

Africa Hotel Investment Forum (AHIF) in Namibia

2024 Economic Impact Summary

Prepared for The Bench

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AHIF's contribution to Namibia's
GDP was \$441,000



AHIF 2024 generated direct
expenditure in Namibia of \$396,000



AHIF generated 2,000 delegate and
visitor days in Namibia with
international delegates spending on
average 3.4 nights during the event



35% of delegates stayed an
additional 2.2 nights for pre- or post-
conference stays and 13% brought
accompanying guests with them



The average value of business opportunities gained at AHIF was \$2.6 million



The direct expenditure due to AHIF sustained / created 274 annualised employment opportunities in Namibia



Delegates reported a value of \$365M in business opportunities and deal volume gained at AHIF

Methodology Notes

- 01** Delegate expenditure was extrapolated from a post-event delegate survey distributed by The Bench. The sample represented 21% of total attendance at the event.
- 02** Organiser expenditure was provided by The Bench and excludes expenditure outside of Namibia as this is considered economic leakage.
- 03** Economic multipliers were sourced from WTTC and applied to the direct event expenditure to project GDP and employment impacts. Multipliers are not available at City level, therefore the impacts are at country level.
- 04** The value of business opportunities and deal volume was extrapolated from the post-event delegate survey (*What is the estimated \$USD value you expect your company to make through business opportunities gained at AHIF?*). The percentage of respondents indicating a value in the survey was 58%.
- 05** JLL has not conducted back-checking of the delegate surveys as they were completed anonymously. JLL does not assume responsibility for inaccurate reporting by the survey respondents.
- 06** All monetary values are presented in current US dollars.

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