

Africa Hotel Investment Forum (AHIF)

2023 Economic Impact Summary

Prepared for The Bench

20 July 2023



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



AHIF 2023 generated direct
expenditure in Kenya of \$560,000



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



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



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



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



Delegates reported a value of \$293M 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 29% of total attendance at AHIF.
- 02** Organiser expenditure was provided by The Bench and excludes expenditure outside of Kenya as this is considered economic leakage.
- 03** 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.
- 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 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.
- 06** All monetary values are presented in current US dollars.

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