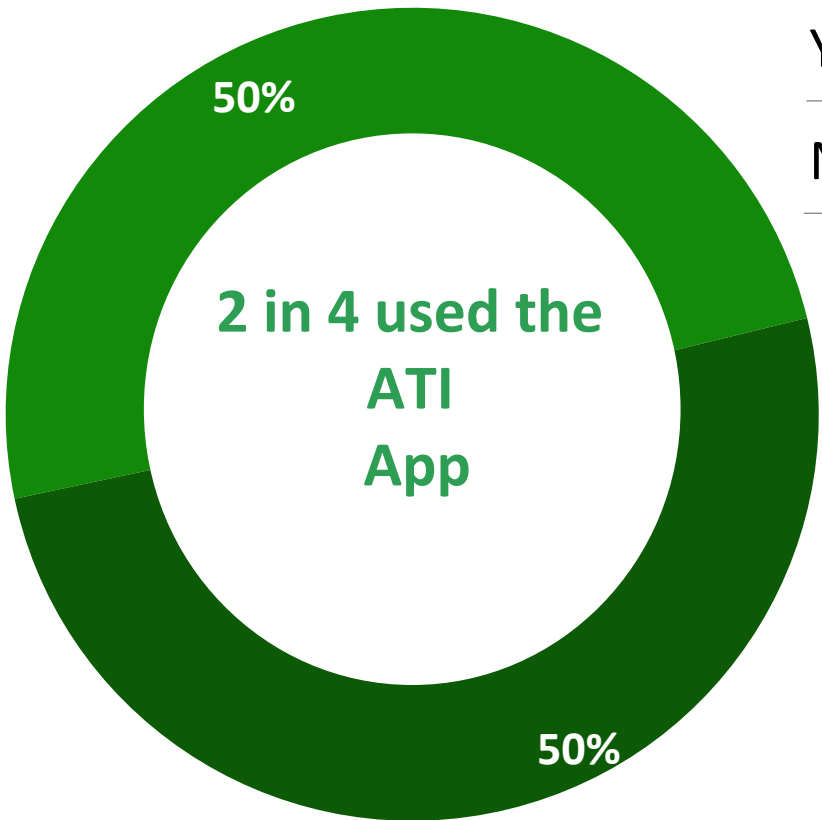
APP USAGE 1/2



3 in 5 Exhibitors used the app (up from 50% in 2023 to 57% in 2024), adoption is still low. Those who did not download the APP did not know about the APP (41% in 2023 vs 42% in 2024) and for those who downloaded the APP, some of the key reasons for downloading the APP was to view scheduling, diarise meetings and event, as well as being on track with appointments

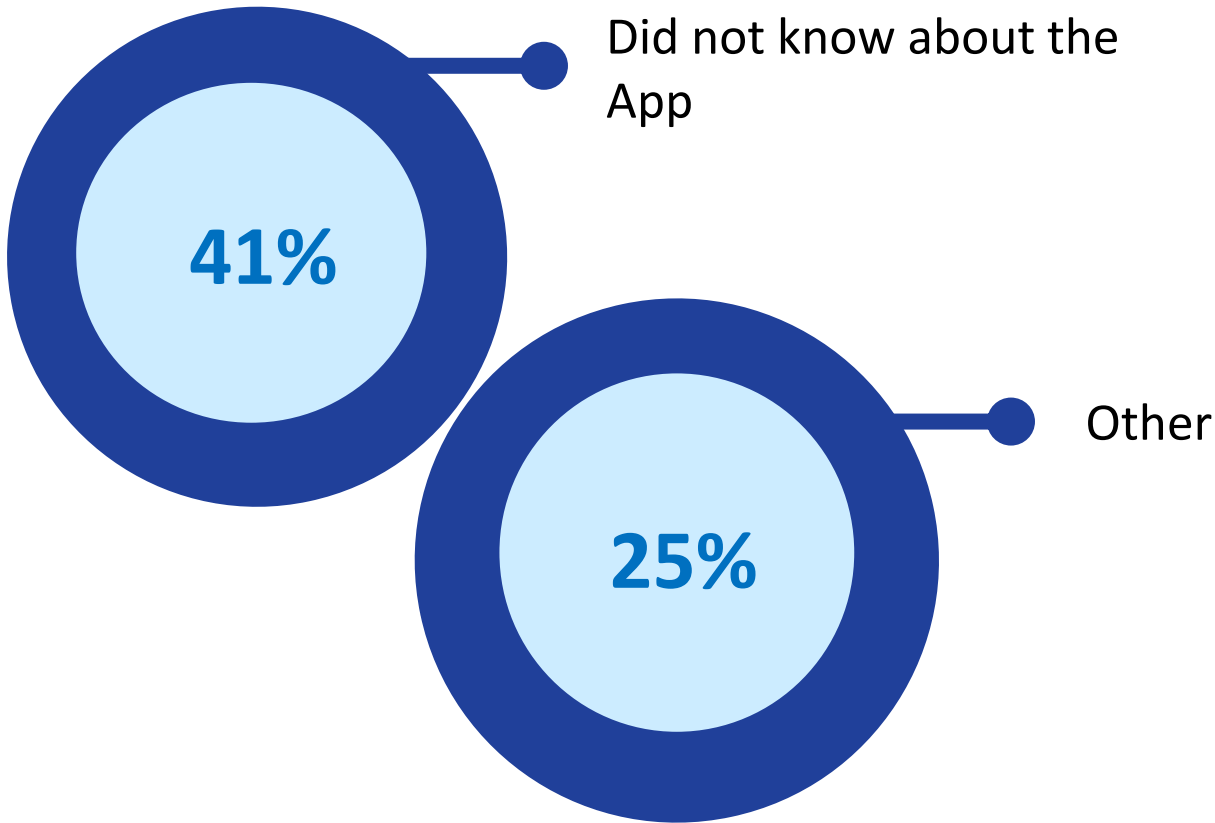
REASONS FOR USING APP

APP USAGE 2023

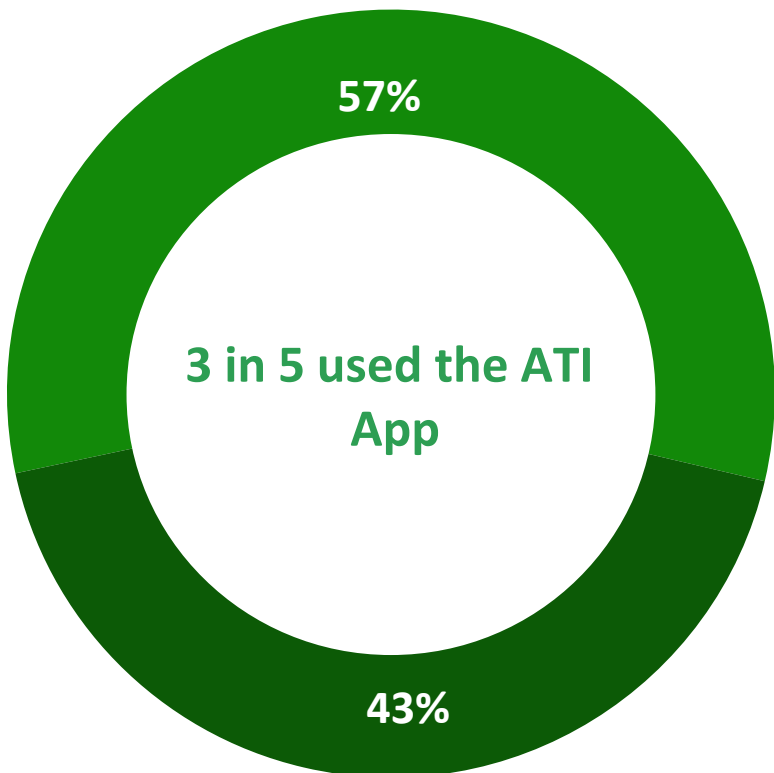


Yes	50%
No	50%

REASONS FOR NON-ADOPTION

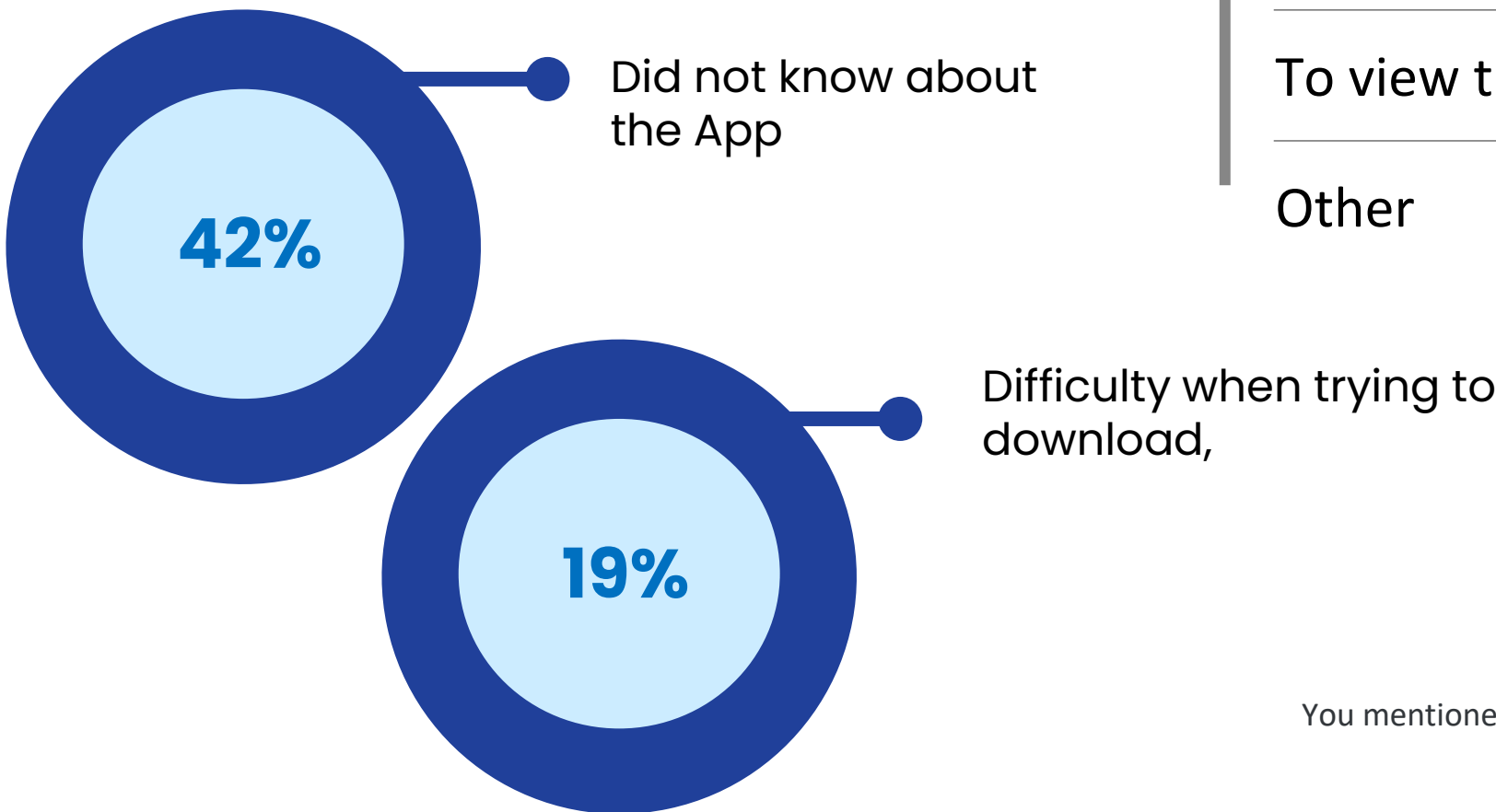


APP USAGE 2024



Yes	57%
No	43%

REASONS FOR NON-ADOPTION



	2023	2024
To see the daily scheduling / programme	74%	82%
To diarise events and/or meetings	65%	71%
To track my appointments	69%	68%
To gain access to delegate profiles	54%	55%
To receive push notifications;	39%	45%
To view the map	22%	31%
Other	6%	2%

Did you make use of the AFRICA'S TRAVEL INDABA mobile app?
You mentioned that you did NOT use the Africa's Travel Indaba Mobile App at Africa's Travel Indaba 2024, why is this?
Which features of the APP do you think can be improved upon?
Sample n = 105; 53;54
Sample n = 187; 107;80

APP USAGE 1/2



...majority of users said the APP was efficient and user-friendly; areas of improvement included navigation, map and buyer profile info and interface issues with online diary

AREAS OF IMPROVEMENT 2023

- Map
- Include buyer contact details
- Innovate (include a Diary Icon, update to meet current tech standards)
- Push notifications (fix malfunctions)
- WIFI
- Sync with Diary
- Response button
- Daily scheduling

AREAS OF IMPROVEMENT 2024

Navigation & UI: Users found the navigation confusing, the layout inconsistent, and the overall user interface not intuitive.

Performance Issues: Users experienced frequent login problems, crashes, and slow app performance, impacting usability..

Key Features: The online diary was hard to locate or unreliable, scheduling meetings was problematic, and contact options were insufficient

Maps: The map feature was ineffective in helping users find stands, making it difficult to navigate the app. Users reported that the map did not accurately reflect the locations or was hard to interact with

Content: The interface lacks optimum organisation of buyer info and messaging. Exhibitors pointed out that Buyer information was poorly organized, and messaging within the app lacked clarity/ bit ambiguous

Did you make use of the Africa's Travel Indaba mobile app?

Did you find the app user-friendly?

Did you find the app efficient?

Which features of the APP do you think can be improved upon?

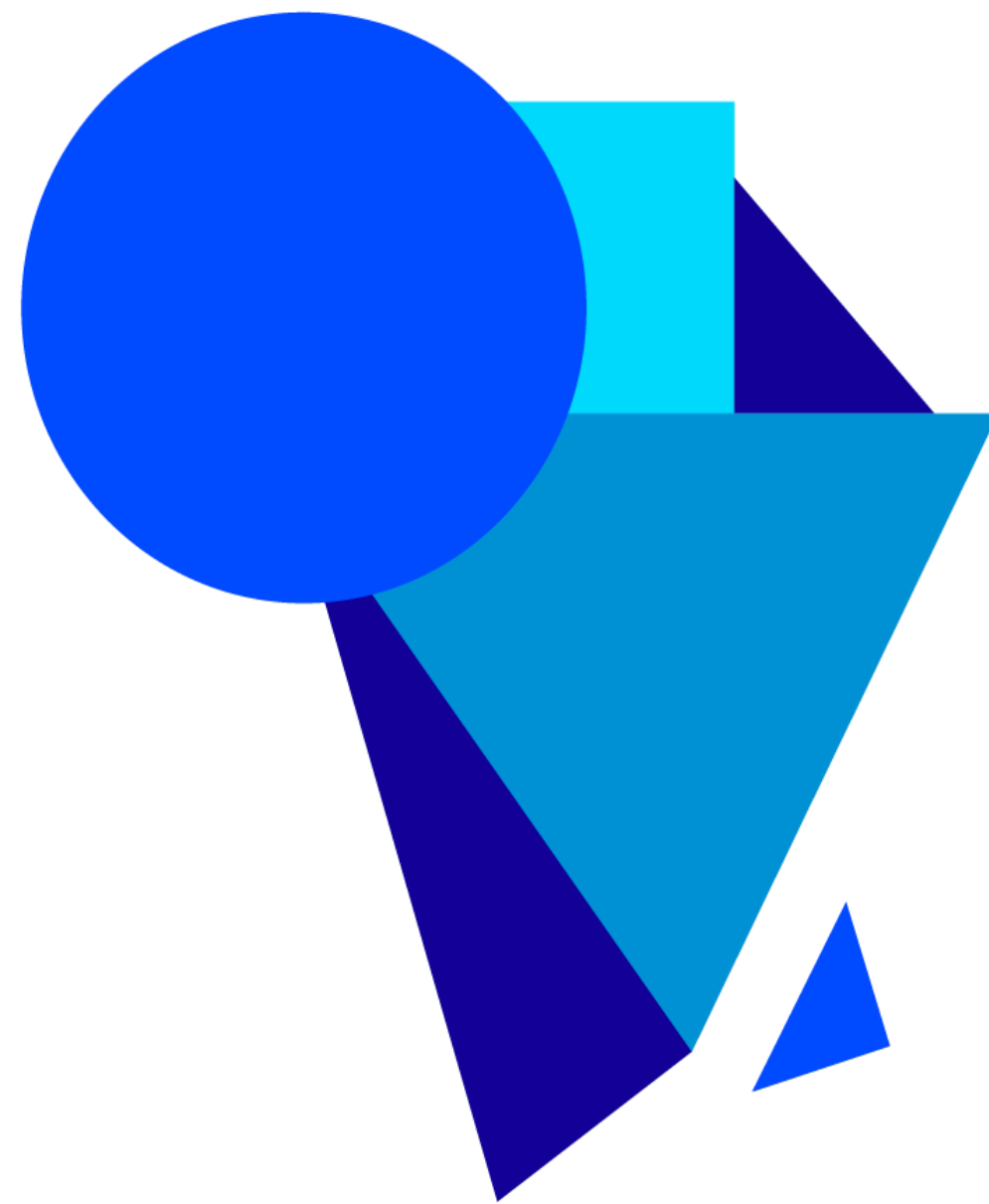
Sample n = 187; 107



**AFRICA
TRAVEL
INDABA
EXHIBITOR
OVERALL FEEDBACK**

BARRIERS TO CONVERTING LEADS

Exhibitors face challenges with lead conversion due to inadequate marketing skills, high competition, and resource constraints. Issues include slow follow-ups, and difficulties with access and buyer engagement.



- **Marketing & Follow-Up:**

- Struggles with marketing skills and converting leads due to insufficient follow-up and ineffective sales strategies.
- Slow response times and incomplete lead information make it difficult to close deals.

- **Competition & Market Conditions:**

- competition and fluctuating market conditions, which challenge their ability to stand out and convert leads.
- Economic factors and pricing pressures also impact their success in lead conversion.

- **Access & Availability:**

- Limited access to key decision-makers and high travel costs create barriers.
- Logistical challenges related to location and safety further complicate their ability to convert leads.

- **Resource Constraints:**

- Limited resources, such as staff and budget, hinder their ability to manage and follow up on leads effectively.
- Lack of manpower and insufficient funding affect their overall lead conversion efforts.

- **Information Management & Buyer Engagement:**

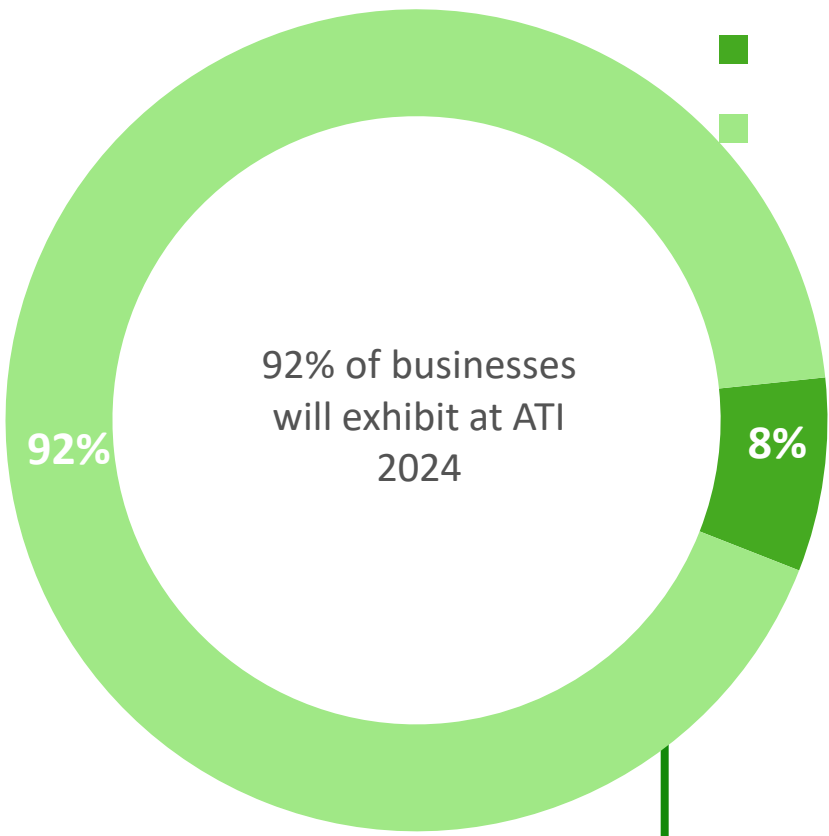
- Managing information overload and keeping buyers engaged after the show are significant challenges.
- Poor buyer responses, excessive competition, and difficulties in differentiating their offerings are major issues.

EXHIBITING AT AFRICA’S TRAVEL INDABA 2025



A likely barrier to attending ATI 2025 is limited marketing budget , and to some degree other commitments might feature as likely barriers to attending MA 2024. Drivers for attendance include networking, getting industry trends, increased product awareness amongst other factors

ATI 2023



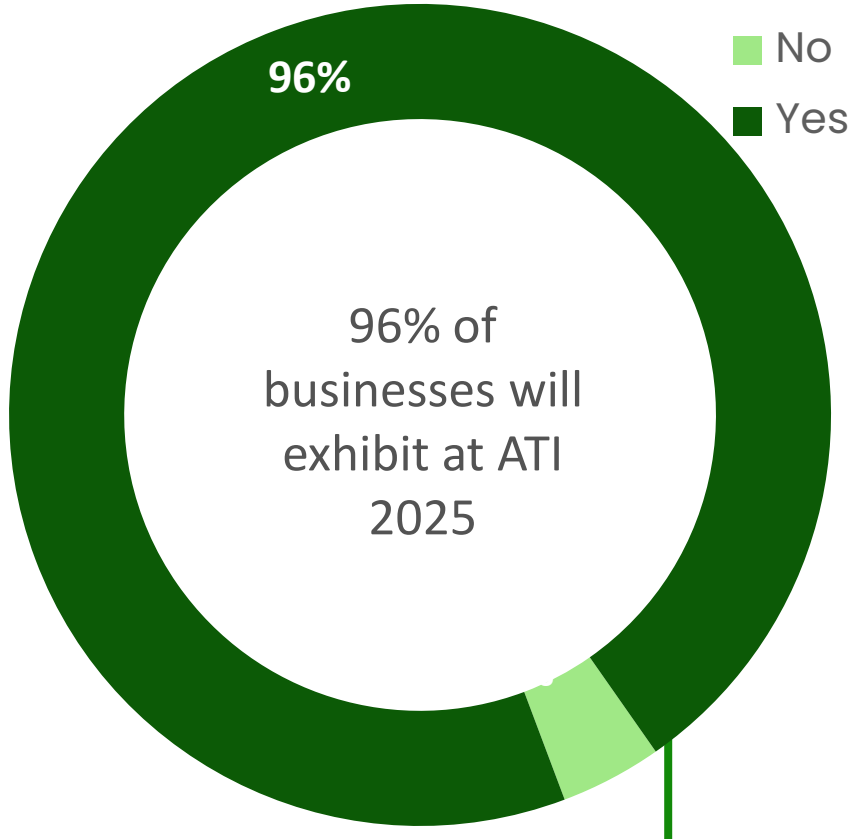
Reason for attending MA 2024

Marketing opportunities	77%
Industry trends	71%
Increases awareness for my products	70%
Networking opportunities	59%
Directly contributes to my annual sales growth	41%
Presents an opportunity to meet with buyers I would otherwise not have access to	30%
Insights on industry recovery	2%
Other	47%

Likely barriers to attending MA 2024

Limited Marketing budget	70%
Other commitments	18%
Perceived value	12%
Location	10%
Venue	9%
Other	16%

ATI 2024



Reason for attending MA 2025

Networking opportunities	75%
Increases awareness for my products	73%
Marketing opportunities	71%
Opportunity to meet with buyers I would otherwise not have access to	64%
Industry trends	46%
Directly contributes to my annual sales growth	41%
Insights on industry growth	40%
Other	2%

Likely barriers to attending MA 2025

Limited Marketing budget	70%
Other commitments	20%
Perceived value	13%
Location	12%
Venue	11%
Other	12%

General Organisation

Overall Satisfaction:

Many found the event well-organized and enjoyable, with some praising specific aspects like the random music and spirit-lifting activities.

Stand Allocation:

Complaints about the allocation of stands causing confusion and complaints about differing stand heights and locations.

Event Timing:

Suggestions to adjust meeting durations and extend show hours or days.

App and Technology

Online Diary:

Calls for real-time updates, improved performance, and better diary management options.

•Lead Management:

Requests for advanced tools for capturing and managing leads integrated with CRM systems.

Technical Issues:

Issues with the online system and app performance, including access problems and delays in updating information.

Networking and Buyer Engagement

Networking Opportunities:

Desire for more structured networking events, such as speed networking and industry-specific meetups.

Buyer Quality:

Calls for better quality buyers and more decision-makers, along with punitive measures for no-show buyers.

Access to Buyers:

Requests for better matchmaking with relevant buyers and more accessible networking events.

Logistics and Facilities

Food and Catering:

Criticisms of poor food quality, long queues, and inadequate catering facilities.

Transport and Shuttles:

Requests for improved shuttle services and transport to the venue.

Bathrooms:

Complaints about the cleanliness and availability of bathroom facilities.

Communication and Support

Pre-Event Communication:

Criticisms of poor communication regarding stand allocation and other logistical details.

On-Site Support:

Requests for better support from organisers, including timely responses and better management of vendor issues.

Security and Safety:

Concerns about safety, including theft and poor conditions in certain areas.

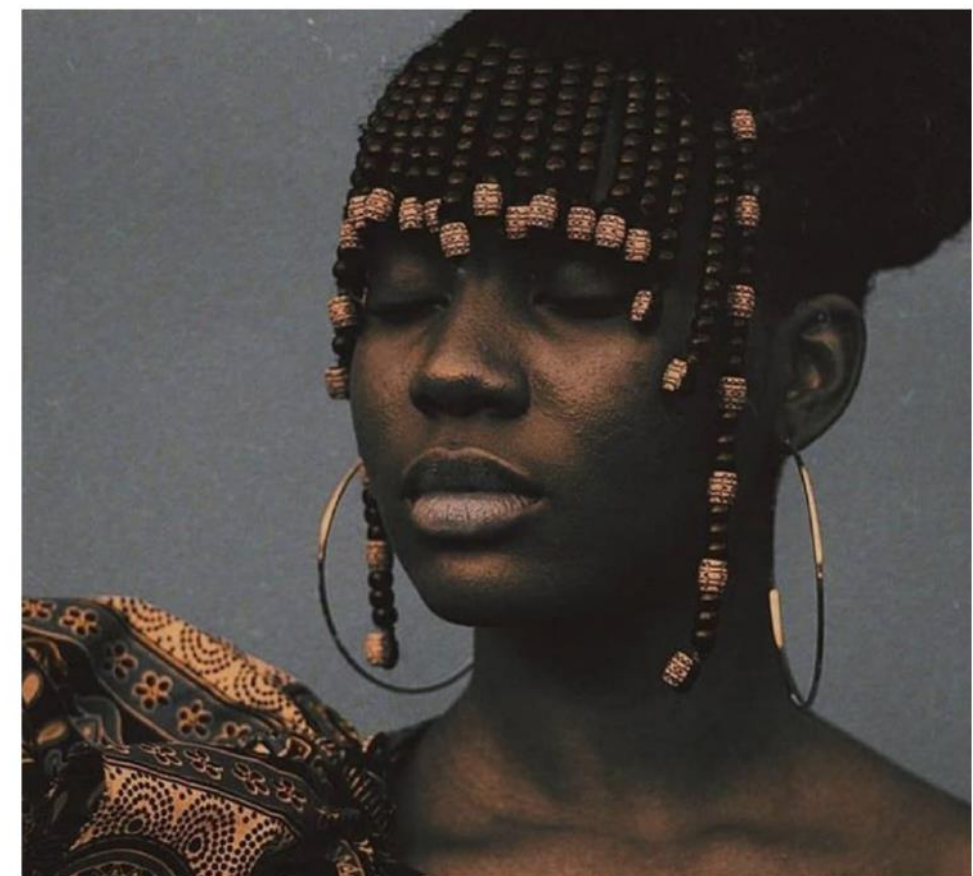


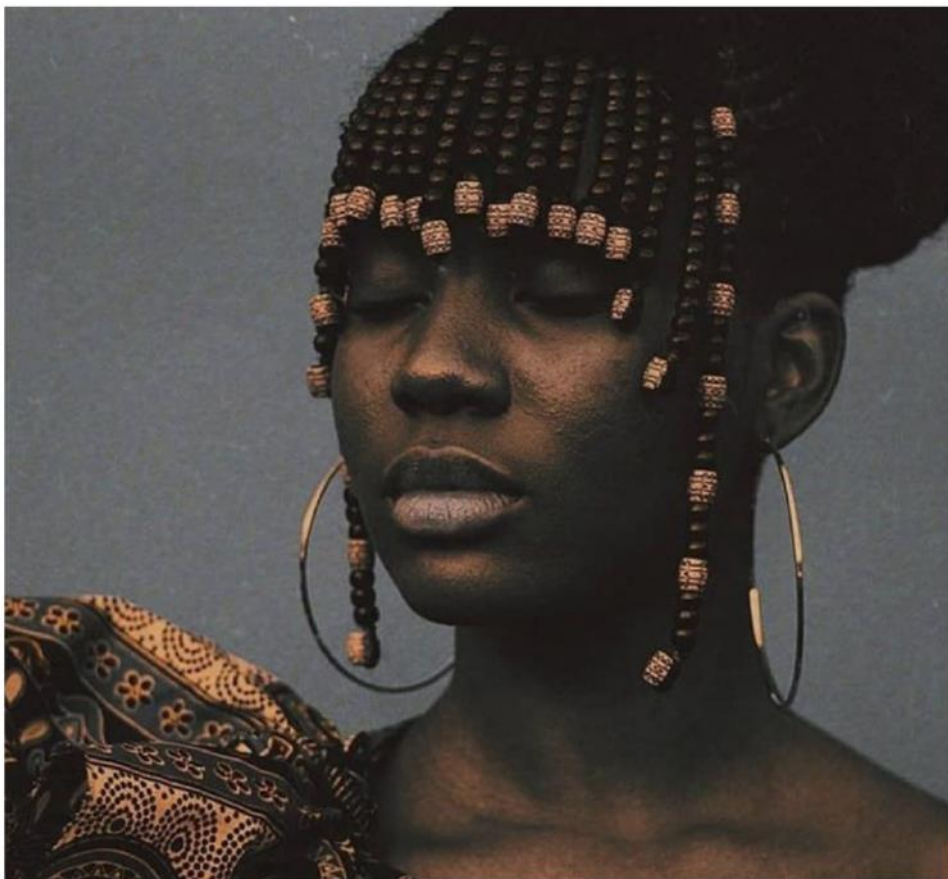
thank you

For more information contact:

Morongwa Moraladi
morongwa@southafrica.net

Nitta Sukha
nitta@southafrica.net





AFRICA'S TRAVEL INDABA BUYER APPENDIX

ADVOCACY FOR SOUTH AFRICA -2024



Five in five buyers say that they are likely to recommend South Africa to peers, colleagues and family – Buyers stated that South Africa has diverse offerings, is cost effective, and is a prolific destination



REASON FOR RECOMMENDATION

DIVERSE OFFERINGS

- South Africa has all the elements that clients are after for a once in a life time experience, from Safaris to Wineland, from beach to the mountains, Value for money and so on.

ONE OF THE BEST SELLERS

- South Africa is one of the top destinations we sell to our clients and it’s a fantastic destination that offers a lot

PROLIFIC DESTINATION

- Being a safari specialist, SA’s one of the most prolific destinations for safari and exceptional value for money.

COST EFFECTIVE

- Cost effective destination with exceptional opportunities to see and experience a variety different types of tours

ADVOCACY FOR SOUTH AFRICA - 2023



Likelihood to recommend South Africa is high, however, some buyers stated that reasons they are not likely to recommend South Africa, due to visa barriers and crime

REASON FOR RECOMMENDATION

WORLD IN ONE COUNTRY

- World in One Country** at great prices
- Variety of experiences, from rustic to extremely sophisticated. Literally "**a world in one country**". It is a long-haul destination for our clients, but once they get here, **it is worth every minute**. No shortage of wonderful, immerseful experiences, local interaction and combines with sophisticated luxury.

BUDGET

- a lot of opportunities and nice places with **reasonable prices for all budgets**
- **ZAR is convenient** now opposite EUR and perfect for families

GREAT BUSINESS DESTINATION

A beautiful country with a **fair constitution** and a great business destination for all who wish to do right.

REASON FOR NON-RECOMMENDATION

VISA BARRIER

Because of the **visa barrier** placed on Nigerians from home affairs and also the **irregularities** done with the **evisa**.

CRIME

The **crime rate is too much because I was attacked outside my hotel** which won't happen in my country

