



AFRICA TOURISM

Voice of the Customer

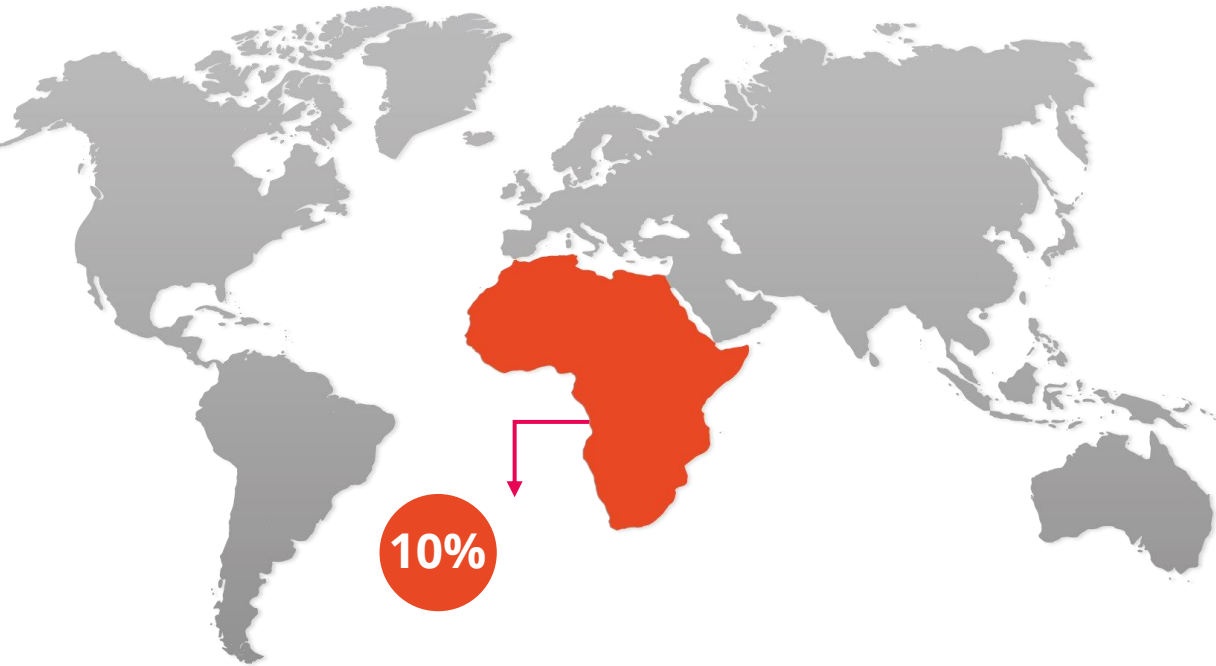
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BRIEF OVERVIEW OF THE MICE INDUSTRY



Allied Market Research (AMR) US-based business firm **reported that: Global MICE industry in September 2021** was USD 805 billion in 2017 and will reach an estimated USD 1.3 trillion by 2028. Growing at a CAGR of 21.3 % from 2021 to 2028.



- The MICE industry enjoys **10%** of the global tourism sector.
- How Africa stakeholders on MICE can tap on the USD 1.3 Trillion from now till 2028.
- Yes, we must discuss our challenges regarding infrastructure in our setting, transportation (sea, rivers, roads, railways, air), and accommodation. However in terms of hotel most of the 5 regions of Africa are now more equipped despite that some need to be improved. Visa and balkanization are still a big issue even electricity is more than a challenge.

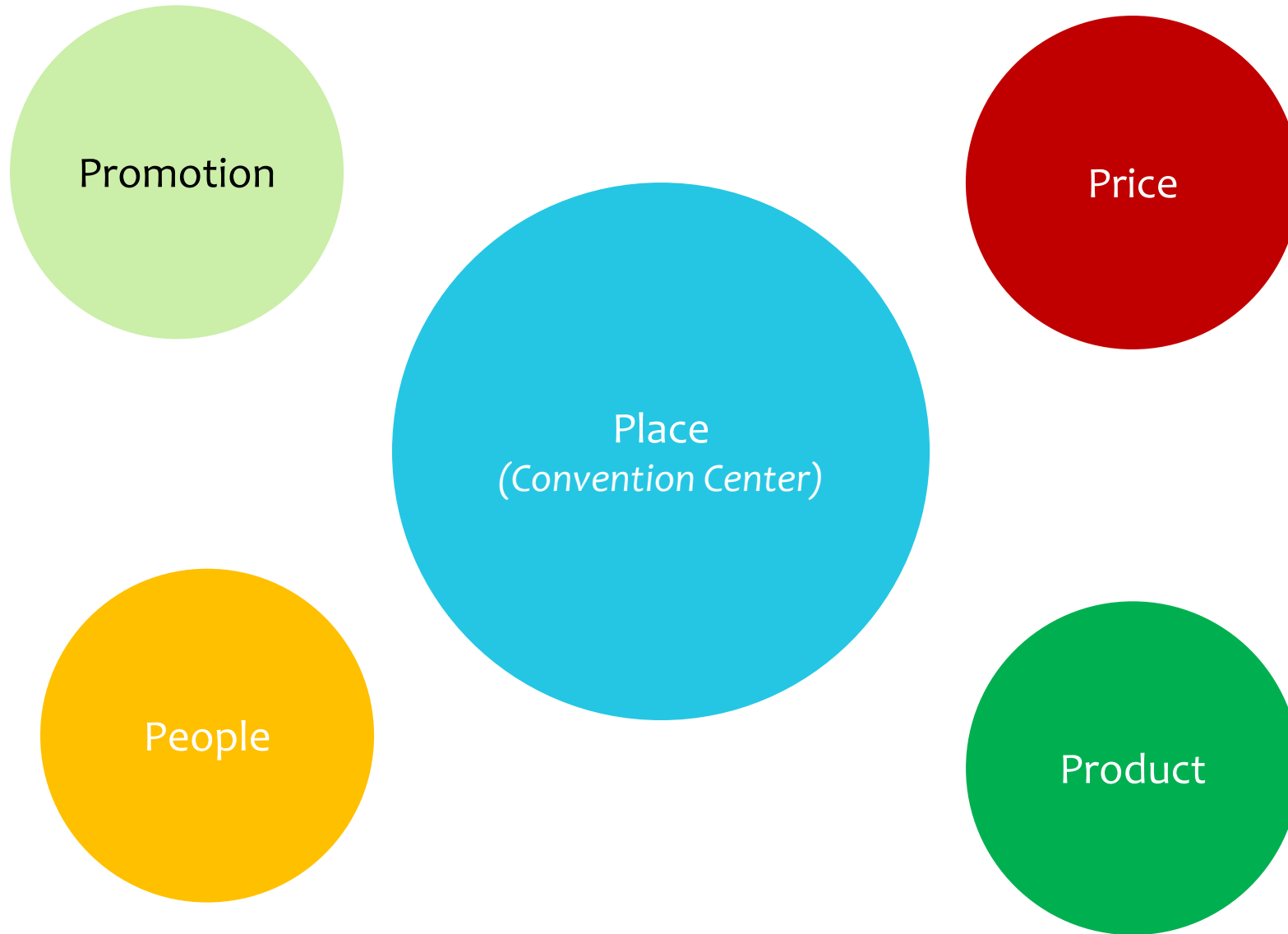


Description of the approach of the customer (partner) with the convention center



- To put stakeholders in one spirit of cooperation rather than competition and **to pool resources** to develop an exclusive **marketing mix Destination branding** as a **collaborative** process is critical.
- Neil Borden in 1970 developed the concept of marketing mix ; marketers and businesses have used this concept since its inception.
- So the marketing mix is the concept of the 5Ps of Marketing as thus; **Place, People, Product, Price & Promotion**.
- We will use this concept and craft it to suit the Marketing MIX “Voice of the customer” to reflect **event market involvement, the changing of delegate behavior, the impact on the organiser, and consequently the impact on expectations organisers have with regards to the convention center.**

5 P's of Marketing mix crafted to suit our "Voice"



People in Marketing MIX “Voice”



- Key professional staff need to be the focal person to the customer / partner (*communication channel should be effective & efficient*)
- All focal persons should create a conducive atmosphere of trust and mutual respect with costumer & develop a crisis management system.
- Facilitate contact with local PCOs, DMC or service providers for the customer to make an informed decision.
- Make sure to maintain good relations for future recommendation of your center.



Product in Marketing MIX “Voice ”



- Kindly understand the program or the vent
- Advise the customer(organiser), if possible, how to customise the product to suit your venue for the benefit of the attendee and the program
- Help, if possible, to bring in the local authority to raise the profile of the program
- Always try as much as possible to advise for time for local tourism in the program



Price in Marketing MIX “Voice”



- Flexibility (*including offering a lower price than competitors*)
- Incentive
- Cost-share strategy to be considered
- Consideration of the standard practice (*check with the regulator for taxes waiver for non for profit organization*)



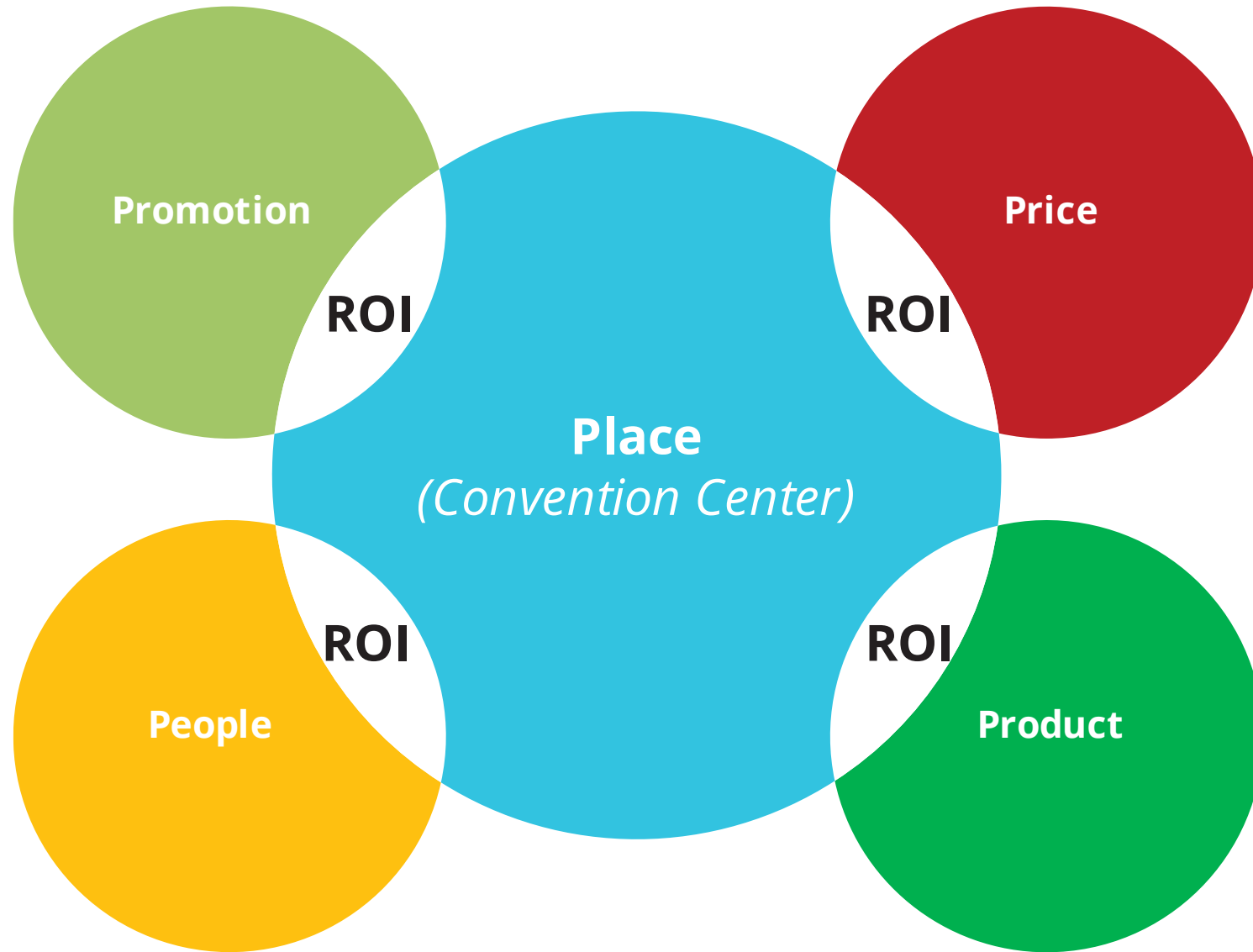
Promotion in Marketing MIX “Voice”



- Branding, advertising, social media, digital marketing
- Facilitate the event’s visibility at all other events in the center before the main customer event, if possible.
- If some of the radio or television in the country have free slots, kindly advise for an interview
- Link the website of the convention center with the website of the event



Return on Investment (ROI)

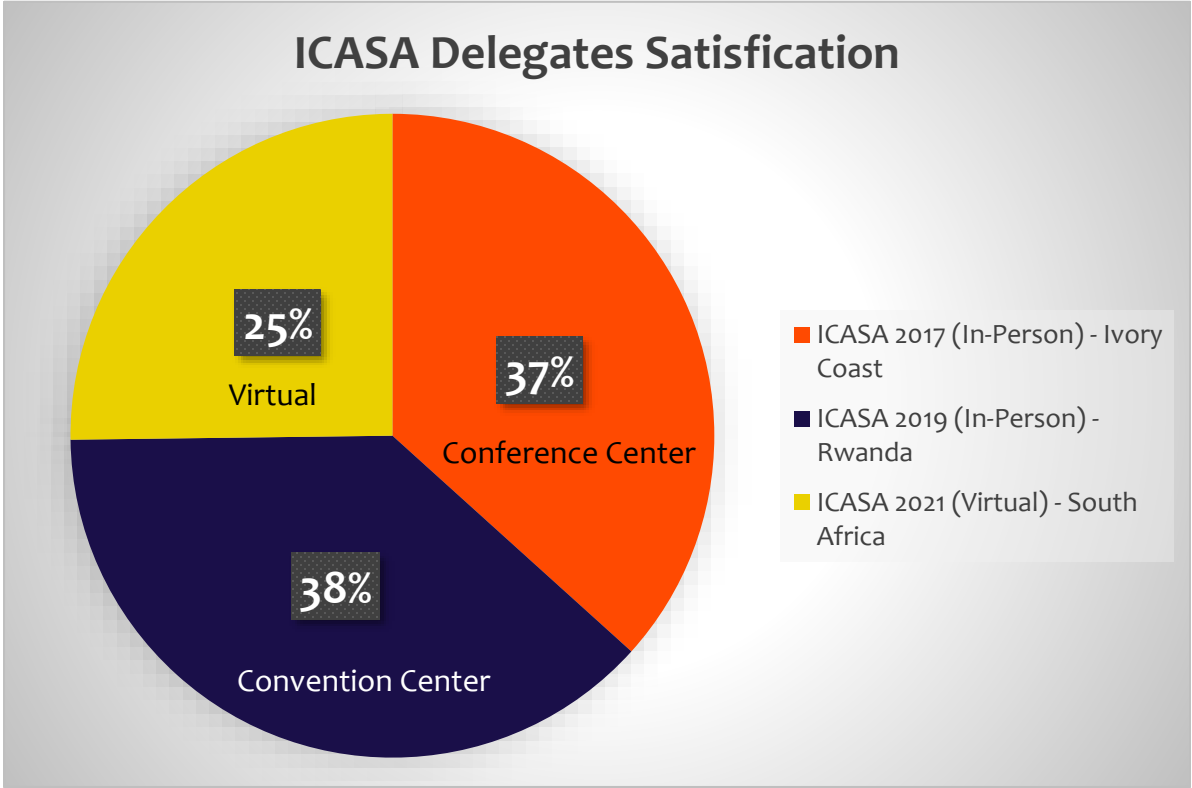
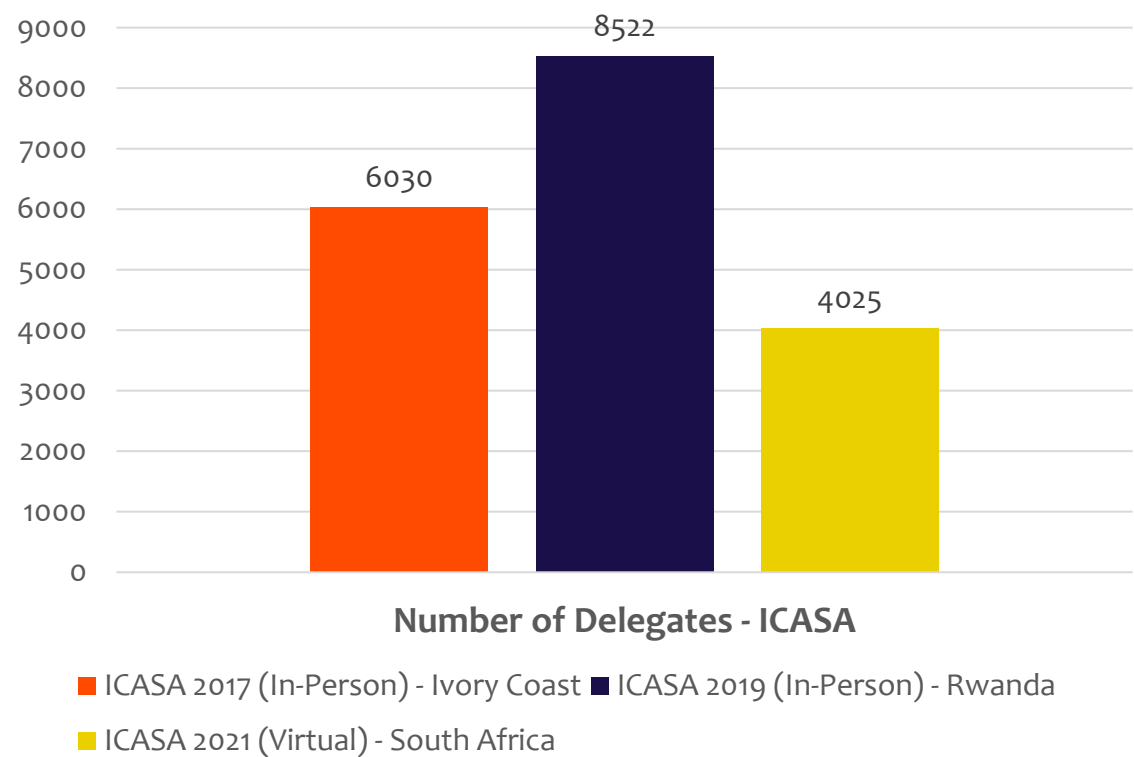


Return on Investment (ROI)



- Short Term
- Medium Term
- Long Term

Return on Investment (ROI)





Julia Simpson, WTTC President & CEO, said:
“Africa is bouncing back and is set to experience a significant recovery over a few years. Over the next ten years, the sector could create almost 14 million jobs”.

Thank You