



South Africa's hotel & hospitality sourcing expo

22 - 24 June 2027

Cape Town International Convention Centre
Cape Town, South Africa



Join the conversation: [#hotelshowafrica2027](https://twitter.com/hotelshowafrica2027)

www.thehotelshowafrica.com

Co-located with



Organized by **dmg** events

Three days of deals, connections, and hospitality

Following a successful return to Cape Town, **Hotel & Hospitality Expo Africa** celebrates its 10th edition in 2027. South Africa's leading hospitality and foodservice trade event connects suppliers with buyers and decision-makers from hotels, restaurants, resorts, guesthouses and hospitality groups.

Exhibitors meet hotel owners, operators, chefs, restaurateurs, distributors and procurement professionals actively sourcing new products and solutions, while live demonstrations, competitions and workshops create additional opportunities to generate leads and build relationships.

Co-located with Anuga Select South Africa, the 2027 edition brings hospitality, foodservice and retail buyers together under one roof, giving exhibitors access to an even wider audience of qualified buyers. Join the businesses shaping the future of hospitality in Southern Africa and put your brand in front of the people making purchasing decisions.

6000+ TRADE VISITORS

90+ EXHIBITORS

30+ COUNTRIES REPRESENTED

ABOUT CAPE TOWN

As the proud host city for the 2027 edition, Cape Town offers the ideal backdrop for meaningful business and networking.

Beyond the boardroom, Cape Town blends opportunity with experience – set against the iconic Table Mountain and rich cultural heritage of the historic City Bowl. It's a destination where business growth and lifestyle converge, consistently ranked among the world's most liveable and visit-worthy cities. Make the most of your time at the expo – and in one of Africa's most inspiring cities.



Exhibit to engage the hospitality market

At Hotel & Hospitality Expo Africa, your business will connect with over 6 000 buyers from hotels, restaurants, and resorts. Partner with us to engage your target clients in a setting built for meaningful connections and growth.

GENERATE QUALITY LEADS

Attract new hospitality clients and strengthen relationships with existing customers, helping you secure business, generate sales and reach key growth targets.

EXPOSE YOUR BRAND TO A TARGETED AUDIENCE

Increase your visibility among hospitality professionals by putting your business in front of the people who influence purchasing decisions for hotels, restaurants, lodges and other hospitality venues.

ESTABLISH INVALUABLE RELATIONSHIPS

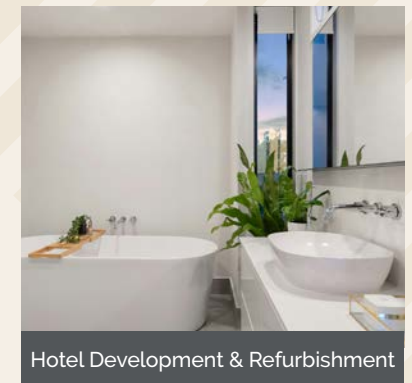
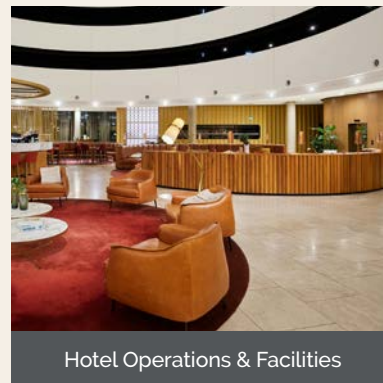
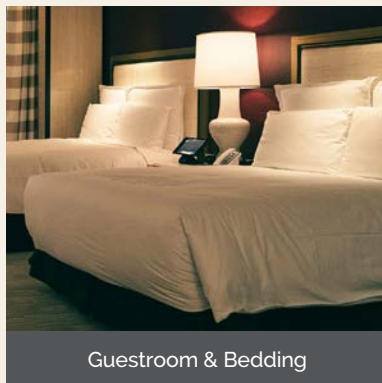
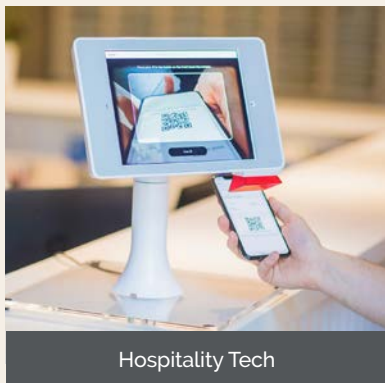
A rare opportunity to engage face-to-face with hospitality buyers, hotel groups, restaurant operators, investors, distributors, industry associations and government stakeholders.

EXPLORE NEW BUSINESS OPPORTUNITIES

Launch and test new hospitality products and solutions, gain valuable market insights, identify distribution partners and connect with buyers actively seeking innovative offerings for hotels, restaurants and other hospitality establishments.

PRODUCTS KEY BUYERS ARE LOOKING FOR

From hospitality tech, to hotel operations & facilities, Hotel & Hospitality Expo Africa comprehensively covers all key product sectors.



Hotel & Hospitality Workshop Sessions

Position your brand as a trusted industry partner through a series of practical workshop sessions attended by hotel, restaurant and hospitality professionals. As a session sponsor you can showcase your expertise, align with key industry topics and engage directly with decision-makers seeking solutions to operational and commercial challenges.

Covering customer experience, operations, leadership, technology and business growth, these sessions create valuable opportunities to build brand awareness, generate qualified leads and connect with potential customers.



Benefit from our reach



EMAILS

342k emails sent to hospitality professionals across Africa.



VIP CAMPAIGN

Over 100 key African public and private sector VIPs attended the event.



EVENT WEBSITE

Over **232k** visitors to our event website.



SOCIAL MEDIA

6,5m social media impressions.



EXHIBITOR MARKETING SUPPORT

We provided exhibitors with **free tailored marketing packages** which they used to invite their clients and amplify the campaign.



TELEMARKETING

3 000+ professionals were invited by our telemarketers and assisted with their registrations.



PARTNERSHIPS

Supported by **5 media partners** and **2 association partners** expanding the event's visibility among hospitality professionals, buyers and industry decision-makers.



WHATSAPP

37k WhatsApp messages delivered.



PUBLIC RELATIONS

Our dedicated PR team ran a **4 month campaign**.



DIGITAL ADVERTISEMENT

90 Radio advert placements.



181k Outdoor digital billboard impressions.



ONSITE MEDIA PARTICIPATION

Key media stakeholders were onsite to cover the event..



IOL

BUSINESS LINKTM

brainstorm
Just think.
THE BUSINESS TECHNOLOGY MAGAZINE

TRADE & TASTE
YOUR ANNUAL GUIDE TO HOSPITALITY ESSENTIALS

SUPERMARKET & RETAILER
EXACT FROM MARKET FIRST INFORMATION

DIE BURGER

NETWORK
24

news24
Trusted News. First

GASTRONOMY AFRICA



THE BIG ISSUE

91.3 FM
VOICE OF Cape

SA BUSINESS Journal

Landbou weekblad

Choose your stand package

EXHIBITION OPPORTUNITIES



FABRIC BOOTH:

R 4 939 per m²

Every stand will receive the following items as part of their contract. All items are hired and not purchased.

Floor space, carpets, white fabric walling, company name on the fascia, lighting, plug point / socket, table and 2 chairs.

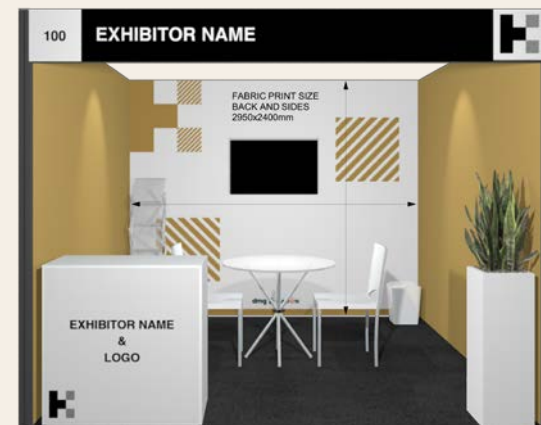
RAW SPACE:

R 4 260 per m²

Floor space only:

Only the allocated floor space is provided. Exhibitors are required to build/supply their own separating walls, lighting, floor covering. A Distribution Board needs to be ordered on the exhibitor services portal in order to receive electricity/power to the stand.

UPGRADED FABRIC PACKAGES



PACKAGE:

R 7 800 per m²

Stands will receive the following items as part of their package for every gm².

- 1 x full colour fabric print
- 1 x company name on the fascia
- Carpeting
- 1 x plug point/socket, lighting
- 1 x table
- 2 x chairs
- 1 x 42" Screen
- 1 x counter with branding
- 1 x free standing brochure holder
- 1 x plant
- 1 x waste bin

All packages p/m² rate exclude a mandatory exhibitor fee per exhibitor. This may vary dependent on stand size and all charges are excluding 15 % VAT.



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Book your stand for 2027



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Co-located with:



Organized by:

dmg::events

