

MEETINGS AFRICA

Advancing Africa Together

EXHIBITOR STATISTICS

- Main Exhibitors - 142
- Sharers - 129
- Development Zone - 10
- First-Time Exhibitors (Main Stands) - 13



271

Exhibitors at Meetings Africa 2016

Final-year Tourism and Hospitality students took part in the IMEX-MP-MCI Future Leaders Forum Africa

55

MEETINGS AFRICA APP



DEVICE BREAKDOWN



EXHIBITION BREAKDOWN

Top 5 exhibitors with the most meetings conducted

- AFRICAN PRIDE MOUNT GRACE COUNTRY HOUSE & SPA
- STARWOOD HOTELS AND RESORTS WORLDWIDE
- CARLSON REZIDOR HOTEL GROUP
- LAGOON BEACH HOTEL & SPA
- LIMO NETWORKING

FINAL ATTENDANCE NUMBERS

- 207** International and African Association Hosted Buyers
- 137** Media
- 55** IMEX-MPI-MCI Future Leaders Forum
- 271** Exhibitors
- 1308** Visitors and Corporates

EUROPEAN CITIES MARKETING ACADEMY

Inaugural European Cities Marketing Academy

- Participants - 75
- Global Facilitators - 6

AFRICAN CONTINENT REPRESENTATION

Meetings Africa is a Pan-African business events trade show, where the following 15 African destinations were exhibited in 2016 (excluding SA):

- Angola
- Botswana
- Egypt
- Ethiopia
- Kenya
- Lesotho
- Malawi
- Mauritius
- Mozambique
- Namibia
- Seychelles
- Swaziland
- Tanzania
- Zambia
- Zimbabwe



- 58 African Products
- 8 African Tourism Boards

SOCIAL MEDIA

- 5 717** Mentions
- 32 029 994** Opportunities to see
- R7 720 036** Advert Value Equivalent
- 3 912** Engagements
- 3 620** Reshares/Retweets

Best Performing Day: 24/02/2016
On that day there were 31 069 094 opportunities to see and R7 497 433 advert value equivalent.

EXSA BEST GREEN SHOW AWARD:

- 2013
- 2014
- 2015



Finalist in the 2016 UFI Sustainability Development Award



73% of qualified hosted buyers had never been to South Africa

PRE AND POST TOURS (19 TOTAL)

- Mpumalanga - 2
- Gauteng - 1
- North West Province - 2
- Northern Cape - 2
- KwaZulu-Natal - 3
- Eastern Cape - 2
- Western Cape - 7

MATCHMAKING PROGRAM

15 943 scheduled meetings between 844 profiles in the matchmaking program

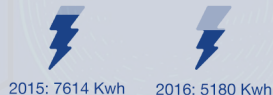
537 participants actively used the program to schedule their meetings

MEETINGS AFRICA GREENING

Social Investment: number of trees planted in various communities around Johannesburg and Tshwane (290% increase)



Energy Consumption (32% decrease)



27 FEBRUARY 2017: BONDAY
28 FEB-01 MAR 2017: EXHIBITION
SANDTON CONVENTION CENTRE
JOHANNESBURG, SOUTH AFRICA

Go to www.meetingsafrica.co.za



NATIONAL CONVENTION BUREAU