Africa Hotel Investment Forum (AHIF)

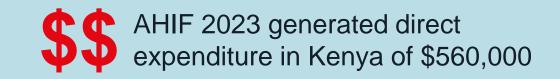
2023 Economic Impact Summary

Prepared for The Bench

20 July 2023









AHIF generated 2,400 delegate and visitor days in Kenya with international delegates spending on average 3.5 nights during the event

AHIF's contribution to Kenya's GDP was \$789,000



45% of delegates stayed an additional 2.5 nights for pre- or postconference stays and 11% brought accompanying guests with them







The direct expenditure due to AHIF sustained / created 154 employment opportunities in Kenya

The average value of business opportunities gained at AHIF was \$4.5 million



Delegates reported a value of \$293M
in business opportunities and deal
volume gained at AHIF

Methodology Notes

Delegate expenditure was extrapolated from a post-event delegate survey distributed by The Bench. The sample represented 29% of total attendance at AHIF.

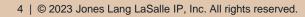
Organiser expenditure was provided by The Bench and excludes expenditure outside of Kenya as this is considered economic leakage.

Economic multipliers were sourced from the World Travel & Tourism Council 2023 Economic Impact Report for Kenya and applied to the direct event expenditure to project GDP and employment impacts.

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 55%.

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.

All monetary values are presented in current US dollars.





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