

In your opinion,

what is the main challenge facing venues today?



Adele Forsyth, Recreation Africa

Obviously the wind is blowing the same for everyone, so it is the set of your sail that makes the difference. The major challenge is competent staff to meet client expectations.



Denise Lloyd, Diaz Strand Hotel and Resort

Boredom and lack of innovation. Venues need to put the fun back into the conference package: make sure that the breaks especially are memorable and filled with surprise and unexpected elements as well as in unusual places as to make the delegates look forward to the next one.



Bradley Brouwer, Forever Resorts Group

The expectations from delegates are service delivery and good venues. These expectations must be exceeded at all times through proper training and ensuring that venues, equipment and meals are of the highest standard. There is a lot of choice out there. Service delivery is the key.



Anton Post, Maropeng

Maintaining a cost-effective and successful marketing campaign creating the awareness and desire to utilise the venue, translating into tangible and profitable business. Standard and service delivery is not negotiable.



Keith Macvicar, Hotel Izulu

In my opinion the main challenge facing the industry today is to be able to consistently satisfy the appetite for variety and adventure. In this fast evolving world where routine is boring and mundane keeping the product fresh is top priority.



Renate Oostmeijer, Tau Game Lodge

The main challenge is that with the vast amount of game lodges currently available in South Africa it has become vitally important to differentiate oneself, by offering unique, comfortable, modern yet affordable facilities without needing to travel for too long.



Alida Canevari, Hilton Hotel Group

Maintaining an innovative edge over increasing competitors and exceeding the expectations of a more aware and demanding client base.



Alan Romburgh, Relais Hotels

The close proximity of good value accommodation. Standards of venue systems, services and capacities. Security, related to venue location. Accessibility to good, reliable and safe transport. Desirability of location with its commensurate attractions e.g Cape Town vs Kimberley or Bloemfontein.