

# Future Hospitality Summit (FHS) Africa in Cape town

**2025 Economic Impact Summary**

**Prepared for The Bench**

18 July 2025



FHS's contribution to South Africa's GDP was \$0.55 million



FHS 2025 generated direct expenditure in South Africa of \$0.48M



FHS generated 2,198 delegate and visitor days in South Africa with delegates spending on average 3.8 nights during the event



76% of delegates stayed an additional 2.0 nights for pre- or post-conference stays and 10% brought accompanying guests with them



The average value of business opportunities gained at FHS was \$3.7 million



The direct expenditure due to FHS sustained / created 30 annualised employment opportunities in South Africa



Delegates reported a value of \$459M in business opportunities and deal volume gained at FHS

## Methodology Notes

- 01** Delegate expenditure was extrapolated from a post-event delegate survey distributed by The Bench. The sample represented 19% of total attendance at the event.
- 02** Organiser expenditure was provided by The Bench and excludes expenditure outside of South Africa 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 FHS?*). The percentage of respondents indicating a value in the survey was 43%.
- 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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