



HOTEL & HOSPITALITY EXPO

A F R I C A

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Sandton Convention Centre,
Johannesburg, South Africa

African Hospitality
Confidence Index
2024

Africa embraces innovation in
new high-growth era

Knowledge and strategic partner:



MOORE

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FOREWORD

Dear Readers,

Welcome to the second edition of our annual survey, the **African Hospitality Confidence Index 2024**, a co-production between **The Hotel and Hospitality Expo Africa (dmg events)** and **Moore Global**. We invite you to explore the African hotel and hospitality industry and its latest market advancements – surveyed, processed, analysed, and delivered to you.

After a vastly successful rebound from the impacts of the pandemic, today the African hotel and hospitality industry is confident and eager to strategise and embrace new technologies with the potential to transform hotel products for industry stakeholders and raise the bar for guest experiences.

The industry has historically been slow to adopt new technology – but through our research and work with major international hotel brands and independent national businesses, we see clear evidence that this is no longer the case. The hotels sector is committed to participating fully in the next technological revolution and Africa is keen to play its part.

While big hoteliers are investing millions of dollars in artificial intelligence (AI) and trialling applications throughout almost all aspects of hotel operations, smaller businesses are also becoming involved in more modest ways. Early deployment uses are the tip of the technology iceberg. AI has the potential to be applied in numerous ways from customer insight to chatbots providing 24/7 guest information, revenue management, security, training and energy and resource management. AI can also help alleviate skills shortages by freeing employees from repetitive tasks to perform more value-add roles.

Based on our survey results, almost 1-in-4 African hotel and hospitality businesses now use AI in some capacity, while the remainder demonstrate strong awareness of its potential. Business leaders' enthusiasm for leveraging the power of AI and accelerating digitisation more generally, is hugely significant.

Our survey spanning 30 African nations shows that the confidence and dramatically improved operational performance we have seen in global hotel industry data, is echoed in Africa. Sustained growth in tourism and business travel is lifting the entire sector, while hotels are also increasingly efficient at optimising revenue.

Global key performance indicator data tells a remarkable story of recovery and resilience and reveals an agile and ambitious sector that is no longer looking back, but confidently marching ahead. Data for 2023 shows that on key measures including RevPAR (revenue per available room), ADR (average daily rate) and occupancy, the industry has defied expectations.

On a global view, the industry has not just narrowed the gap from pre-pandemic levels but on some measures is advancing into new growth territory. The majority of African businesses report that they have already recovered from the impact of the global pandemic in the timeframe they expected, while 80% are positive about the medium and long-term outlook.

Sustained strong demand, together with Africa's abundance of spectacular visitor destinations, have sparked a rush of new investment. Leading brands including Marriott, Radisson, Hilton, and Accor are expanding their African portfolios.

Africa's hotel development pipeline currently stands at 482 hotels (84,427 rooms), including new builds and rebranding as independent operators forge ties with major international groups.

Change of this magnitude will inevitably sharpen competition but it also presents unparalleled opportunities for new deals and partnerships at all ends of the market for the owners of hotels, bars and restaurants as well as their suppliers.

While challenges and uncertainties undoubtedly lie ahead, there are strong indications that we are on the cusp of a new growth era for the African hotel and hospitality industry.



Marton Takacs
Global Sector Leader: Hotel and Leisure
Moore Global

FOREWORD

The Hotel and Hospitality Expo Africa in conjunction with Moore is very proud to present: The second annual African Hospitality Confidence Index entitled 'Africa Embraces Innovation in a High-Growth Era'.

The Index reflects the results of a month-long survey conducted amongst members of the African tourism and hospitality community.

Based on the excellent response to last year's report, we decided to make the Index an annual event, allowing us to capture changing perceptions of the industry over time. Annual comparisons provide a deeper understanding of the emerging trends of those operating directly in the industry. The intention is for the industry to have a point of reference of their peers as the emergence of AI, a more intense focus on ESG, and the search for customers in a more competitive market, makes for an increasingly complex operating environment.

The growth in the response has also been encouraging, indicating a greater number of operators across the continent, as well as the increased interest in securing a presence on the continent. Responses grew from 315 respondents in 2023 to 537 (+70%), with the number of African countries represented growing 76%, from 17 last year, to 30 this year.

This year, for the first time, the Index added suppliers to potential respondents, thereby allowing this crucial segment to also share their views. For the growth expected across hospitality, suppliers are integral to the success of operators and we therefore wanted to capture their point of view. Tracking responses also provides an opportunity to match levels of confidence between buyers and sellers, allowing for the earlier identification of any potential trends.

This report would not have been possible without the efforts of our long-term partner, Moore Global. We thank Marton, Jeff, and the team for their commitment to the Index and to the industry. We must further extend our thanks to Hotel Partners Africa and the Guest House Association of South Africa for sharing the survey links with their database. Partnerships and collaboration are an integral part of this industry, and we appreciate all our partners that are making this possible.

We hope you find this Index valuable as an ongoing resource to new entrants and incumbents in the robust African tourism, travel, and hospitality market. We encourage you to participate in the next edition – sign up to receive a notification for when the surveys go live later this year by **clicking here**.

The 2024 edition of the Hotel & Hospitality Expo Africa, entering its seventh year, unites the industry in a space where all stakeholders can connect, learn, and network, further bolstering their business and personal careers. It is our mission to support and add value to the industry. We hope you gain as much insight and use from this report as we have, and we have. We commit to using these insights in our efforts to improve the service we provide to this sector.



Joshua Low
Vice President South Africa
dmg events

EXECUTIVE SUMMARY

The second African Hospitality Confidence Index paints a vivid picture of a vibrant industry in which the majority of hotel, bar and restaurant operators and industry suppliers are looking to the future with growing confidence. The majority of businesses have recovered from the pandemic within their expected timeframes and are now entering a new phase of growth.

An overwhelming majority are positive about short, medium and long-term prospects. This upbeat conclusion emerged from our survey conducted amongst more than 500 businesses headquartered in 30 African countries, as well as several international businesses operating in Africa.

It provides valuable market intelligence as well as data on topics ranging from technological innovation to revenue management, capital expenditure, access to finance, energy issues, as well as talent recruitment and retention. The survey is the most comprehensive, authoritative, and up-to-date snapshot of the African industry. It provides unique insights into current market dynamics and also highlights factors likely to have a major impact in the future.

African businesses are emerging as keen and ready to participate in a new wave of innovation driven by Artificial Intelligence (AI). There is significant awareness of AI's transformative potential as well as evidence of early adoption of AI solutions. This aligns with a deepening resolve to accelerate digital transformation in order to boost their bottom line and improve overall guest experiences.

Confidence is supported by strong fundamentals and robust operating performance. Growth stems from increased tourist and business travel across Africa, as well as the growing phenomenon of 'bleisure' travel, where visitors plan a vacation around business events, staying longer and spending more.

Most businesses are deploying sophisticated strategies to optimise revenue and maximise occupancy, dynamically adjusting prices and offerings to attract specific customer segments. Many are planning to increase capital expenditure to remain competitive in a buoyant market that is attracting both new investment and new entrants.

Businesses are not complacent, and challenges remain. These include the cost and complexity of integrating new technology into existing systems, as well as limited understanding of best practice on environmental, social and governance (ESG). Businesses do however acknowledge that action on ESG is vital for their long-term success.

Other challenges include accessing finance and the cost of servicing debt, while interest rates remain relatively high. Persistent inflation, energy costs and supply, as well as skills shortages, also continue to pose challenges. Macroeconomic and geopolitical risks also feature as a concern, particularly amid heightened tension in the Middle East. Overall, however, the sector looks set on an upward trajectory, with leaders ready to seize new opportunities whilst being alert to potential threats.

FAST FACTS

80%

are positive about the sector in the medium to long-term

53%

of firms use dynamic pricing to optimise revenue

AI

Almost **1 in 4** businesses are using Artificial Intelligence tools

89%

say ESG action is vital for long term success

92%

say 'bleisure' accounts for a significant amount of customers

55%

have systems to foster employee satisfaction and loyalty

Confidence rises as Africa enters new era of growth

The hotel and hospitality sector across Africa is in a buoyant phase with 65% of survey respondents from 30 African countries reporting that their businesses have now recovered from global pandemic disruptions within their expected timeframes.

Confidence is strong across the industry for both the current market, as well as for the short, medium and long-term outlook. A total of 69% of businesses report that their expectations of recovery leading to improved financial performance, increased occupancy, and positive customer feedback this year, have been met.

Hotel, lodge, bar and restaurant owners and operators are slightly more confident than industry suppliers, however the majority maintain an upbeat perspective. There is an upward trend in confidence the longer the timeframe considered, with 68% positive on the current state of the industry, rising to 78% in the short term (less than 12 months) and 80% in the medium-to-long term (more than 12 months) vs 90% of 2023 respondents indicating positivity for the same period. Interestingly, the 2023 report indicated that 82% were positive about the short-term future of the hospitality sector so not all the optimism has panned out.

Confidence is supported by a projected average annual growth of 8.68% for the African hotel sector in the next 5 years, with Statista forecasting revenue levels of \$13.8 billion by 2027.

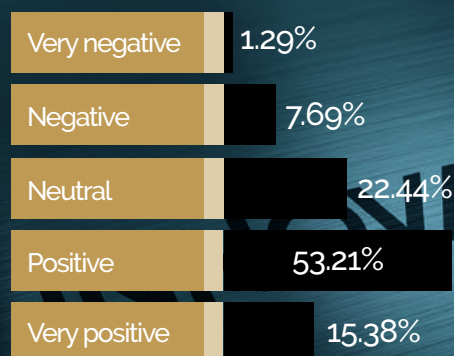
Growth is being propelled by rising global travel demand which has continued to show remarkable resilience and sustained recovery. UNWTO World Tourism Barometer data shows that an estimated 700 million tourists travelled internationally between January and July 2023, around 43% more than in the same months for 2022.

Global key performance indicators collated for the latest Moore Hotels' quarterly report also reveal strong growth in the industry. They show that RevPAR (revenue per available room) surged in H1 2023 to \$110.70, eclipsing the 2019 pre-pandemic figure of \$105.30. Meanwhile, ADR (average daily rates) jumped to \$160.60, surpassing the 2019 H1 figure of \$144.90.

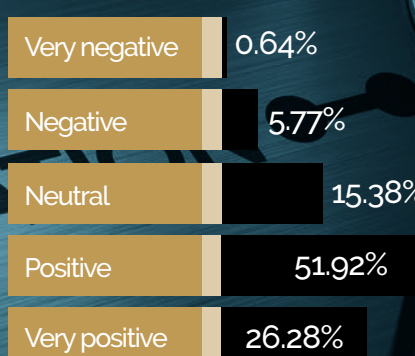
Macroeconomic and demographic trends are also driving sector growth and confidence. Africa is forecast to be the world's second fastest-growing economic region in 2024 after Asia. It also has the world's youngest and fastest-growing population, which is set to reach 2.5 billion by 2050. This is expected to result in a growing middle class and the emergence of megacities of more than 10 million people, all of which will drive demand for hotels and hospitality.

Strong market fundamentals are attracting significant flows of fresh capital, much of it from overseas. Investors such as private equity firms currently view hotels as an attractive commercial real estate class. While offices and retail have fixed income from long-term leases whose value can be eroded in real terms by inflation, hotels can use dynamic pricing to adapt to changing market conditions, making them particularly attractive in a high inflation environment.

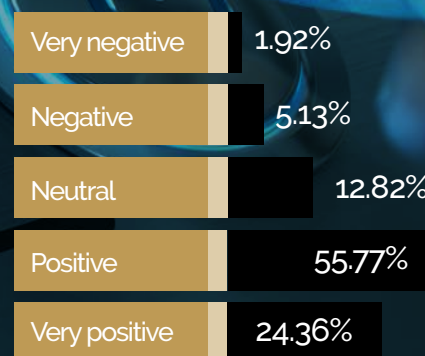
How would you rate your overall sentiment towards the current state of the hospitality industry?



How would you rate your overall sentiment towards the future of the hospitality sector in the short-term (<12 months)?



How would you rate your overall sentiment towards the future of the hospitality sector in the medium- to long-term (12 months +)?



Africa set to embrace transformative power of AI

Ambitious African business leaders are preparing for a technological step change in the industry by starting to use Artificial Intelligence (AI) tools in their operations. Significantly, close to one-quarter of respondents are early adopters who already use some form of AI application.

Awareness and understanding of AI is strong and growing, with an overwhelming majority of businesses (79%) familiar with the concept of AI and its potential uses. Notably, more than one-quarter (26%) say they are either very or extremely familiar with AI, signalling African businesses' determination to be at the forefront of a new wave of technological innovation.

Respondents recognise AI's potential to deliver operational efficiencies, streamline processes, reduce costs, and save time, depending on which uses are implemented. Initially, the focus within the sector has been on using AI in relatively simple ways to improve customer experiences and to collate and analyse data to get a better understanding of customer behaviour.

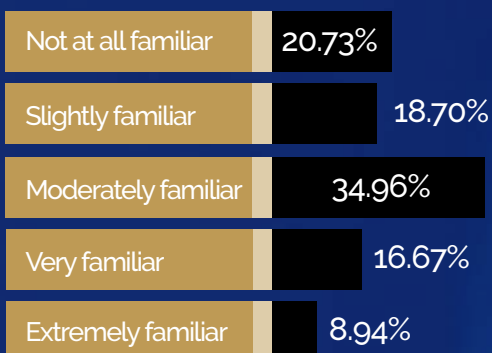
Businesses see an opportunity to offset labour shortages by using AI chatbots to provide 24/7 assistance for routine simple enquiries, thereby making skilled staff available for value-add tasks. Some operators see potential to use AI in marketing campaigns to boost response rates from targeted customer segments. International hotel chain Accor is pioneering this approach through a strategic partnership with AI content platform Phrasee, which optimises marketing copy in order to accelerate customer engagement and increase revenue.

Large international branded hotel groups are investing millions of dollars in AI applications, with some running small scale pilots before committing to mass rollout. Global AI spend in the hospitality market was valued at USD 90 million in 2022 and is estimated to reach USD 8,120 million by 2033 with a CAGR (compound annual growth rate) of 60%.

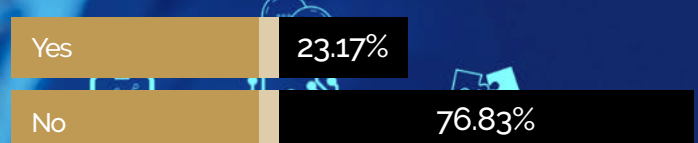
There is growing appreciation of AI's potential for other applications such as revenue management, energy management and security. Rising interest in AI is part of a wider acceleration in digitisation in the industry, which began during the pandemic. The key attraction is the potential to contribute to better business performance.

Strong market fundamentals and a buoyant outlook make it easier to support the investment case for AI. However, some African operators and suppliers who are keen to integrate AI into their operations, have identified several challenges: cost and resource allocation being the most significant, followed by system integration, data privacy and security, and quality and availability of data.

How familiar are you with the concept of AI and its potential applications in the hospitality industry?



Have you implemented any AI technologies or systems in your business operations?



BLEISURE

Business and leisure boom drives growth

The African hotels and hospitality industry is benefiting from a global travel trend called 'bleisure' where leisure time is added onto a business trip. This extended stay results in increased spend – delivering an additional boost to the sector.

Bleisure became increasingly popular following the pandemic, fuelled by a combination of pent-up travel demand, growing adoption of remote or flexible working patterns which made it easier for people to work from anywhere, and a greater emphasis on work-life balance.

Bleisure customers account for a growing share of the total customer base in Africa, with 92% of survey respondents describing bleisure customers as significant. Hotels are not just busier as a result, 76% of respondents reported a positive impact in terms of revenue generation as well as occupancy.

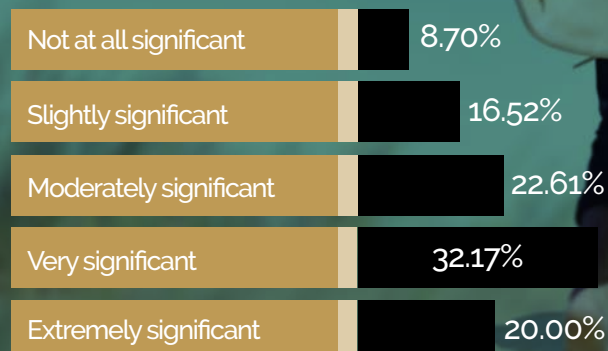
Bleisure travel is set to become an even bigger phenomenon in the next decade. The value of the global bleisure market is expected to more than double from 2022 levels to \$731.4 billion globally by 2032, a compound annual growth rate (CAGR) of 8.9%.

Bleisure travellers may have greater or different demands than conventional travellers – for example, they may require accommodation that can function equally well as a workspace, romantic retreat or family space.

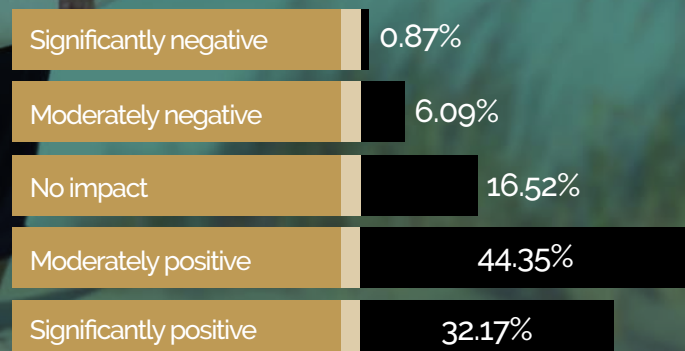
This may necessitate additional investment in order to be a destination of choice in a competitive market in which bleisure customers may rate access to a spa or a tour guide as highly as having a comfortable desk and fast WiFi.

Bucket list trips of a lifetime are still a prominent feature of the African market which offers a wealth of spectacular tourist destinations and leisure experiences. However, bleisure travel is the segment to watch as it is predicted to become an increasingly important revenue generator in the future.

How significant is the presence of business leisure customers in your hotel's customer base?



In terms of revenue generation and occupancy rates, what impact do business leisure customers have on your overall business performance?



FINANCE

Intelligent revenue management boosts performance

Hotel and hospitality business owners and operators are becoming increasingly sophisticated in the strategies they use to boost revenue and increase occupancy rates during quiet periods.

They deploy a range of practices, with dynamic pricing (varying a price to reflect changing market conditions) by far the most widely used, with more than half (53%) using this approach.

Other popular strategies include upselling and cross-selling, special group and event pricing, seasonal pricing and loyalty programs. More simplistic strategies, such as overbooking rooms, are only used by around 1 in 10 businesses.

Key financial performance indicators such as RevPAR (Revenue Per Available Room), ADR (Average Daily Rates) and occupancy levels continue to strengthen globally, with metrics even surpassing pre-pandemic levels.

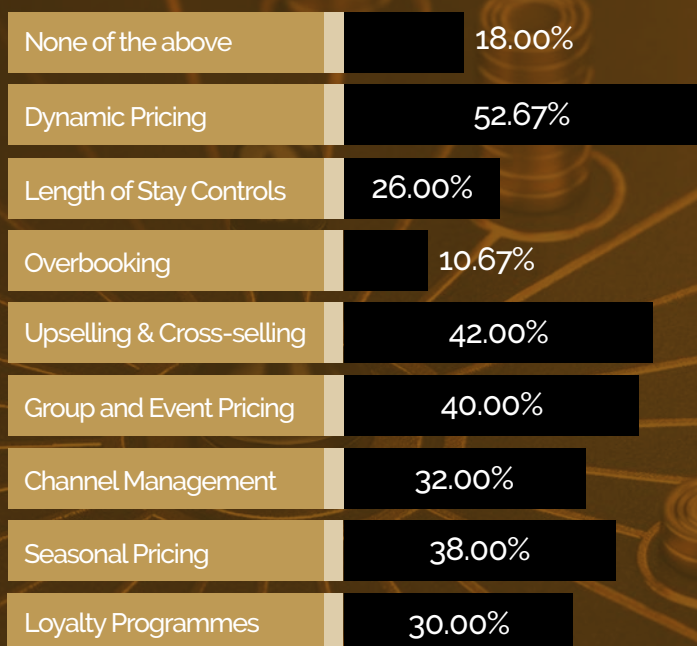
A firm financial footing combined with a positive outlook, have emboldened some businesses to increase medium-to long-term capital expenditure (CAPEX) plans. A total of 7% of respondents plan CAPEX as the highest category of spend (more than USD 1,250,000) within 12 months contrasted with only 3% having similar plans in 2023. This rises to 11% in the medium or long term (more than 12 months' time) contrasted with 5% in 2023, reinforcing the increased levels of confidence.

In terms of investment priorities, businesses are looking at ways to deliver an enhanced guest experience through improved facilities and better systems, as well as investment in training. Further details on products and services that are in demand, will be released shortly.

Inflation remains a concern, contributing to higher input costs, particularly for food and energy. Businesses are seeking to improve financial performance through tighter cost controls where possible, better inventory management and operational efficiency savings.

Higher interest rates in recent years have raised the cost of borrowing for businesses. The impact is reflected by the fact that 46% of respondents have either had to explore alternative financing options or adjust financing strategies.

Which revenue management practices or strategies are you currently implementing in your business operations to optimise revenue and maximize profitability?



In light of recent economic and industry changes, have you had to explore alternative financing options or adjust your financing strategies for your business?



Action on ESG vital for long-term success

A large majority (89%) of businesses believe that environmental, social and governance (ESG) and sustainability initiatives are important for the long-term success of the industry, with more than half (54%) regarding these as very important.

A total of 73% believe ESG factors can have a positive influence on their own business. However, despite this, implementation of ESG policies across Africa has been relatively slow and patchy, with fewer than half (46%) of businesses currently having initiatives in place.

A key stumbling block to wider implementation is limited knowledge of the main international frameworks that businesses can use to inform ESG strategy. The United Nations Sustainable Development Goals framework is the most widely recognised, but just over half (51%) of businesses are currently unaware of any of the major global ESG frameworks.

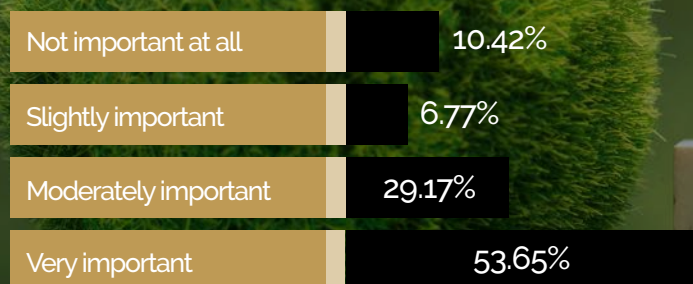
Those that have implemented ESG measures acknowledge the business benefits, with 57% reporting a positive impact on customer satisfaction and loyalty. Businesses are under pressure to become more accountable and transparent on ESG and sustainability issues, from increasingly environmentally and socially conscious customers and employees, to business partners, investors and legislators.

From an investor and owner perspective, numerous studies have linked best practice in ESG to overall good business performance, citing the impact of good governance on strategic decisions and positive relationships with stakeholders. Research by Moore Global found that companies who were leaders in implementing ESG policies, have enjoyed a significant boost to their bottom line, as well as broader strategic benefits.

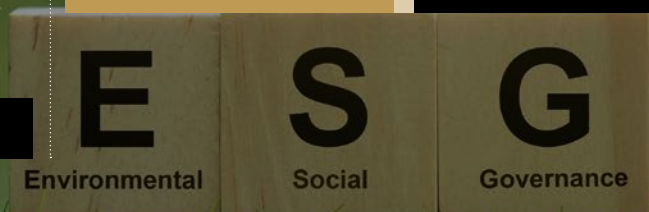
ESG priorities include increasing the use of green or renewable energy, as well as increased recycling and use of biodegradable products. Alternative sustainable energy supply is a key focus across Africa as frequent power supply outages impact on operational performance, as well as on customer experience, satisfaction, and loyalty. Respondents say solutions such as on-site solar power generation can deliver simultaneous environmental and business benefits.

Social issues are regarded as particularly important, especially in an ongoing skills shortage climate. Progressive policies on labour rights, employee welfare, equality and diversity, training, and community engagement, are likely to position companies as employers of choice.

To what extent do you believe ESG sustainability practices and initiatives are important for the long-term success of the hospitality industry?



Have you implemented any specific ESG sustainability measures or initiatives in your business operations?



CHALLENGES

Potential headwinds on the horizon

The industry has been buoyed by substantial tailwinds since the end of the pandemic, resulting in a resurgence in global travel with increased tourist and business travel. While businesses remain generally upbeat, they are keeping an eye on potential headwinds that could gather momentum.

Issues cited include access to finance and the cost of finance, both of which are impacted by macroeconomic developments. The International Monetary Fund (IMF) projects that global GDP will ease to 2.9% in 2024 from 3.0% in 2023. However, Africa is well-positioned and forecast to be the second fastest-growing economic region in the world in 2024, after Asia.

The last 2 years have witnessed steep interest rate increases as central banks sought to tame inflation. This increased the cost of debt repayment for consumers and businesses, while inflation caused an additional blow by increasing the cost of living for families and input costs for business.

On a positive note, these pressures are expected to ease in the year ahead. The IMF forecasts a steady decline in global inflation from 6.9% in 2023 to 5.8% in 2024, linked to tighter monetary policy and lower commodity prices. However, if interest rates were to fall less rapidly than anticipated, or if inflation started to edge up again, it could affect growth expectations.

Geopolitical risk could also present a potential future challenge, although until now, global travel and the hotel and hospitality sector have proven to be largely unaffected by military action and rising political tensions around the world.

Besides higher energy costs, businesses face persistent difficulties in ensuring consistent energy supply, and this is likely to continue to be an issue.

Other challenges include a continual need to raise the bar on guest experience – a challenge exacerbated by increased competition as the sector attracts new entrants. Integrating new technology into existing systems and introducing ESG initiatives into business operations, also present some concerns as both involve cost and complexity.

Finally, chronic skills shortages remain a challenge as the exodus of staff during the pandemic continues to reverberate. Africa's status as the world's youngest and fastest-growing population could help plug the skills gap, with appropriate investment. In the meantime, businesses have instigated measures to recognise, reward and retain staff. The survey found that more than half (55%) the respondents have established programs to foster employee satisfaction and loyalty.

Despite all the potential headwinds, the industry across Africa remains ambitious, optimistic and determined to overcome challenges and embrace opportunity.

Are there specific programs or policies in place to foster employee satisfaction and loyalty?

Yes

55.33%

No

44.67%



ABOUT THE AFRICAN HOSPITALITY CONFIDENCE INDEX 2024

This report was compiled by Moore Global in partnership with dmg events and provides authoritative and comprehensive data and insight on trends shaping the hotel and hospitality sector across Africa. It presents a unique snapshot of an industry that is an important source of revenue and a driver of growth for African economies.

Demographics

A total of 537 hotel and hospitality businesses from across 30 African countries participated in the survey. The survey also includes a small number of businesses operating in, but not headquartered in Africa. Businesses in the 3 largest African economies – Nigeria, Egypt and South Africa – accounted for the majority of participants, with South Africa accounting for 50% of responses.

The survey canvassed the views of a mix of smaller and medium size businesses in terms of revenue, with around half (49.5%) anticipating revenues of less than USD 62,500 in 2023. At the upper end, 18% anticipated revenues of more than USD 1.25 million in 2023.

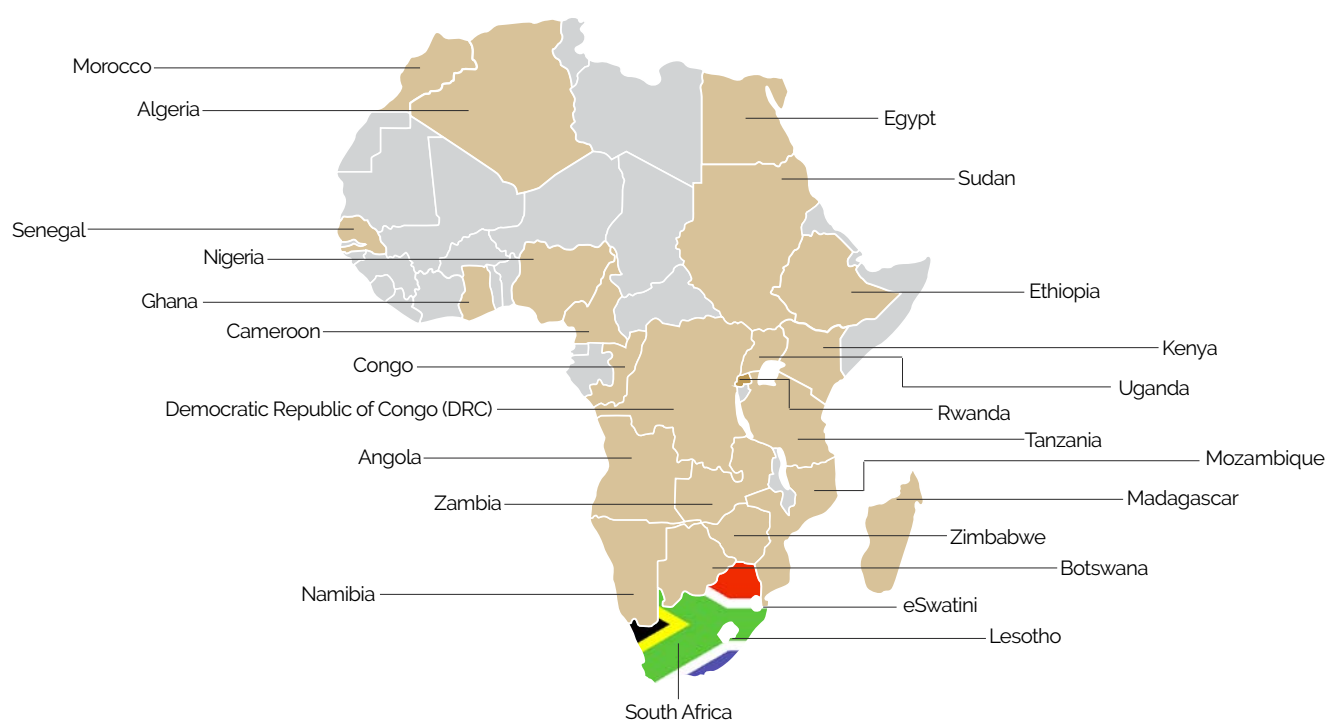
A total of 57% of respondents are business owners. In terms of employee numbers, 58% of participating businesses have 20 or fewer employees, while at the larger end of the scale, 21% employ more than 100 people. Hotel operators accounted for 66% of respondents, with suppliers accounting for the remainder. The largest group by business activity were hotels, lodges and resorts, which accounted for 61%, followed by distributors and agencies (18%), food service and catering businesses (11%) and restaurants, cafes and bars (8%).

Methodology

dmg events and Moore Global compiled the questionnaire, updated from the inaugural 2023 edition and designed to capture shifting sentiment while addressing new trends and issues. The survey was distributed digitally to dmg events hospitality and tourism databases. Recruitment was supplemented through digital advertising and partner distribution (with thanks to Hotel Partners Africa and the Guest House Association of South Africa).

All questionnaires were completed online between September and October 2023. Results were then tabulated and analysed by Moore Global to produce the final report.

We would like to thank all participants who took the time to complete the survey. The expert insights and feedback shared by more than 500 industry professionals, are reflected in this report. We hope the report will be a useful source of intelligence for everyone in the industry. We welcome feedback or suggestions for particular areas of focus or data sets for future reports.



About Moore Global



Moore is a global accounting, audit and advisory network of over 34000 people across more than 228 independent firms and 112 countries. Moore Global is ranked by the International Accounting Bulletin as the 11th largest accountancy network in the world.

Moore Global hotel and leisure sector group comprises network member firms with established track records of providing business advice to hotel, leisure and tourism owners and operators. Our understanding of key market drivers helps clients to add value to their business and gain a competitive edge.

Our sector experts specialise in industry-specific strategic and development advisory, working closely with owners, developers, financiers, operators, and other industry stakeholders. We produce quarterly global reports on key trends and performance indicators in the sector, based on an analysis of select leading international branded hotel companies.

We lead innovation in everything we do, promoting growth and cooperating with stakeholders, from credit institutions to innovative start-ups. We use our global reach, extensive local industry knowledge and networks, to identify practical solutions in every situation. Our member firms have a strong reputation for providing insightful and integrated advice to this dynamic sector.

About dmg events



dmg events is a leading organizer of face-to-face events and publisher of trade magazines and information services. Our aim is to create dynamic marketplaces to connect businesses with the right communities to accelerate their growth in today's rapidly evolving landscape.

With a presence in over 20 countries and organizing more than 90 events each year, dmg events is a global leader in the industry. Attracting over 425,000 attendees and delegates annually, we organize events in the construction, hospitality, interiors & design, energy, coatings, entertainment, food & beverage and transportation sectors.

To better serve our customers, dmg events has offices in 10 countries, including Saudi Arabia, the UAE, Egypt, South Africa, the UK, Canada, Singapore and India. By being on the ground, we can better understand market needs and nurture relationships to create unforgettable experiences for our attendees.

Our flagship events including the Big 5 Global, ADIPEC, Gastech, EGPES, The Hotel Show, INDEX and The Saudi Food Show. For more information visit www.dmgevents.com

Founded in 1989, dmg events is a wholly owned subsidiary of the Daily Mail and General Trust plc (DMGT, www.dmg.co.uk).

About the Hotel & Hospitality Expo Africa



The Hotel & Hospitality Expo Africa forms part of a dedicated portfolio of events proudly serving the hospitality industry across the Middle East, Africa and Asia. The Hotel & Hospitality Expo Africa is the ultimate event for the hotel and hospitality sector in Africa.

Now in its 7th year and having undergone a transformation, our modernised approach sets the tone for the future of the industry. The Hotel & Hospitality Expo Africa is the premier trade event for connecting hospitality suppliers with buyers from the continent and beyond. The future of hospitality in Africa starts here!

About KAOUN International



KAOUN International is the independent events company and wholly owned subsidiary of Dubai World Trade Centre (DWTC) established to organize and manage events internationally.

Derived from the Arabic word 'universe', KAOUN International's mission is to 'Create Limitless Connections' for the industries and markets in which it operates.

Created to leverage the 40-year legacy of DWTC's events management business and drive future MICE sector opportunity in the MENASA region.

KAOUN International delivers game-changing live experiences that build robust business connections, create opportunity, and stimulate economic growth, building on DWTC's extensive portfolio of business and consumer events spanning multiple sectors, including technology, food and hospitality, sustainability, broadcast, and satellite, automotive, talent development and leisure marine.





11-13 JUNE 2024

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African Hospitality Confidence Index 2024

Africa embraces innovation in new high-growth era

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