

HICA introduces Indaba 2011

The Hotel Investment Conference Africa (HICA), formerly known as the Hospitality Investment Conference Africa, will be held in KwaZulu-Natal from 5-6 May 2011, preceding the annual tourism Indaba in Durban. The theme will be 'taking stock'.



Convened by the Tourism Business Council of South Africa (TBCSA) for the past five years, HICA is an established business platform for investors and developers in the African hotel sector and attracts financiers, entrepreneurs and government leaders with a focus on sub-Saharan Africa.

TBCSA CEO Mmatsatsi Marobe says HICA will take stock of the hotel sector's status quo in terms of demand and supply and take a realistic look at hotel investment opportunities in the region. "It is time, post 2010 FIFA World Cup as the world moves out of the economic recession, that we present southern Africa as a viable, solid and long term investment option for the sector."

HICA 2011 will also provide insight into global best practice in the hotel sector and promote actual investment projects. Experts will give advice on intended ventures and sessions related to marketing, pricing and statistics will give insight into present-day realities in the industry.

Ndabezitha Khosa, CEO of Tourism KwaZulu-Natal, official partner of HICA 2011 says it makes sense to have the event just before Indaba because all critical tourism stakeholders will visit the province in any case. "These stakeholders come from all over the world. Some of them may be investors who are keen to explore business opportunities in the African hospitality sector or be important business suppliers to the sector. Therefore we will continue to support HICA."

HICA 2011 also enjoys the support of Avis, Pam Golding Hospitality and African Sun Hotels.

For more information, go to www.hica.co.za.