



10 reasons why you need to experience WTM Africa 2019

WTM Africa is a vibrant, culturally diverse, must attend business-to-business travel and tourism event, with a diverse range of destinations and industry sectors to African and International travel professionals.

Join travel professionals from over 70 countries over three days in Cape Town, South Africa. WTM Africa is an international event providing a platform to showcase your travel and tourism products to serious buyers.

We know that you don't need too many reasons to spend a week in glorious Cape Town, but just in case, WTM Africa has put together their 10 reasons why you absolutely need to attend this extraordinary three-day show in Cape Town from 10-12 April 2019:

1. Make the right contacts – WTM Africa is the ultimate meeting place for the African travel industry, with US\$365-million worth of business having been written in 2017 alone!
2. WTM Africa 2019 focuses on both inbound and outbound travel within Africa, offering attendees a comprehensive exhibition that brings together both aspects of the travel industry. In 2019, there is the addition of a dedicated Hosted Buyer Programme specifically for our outbound exhibitors.
3. WTM Africa 2019 takes place in Cape Town in April. Through research conducted with stakeholders within the travel sector, this is the best time in the annual buying cycle for both buyers searching for new and exciting products to offer their clients.
4. Through our Buyer Insights Programme, we are able to assist exhibitors in both presenting and positioning their products to international and local buyers.
5. A host of international speakers from across the globe will focus on pertinent topics and travel trends affecting the modern travel industry.
6. WTM Africa Festivals will give everyone the opportunity to socialise after the traditional working hours in a fun and vibrant atmosphere. Those attending will experience the culture, hospitality and cuisine with each hosting exhibitor offering something unique. Relax and experience different food and drink.
7. Attendees can enjoy a world-class diary system with the functionality to request meetings with fellow exhibitors and the ability to block out times in the diary.

8. Trending bolt-on events with international and local speakers:
 - ILTM Africa
 - Sports and Events Tourism Exchange (SETE)
 - Digital Tourism Think Tank
 - African Investment Forum
9. Local and international digital influencers will be on hand to help you learn more about how to further your marketing objectives through online platforms and partnerships.
10. Increased focus will be shone on niche tourism sectors at WTM Africa 2019 with dedicated areas on the show floor, including those for spa and wellness tourism, film tourism, a pink travel pavilion by KZNGLTA, and adventure tourism pavilion by Dirty Boots and food and wine tourism.

Travel Professional in both the outbound and inbound tourism sectors are encouraged to join us at WTM Africa in Cape Town this year. To make sure you don't miss out, register to attend on africa.wtm.com today!