

Media Release

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O&L Leisure announces N\$500,000 sponsorship towards the Africa Hospitality Investment Forum as Namibia prepares to host 300 investors and industry leaders

In just five weeks, over 300 hospitality industry investors, business leaders, government officials and expert advisors on the African continent will converge in Windhoek for the Africa Hospitality Investment Forum (AHIF) 2024. This is the first time the event is coming to Southern Africa, after Namibia won the bid and was announced as the 2024 host last year. The bid was facilitated by the Namibia Investment Promotion and Development Board (NIPDB), which also serves as the host partner in Namibia.

Announcing the sponsorship in Windhoek today, O&L Executive Chairman and Managing Director of O&L Leisure, Sven Thieme congratulated the NIPDB for facilitating the winning bid for Namibia, noting that this is an achievement that highlights a collective commitment to showcase Namibia's unique tourism potential on the international stage.

"The NIPDB shares O&L Leisure's vision of positioning and marketing Namibia as a premium destination, offering world-class experiences. Together, we strive to bring Namibia's rich culture, stunning landscapes, and exceptional hospitality to the forefront of the international tourism industry", said Thieme.

AHIF is known to be a premier investment forum that gathers the highest calibre of international hotel investors, making it the most influential conference of its kind in Africa. It also plays a crucial role in driving investment into tourism projects, infrastructure and hospitality development on the continent, and thus has the potential to contribute towards reshaping Namibia's tourism industry.

"As part of our diversification strategy, geared towards expanding the Namibian economy, tourism has been identified as a potential key driver for economic growth. With the high calibre of investors, hoteliers and financiers coming to Namibia, we are very deliberate in leveraging the convening power of AHIF to showcase the investment opportunities in this sector, with a clear end goal of securing investments that enable a sustainable future for Namibians", said NIPDB Chief Executive Officer, Nangula Uaandja.

With over 300 delegates attending the forum, hosting AHIF is expected to yield tangible economic benefits for Namibia. The influx of visitors will stimulate economic activity in the country, boosting demand for hotel accommodation, transportation and restaurant services as well as peripheral services such as curio and gifting products.

Uaandja added that in the long-term, successfully hosting this conference is a key element to achieving Namibia's strategic goal of becoming a business tourism destination, supported by the establishment of the Namibia Convention Bureau aimed at branding and promoting Namibia as a MICE destination. She emphasised that the realisation of these and other economic aspirations require strong partnership-led public and private sector collaboration.

"We therefore welcome the support of our partners O&L Leisure, which is a demonstration of our shared goals to grow the economy sustainably and to unlock opportunities that make prosperity a reality for our people. It is also a pivotal example of public and private collaboration to support the government's economic development agenda ", said Uaandja.

Thieme concluded by saying: "By leveraging our collaboration with NIPDB and other stakeholders, we are committed to empowering local communities through job creation and skills development. This ensures that the benefits of a thriving tourism sector are felt by all Namibians, promoting inclusive growth and long-term prosperity."

The Africa Hospitality Investment Forum will take place on 25 - 27 June 2024 at the Mövenpick Hotel in Windhoek, where delegates will converge for three days of high-level networking, formal business meetings and discussions of all the latest trends and developments in the hospitality industry.

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